

Bang & Olufsen announces special edition speaker collection with artwork by David Lynch



The special edition speaker collection featuring artwork by David Lynch will be available in limited quantities starting October 2018. More info at www.bang-olufsen.com/davidlynch

Copenhagen, October 9 – Bang & Olufsen announces a new collaboration with the director, screenwriter, actor, artist, and musician David Lynch. The collaboration introduces a special edition speaker collection with artwork by the iconic artist, featuring selected images and details from the “War Between the Shapes” series, works on paper created in the 1970s, and from the “Paris Suite” lithographs created in 2007 at the renowned Idem studio.

This marks the continued collaboration between Bang & Olufsen and David Lynch, a self-proclaimed long-time patron of the company. “I’m honoured to be part of this special collaboration,” says David Lynch. “Bang & Olufsen has always been known for great sound and great design.”

The collection will debut in conjunction with a Bang & Olufsen pop-up at MoMA Design Store, Soho in New York City. “MoMA has a long history of working with David Lynch, and a number of Bang & Olufsen objects are in The Museum’s permanent collection,” says MoMA Design Store Director of Merchandising, Emmanuel Plat. “Because of these connections, it was a natural fit for MoMA Design Store to premier this unique collaboration.”

Speakers by Bang & Olufsen. Artwork by David Lynch.

The special edition speaker collection featuring artwork by David Lynch includes a very limited number of the iconic Beoplay A9, a powerful music streaming system, and Beosound Shape, a wall-mounted wireless speaker system for design conscious music lovers. The Beoplay A9 features artwork from the “Paris Suite” lithographs and it will be available in only five pieces, each of them hand-signed by David Lynch. The Beosound Shape features artwork from the “War Between the Shapes” series and will be available in only one copy, on view at MoMA Design Store’s Soho location from October 10 to November 11 as part of an immersive and interactive pop-up experience inspired by imagery from David Lynch’s films.

Designed to enhance the audio experience both inside and outside of the home, this exclusive collection also includes Beoplay M5, a powerful, wireless speaker with True360 Bang & Olufsen Signature Sound that seamlessly connects spaces in multiple rooms, and Beoplay P2, a truly personal and fully portable speaker, with rich, full-bodied sound and smart-connect features activated with a tap or a shake. Both Beoplay M5 and Beoplay P2 feature artwork

from the “War Between the Shapes” series. David Lynch’s signature is laser engraved on the top of the Beoplay M5 speaker and printed on the bottom of the Beoplay P2.

Pricing and availability

Beoplay M5 and Beoplay P2 featuring artwork by David Lynch will be available, in very limited quantities, at www.bang-olufsen.com/davidlynch and store.moma.org starting October 9; at MoMA Design Stores in New York and Tokyo starting October 10; at David Lynch’s Festival of Disruption in Los Angeles, October 13 and 14; and in select Bang & Olufsen stores, as well as at select retailers, starting November 8. Beoplay M5 featuring artwork by David Lynch retails for EUR 750 / USD 750 / GBP 700, while Beoplay P2 featuring artwork by David Lynch retails for EUR 200 / USD 200 / GBP 175.

Beoplay A9 and Beosound Shape featuring artwork by David Lynch will be available exclusively at the Bang & Olufsen x David Lynch pop-up at MoMA Design Store, Soho from October 10 to November 11.

Continued collaboration

Bang & Olufsen and David Lynch previously teamed up in 2017 to create a limited edition of Beoplay A9 speakers featuring the artist’s famed “Paris Suite” lithographs. All 30 speakers were personally signed and numbered by Lynch and were available exclusively through the MoMA Design Store.

Bang & Olufsen’s relationship with The Museum of Modern Art dates back to the 1970s. In 1972, seven products were added to The Museum’s permanent collection. Six years later, in 1978, MoMA showcased an exhibition of Bang & Olufsen’s entire portfolio, entitled *Bang & Olufsen: Design for Sound by Jakob Jensen*, with a total of 39 pieces. Today, 18 Bang & Olufsen products designed by Jakob Jensen, David Lewis, and Steve McGugan are part of MoMA’s permanent collection.

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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 over 1,000 people and operates in more than 70 markets. Bang & Olufsen’s shares are listed on NAS DAQ Copenhagen A/S.