

The House of Daniel Arsham: Redesigns Beoplay A9 by Bang & Olufsen



Selfridges collaborates with artist Daniel Arsham for a unique takeover of the department store's Corner shop. The House of Daniel Arsham launches on October 21 as part of the Selfridges' seasonal three-month Future Fantasy creative campaign. Arsham's artistic approach is founded on the concept of a fictional archaeology, and his vision of what familiar icons of today might look like if rediscovered in a distant future.

Arsham and Selfridges have invited friends and collaborators to partner on a series of special limited-edition pieces and capsules in Arsham Studio signature colours. Among these is a limited edition **Beoplay A9** speaker with the image of a blue moon derived from an original painting by Arsham. The moon image is representative of Arsham's fascination with space and the future and is seamlessly integrated into the design of Beoplay A9 accompanied by white stained oak legs and a silver tone anodized aluminum ring.

A powerful wireless home speaker

Beoplay A9 is widely recognized as one of the most distinctive and successful integrations of sound and beauty to date. It was designed as a wireless home speaker that can blend in beautifully or stand out convincingly. To control the speaker, gently slide your hand across its surface to adjust the volume and simply tap to skip, play and pause.

The new Beoplay A9, launched in April 2019, comes with a range of new innovations and design updates:

- With the introduction of Google Assistant, Beoplay A9 is among the most powerful speakers that allows users to instruct the speaker by the sound of their voice.
- Active Room Compensation optimizes sound performance based on the surroundings and gives you the best possible sound in every room of your house.
- Two additional full range drivers on the back of Beoplay A9 (now seven drivers in total) provide a much broader and impressive soundscape.
- A new and stronger streaming engine for faster performance in connectivity to e.g. Chromecast and Apple Airplay 2.

Pricing and availability

The limited-edition Beoplay A9 will be available exclusively at The House by Daniel Arsham at The Corner Shop in Selfridges, London and on <https://www.selfridges.com/> from October 21. To find out more, follow the conversation at @bangolufsen on [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#) using #Beoplaya9 and at @theofficialselfridges.

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ABOUT BANG & OLUFSEN

Bang & Olufsen is a global luxury lifestyle brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company. The rich heritage built around the relentless determination to create products that push the boundaries of audio technology continues to place the company at the forefront of audio innovation. Today, every Bang & Olufsen product is still characterized by the unique combination of beautiful sound, timeless design, and unrivalled craftsmanship. The company's innovative and progressive audio products are sold worldwide in Bang & Olufsen monobrand stores, online, and in multibrand stores. The company employs approximately 900 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NAS DAQ Copenhagen A/S.