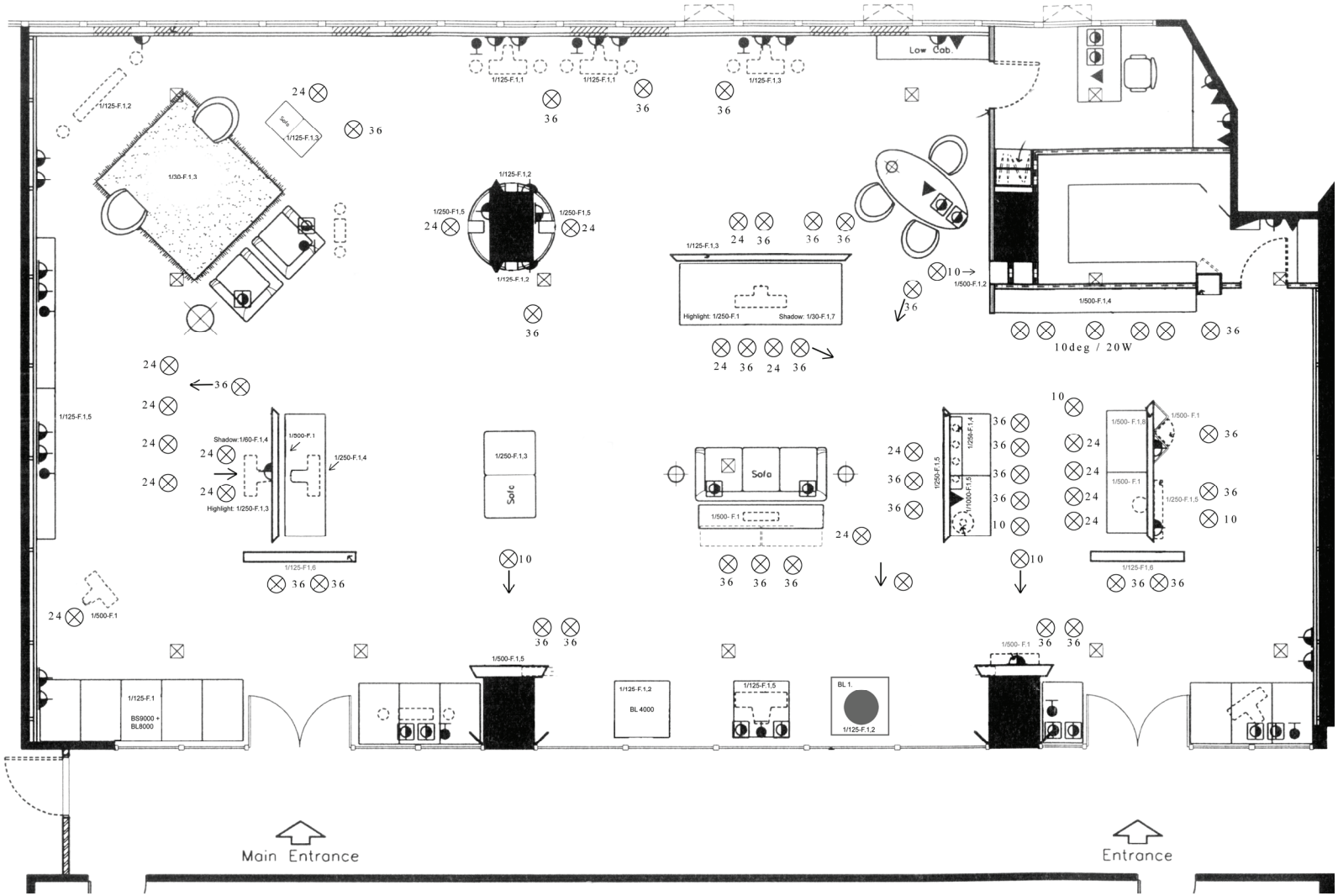
B&O Hong Kong

Hennessey Center

Ocean Terminal

Queen's Road Central



Redefining the retail environment

Welcome to the new B&O gallery
BANG & OLUFSEN
B&O

The Question:

So what makes B&O different?

The Answer: in their own words

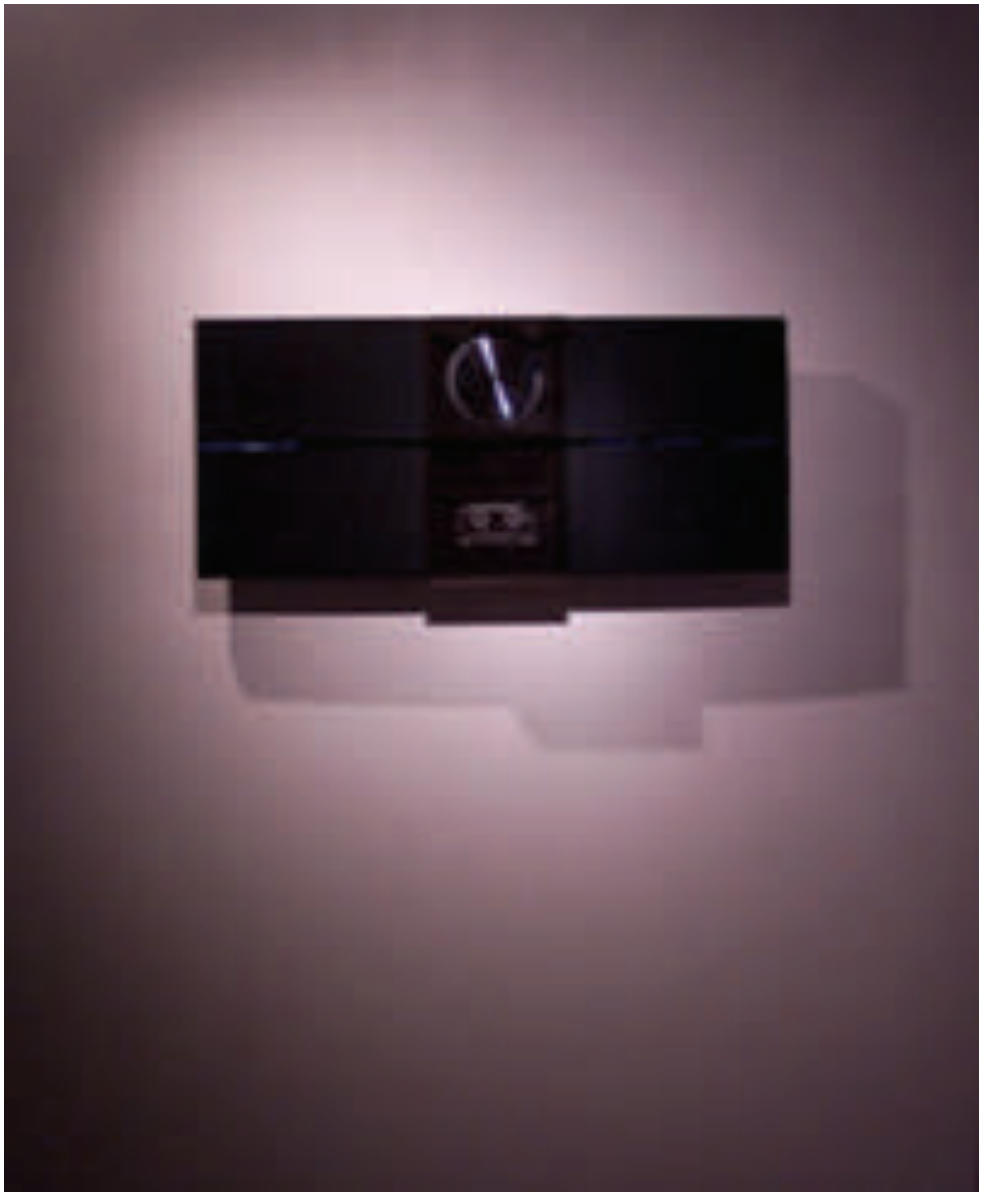
"Ideas are powerful, they change the world. So let's find the courage to confront the conventional, the accepted and the ordinary. Let's have the courage to have ideas." —Bang & Olufsen

The problem:

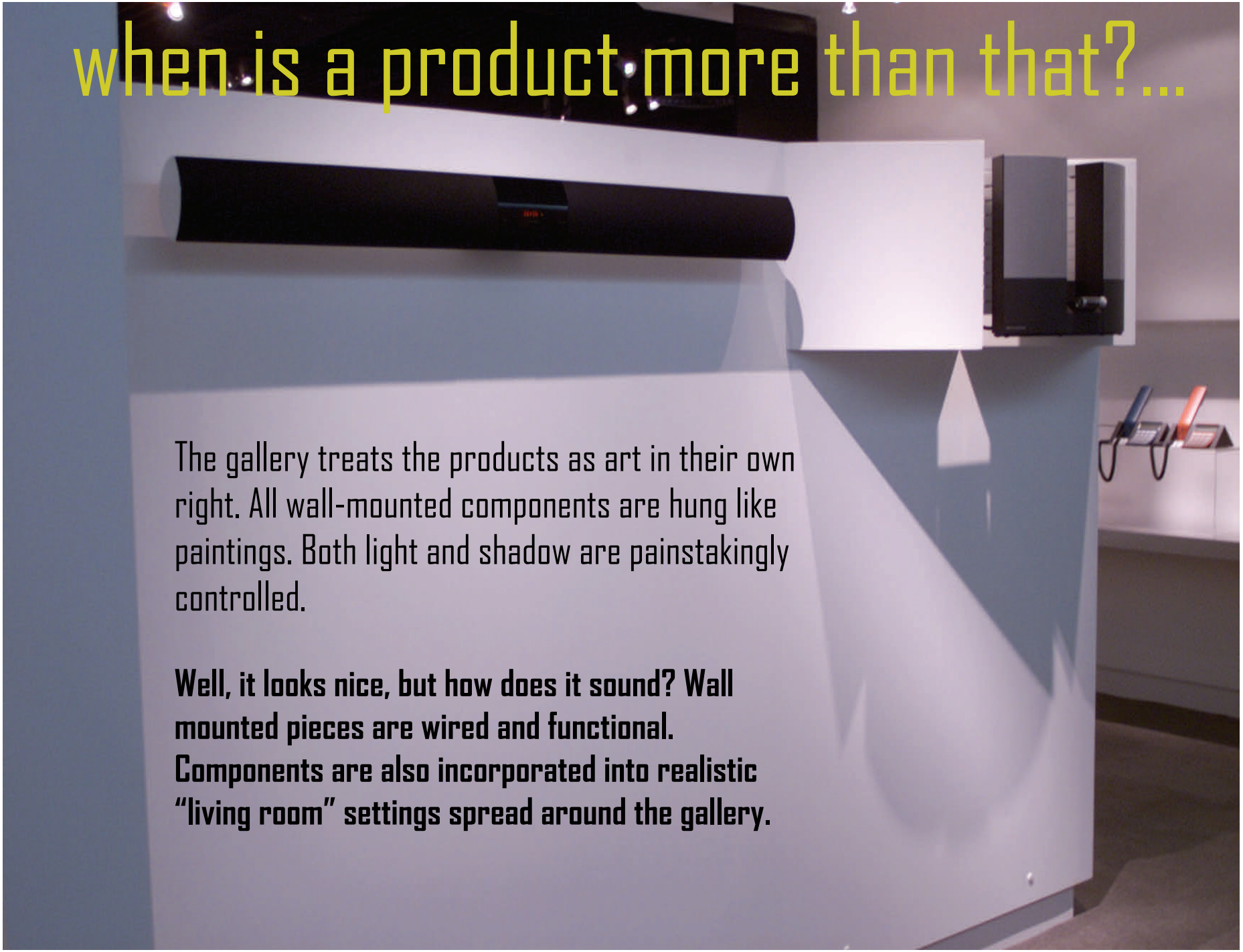
Current showrooms do not reflect the B&O philosophy. They are conventional, acceptable, and ordinary...and intimidating.

The Idea:

Build an environment based on the B&O ethos. Create an art gallery, not a boutique, that uses photo quality lighting. Remember that this space is also about people, not just televisions, color samples and price tags.



when is a product more than that?...



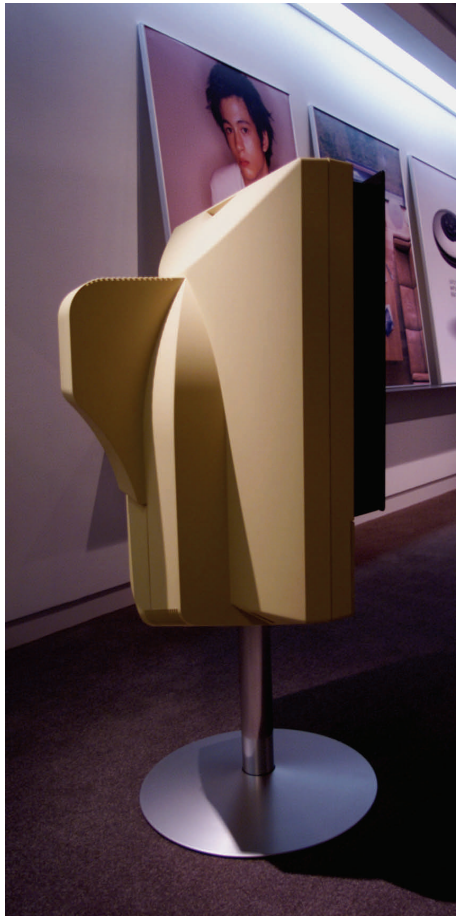
The gallery treats the products as art in their own right. All wall-mounted components are hung like paintings. Both light and shadow are painstakingly controlled.

Well, it looks nice, but how does it sound? Wall mounted pieces are wired and functional. Components are also incorporated into realistic "living room" settings spread around the gallery.

...when high fidelity meets high art

"Bang & Olufsen is a legacy product. When someone buys something from B&O they tend to keep it. Components move from house to house until they pass them on to their children like you might do with a painting. The only used B&O equipment you will find for sale are things like tape decks and turn tables that are virtually obsolete. People hang onto them because B&O is about more than consumer electronics, it's a mode of thinking that represents a mode of living, even our customer service strives to demonstrate this."

—Philip Wu (Chairman/CEO Bang & Olufsen HK)



It looks like your living room, it sounds like your living room, enjoy.

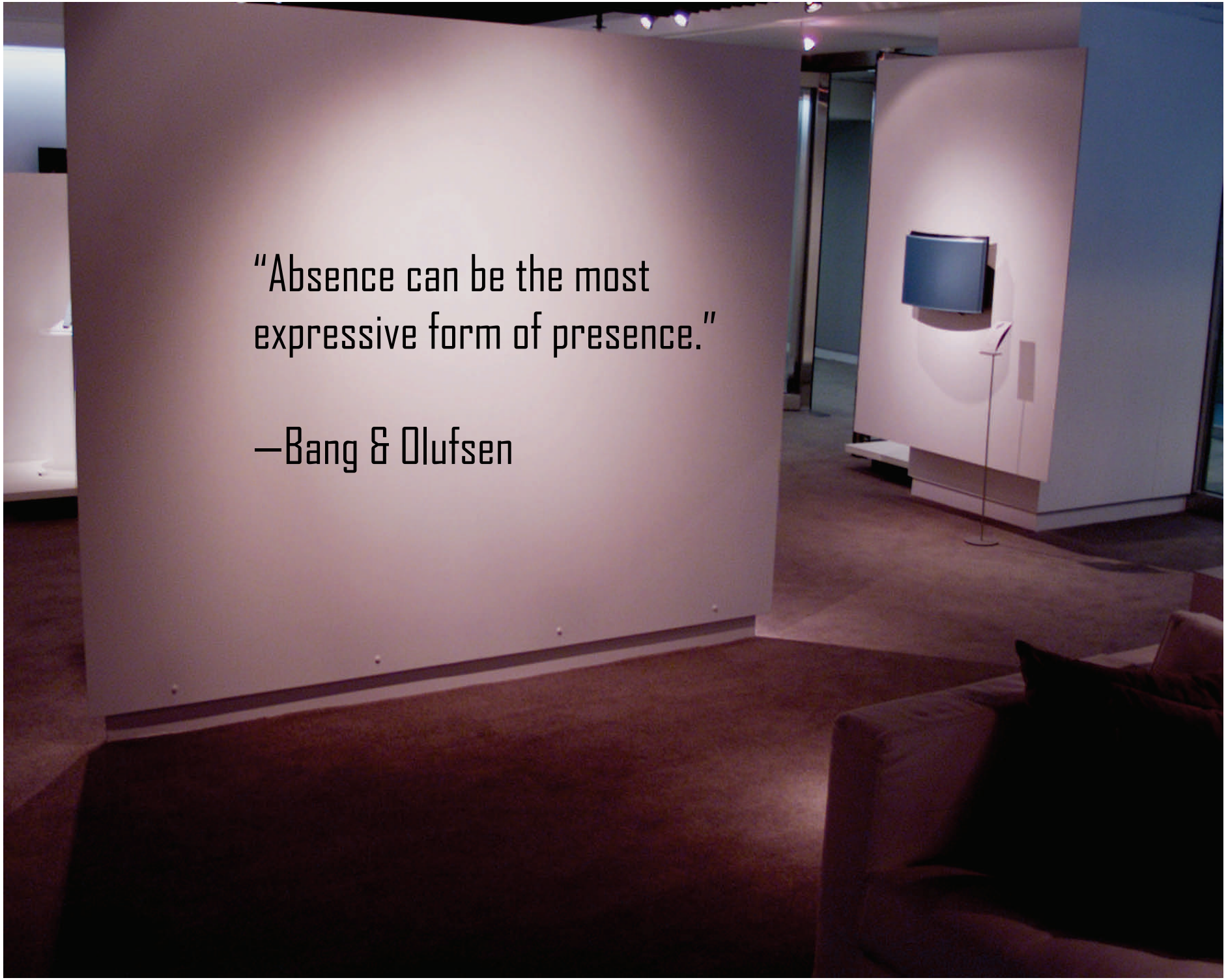
"When it comes to sound reproduction, we believe there's only one relevant parameter: How close can we come to the originally recorded sound?"

"Picture and sound are inseparable elements of a good movie experience."

—Bang & Olufsen

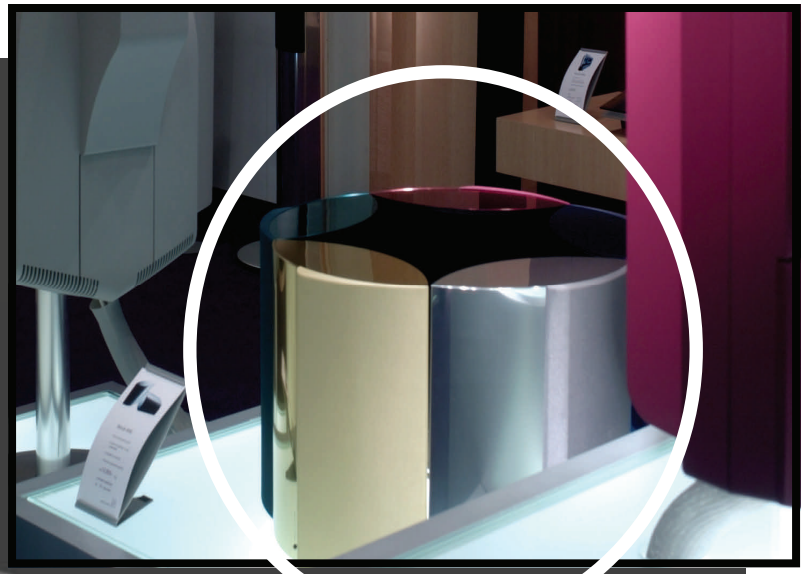
It might look like art...

...but it still sounds like science.


"Absence can be the most
expressive form of presence."
—Bang & Olufsen

doing more with less...

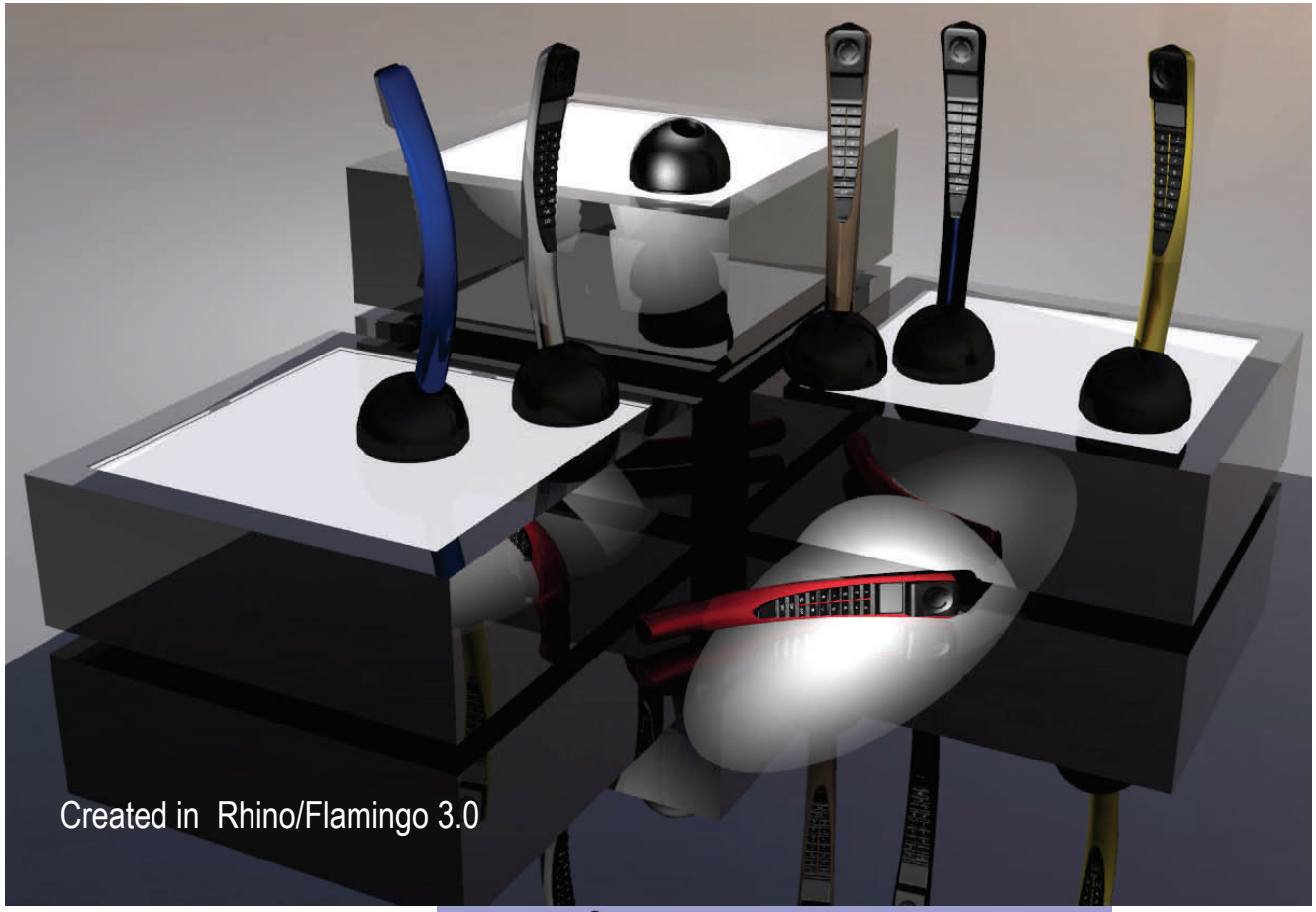
speaker or sculpture? change your perspective



"There's no reason to do what's already been done, so we insist on the freedom to dream up new ideas and solutions even though we're told they are unattainable. And often we find that almost everything is possible if we're willing to try—and try again."

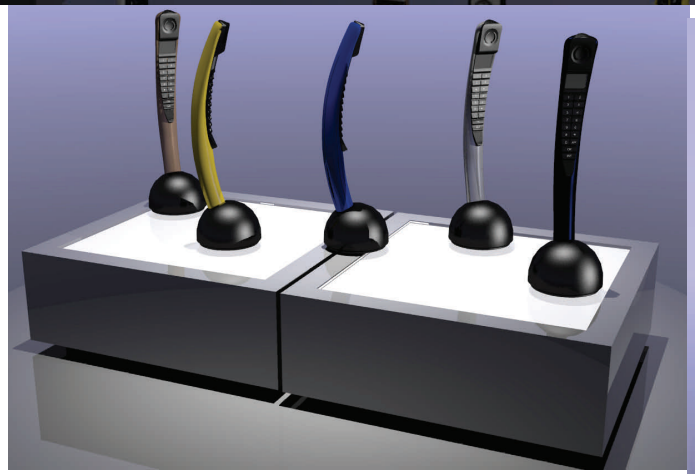
—Bang & Olufsen

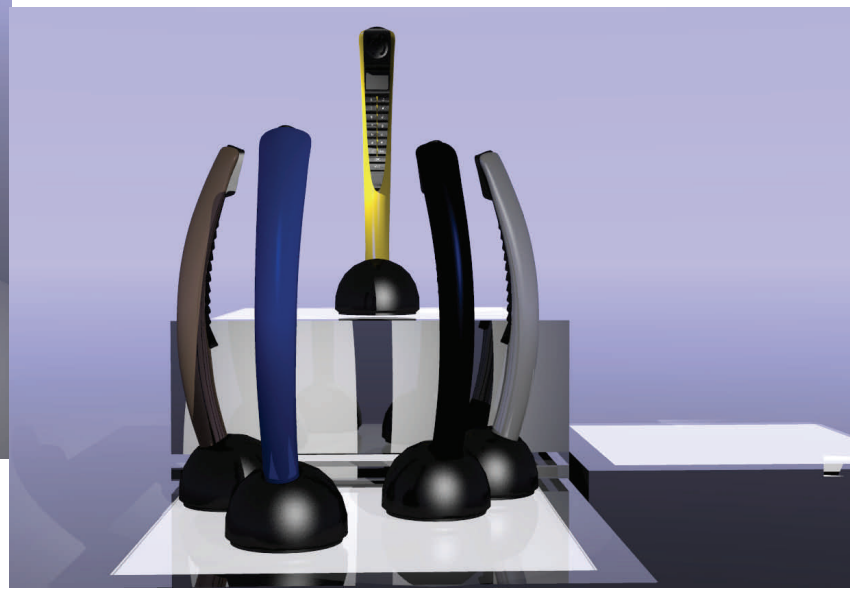
Created in Rhino/Flamingo 3.0



"Our process of developing a new product can be described in one word: dialogue. Everything we do is based on that. True dialogue; however, raises many questions."

—Bang & Olufsen





Are objects capable of dialogue?

go ahead, pick it up

Several styles of display cases are spread throughout the gallery. These spaces encourage the customer to explore and manipulate B&O's hand held items like telephones, personal audio equipment, and product literature.

hear **your** music and see **your** movies, yes **you**

AUDIO SELECTION: Why the move to include the Beastie Boys as well as Bach? B&O wants to appeal to a more youthful set than in the past.

VIDEO SELECTION: You won't be watching the standard HDTV B&O demo video at home and you aren't going to see it here either. Have a seat and watch some Harry Potter, Braveheart or Final Fantasy.