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BANG & OLUFSEN



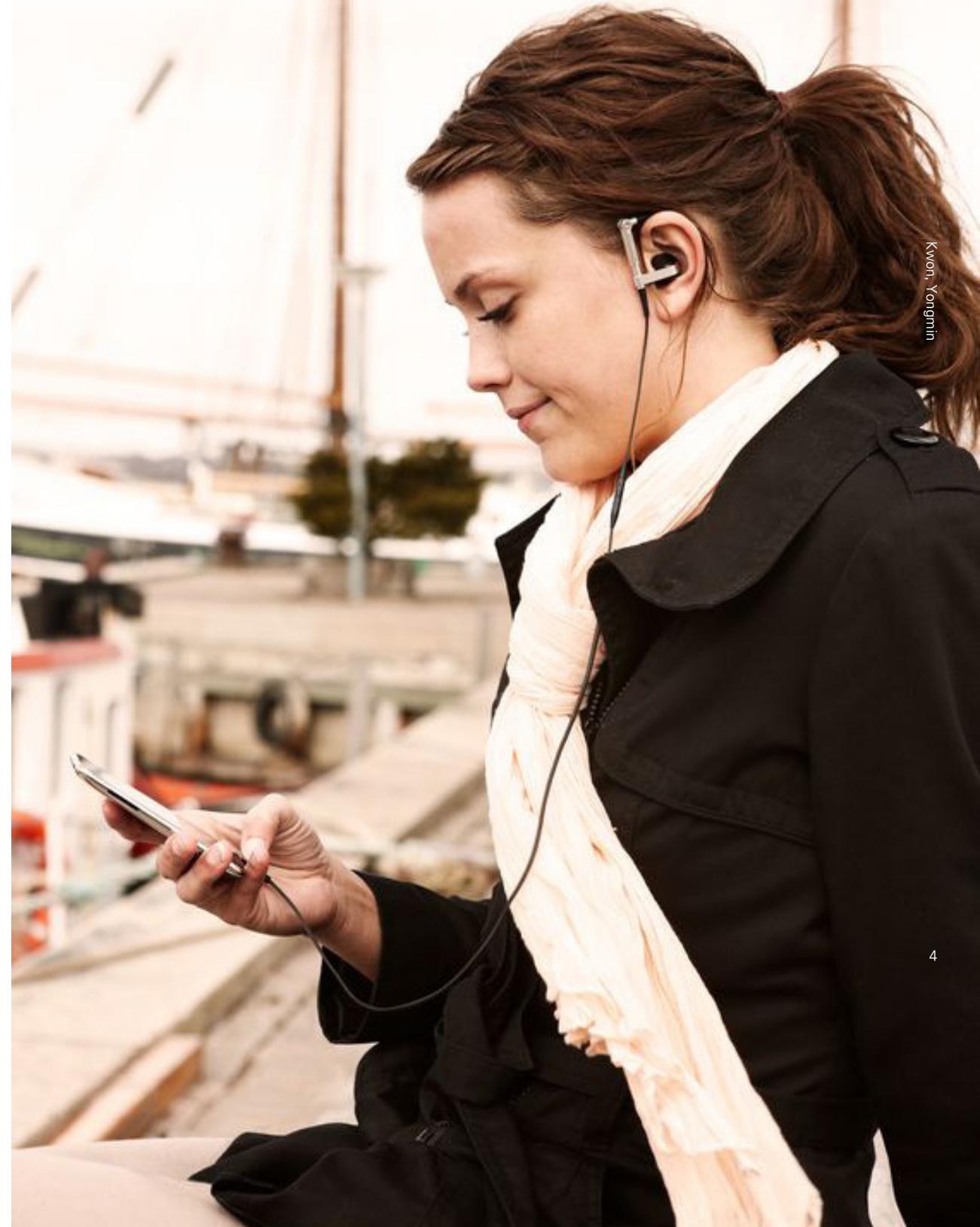
A8 and Beoplay earset
Bang and Olufsen's new bluetooth
earphone, beoplay earset is made, based
on A8 which is legendary earphone in the
field of open type earphone.

Bang and Olufsen A8



This A8 is an open type earphone which started manufactured in 2000. It was discontinued in 2018. the earhone designed by anders Hermansen, gained tremendous popularity with the public due to its design and function. The clean and clear treble produced by A8 is enough to captivate the people. Its geometrical design is very attractive in terms of both aesthetic and functional. The ear guide and the sound unit which move individually can be fitted to almost every people, even they are doing sports or activities. Earset 3i is an ios version of A8. it was also discontinued in 2018. However, in the same year, Beoplay earset is released, which has similar design with A8 and Earset 3i and continues the design languages of Bang and Olufsen.

B&O earset 3i



Kwon, Youngmin

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Brand - Bang and Olufsen

literally, Bang and Olufsen

Early History



Bang and Olufsen
From left, Peter Bang and Svend Olufsen

In 1925, two engineers, Peter Bang and Svend Olufsen, living in Quistrup, Denmark, attempted to develop a state-of-the-art electronic product, the radio. The two young men set up a small radio factory in a rooftop room and devoted themselves to developing a radio with a mains power source. The following year, he invented the "Eliminator," a radio that operated only with a plug without a battery. Within one year of its founding, it launched innovative products and successfully made a name for itself in the electronic device industry. Bang & Olufsen built a new factory in Struer, Denmark, thanks to the great success of its radios, and continued to unveil radios equipped with excellent technology in sophisticated designs such as the Hyperbo series and Beolit, making it home to European homes. It has built a premium brand image in the entertainment market.

As sales rose and the company grew, they tried to introduce more perfect products. The process of making the speakers was sophisticated, but even when making a single home speaker, they went through extreme environmental testing. Bang & Olufsen Labs has a product testing laboratory called the torture chamber. It is a test for all possible situations using items you might have in your home. For example, try pressing the remote-control button as many times as you have used for 10 years. And check that the button print does not come off and that the button continues to work. The durability is also checked by performing an impact test at a height of 2 m. It is said to be an experiment based on the philosophy of Bang & Olufsen, which believes that a good home appliance should work just like the first time it is used for a long time.

However, it took many years for their business to become very profitable. Bang & Olufsen suffered a major blow towards the end of World War II, when the company was burned by the destruction of the SS as a punishment for management not cooperating with Nazi Germany at the time. Bang and Olufsen rebuilt the factory and produced electric razors until 1955, then, under the influence of designer Yves Fabriksen, who began working for the company in 1957, developed a variety of radios, radios, and television sets, and then again developed high-end razors. The company grows by generating sales.

Crisis and Resurrection

However, Bang & Olufsen, which became the envy of sound enthusiasts around the world with its innovative technology and design, began to decline in sales and profits from the late 2000s. In 2007, sales reached 49.2 million kroner (about 572.8 billion won) but plummeted to 207.9 million kroner (about 291 billion won) in the wake of the global financial crisis in 2008. This was due to the stagnation of the luxury AV market as consumers turned away from MP3 or DVD recorders as everyone had a smartphone and the global recession overlapped.

Bang & Olufsen's response to the crisis was faster than expected. First, businesses with poor profitability were eliminated. Up to this point, other companies have been doing it, but Bang & Olufsen has gone a step further. It will not stop with just a few business units but will completely redefine its main revenue base. It boldly rearranged the existing business, market, and production method, and chose a new market and customer. First, Bang & Olufsen broke the stereotype that middle-aged people had expensive audio equipment at home, created a sub-brand for the younger generation, and started making mobile speakers that they could listen to while on the go. Bang & Olufsen, which used to make heavy home theaters, now comes with a wireless docking speaker the size of a lunch box. The automobile also became a new stage for Bang & Olufsen. Since 2005, it has pioneered the high-end car sound system market and started to install it on luxury brands such as Mercedes-Benz and BMW.

Bang & Olufsen, which faced a crisis due to poor performance, seized a new opportunity in the smartphone market in 2010. The BeoSound 8, a speaker for iPhone and iPad released by Bang & Olufsen that year, sold more than 60,000 units within a year of its launch, even at a price of \$999 (about 1 million won). Bang & Olufsen is targeting the niche market of assistive devices for smartphones. Former President Henrik Lawrence, who led the establishment and commercialization of Beoplay at the time, saw that the existing Bang & Olufsen products had a high price and limited consumer base, and aimed to broaden the consumer base of Bang & Olufsen with Beoplay. By lowering the price entry barrier and utilizing Bang & Olufsen's strength in design, it was able to secure young consumers as customers. The price of Beoplay products is between 180,000 and 1.5 million won. It is cheaper than existing Bang & Olufsen products that cost tens of thousands of won. It is estimated that 70% of customers who buy Beoplay products today are in their 10s and 30s. Thanks to the growth of Beoplay, Bang & Olufsen sales also increased for the fourth year in a row and succeeded in a revival. "We expect Beoplay to grow by about 120% over the next two to three years," said Clausen CEO.



A room with the products of B&O

From the top left, BeoSound Shape, BeoSound 1, BeoSound 2, BeoPlay A9, BeoSound Balance, BeoVision Avant, BeoSound Stage.

Designer - Anders Hermansen

Personality and Originality



Engelbrechts JOINT series
designed by Anders Hermansen

Life

Industrial Designer Anders Hermansen graduated as a young student from the Royal Danish Academy of Fine Arts, Copenhagen, in 1982, mastering industrial design and furniture architecture.

As a recent graduate, he began working with leading Danish design companies such as Paustian and Louis Poulsen. Also, he held a number of solo exhibitions presenting his unique handmade wire sketch furniture.

Since the early 1980s, Anders Hermansen has also worked closely with the audio-visual company Bang & Olufsen (B&O) for decades. Other close design partnerships include amongst others LG Electronics and Engelbrechts Furniture.

Design Language

IN HERMANSENS' DESIGNS there are references to both the maritime world, but also to the simplicity and clean lines you often find in the Japanese décor. He strives to create and design functional furniture above all, but also furniture to engage with and furniture that can help sustain a pleasant atmosphere.

Anders said that his inspiration comes from the way he live his life and every product affects to something, making auras. Therefore, he thinks that a designer make the atmosphere made by the product. So designer must elaborate that atmosphere, in other word, a personality or an expression, in the way that improves human life. Like people. The product or funiture never gives boring to users in his work.

When starting his design work, Hermansen relocates his small wooden cabin to a new and unexplored place for new input and ideas, and often he hikes in the woods to kick-start his design process. In 2012, Anders Hermansen designed the JOINT series of chairs and tables, complimenting each other in form and expression. In 2016, Hermansen designed POISE, a freestanding and adaptable unit that can function both as a shelving system and as a room divider. Several of Anders' designs have been exhibited at Danish museums, such as Trapholt and the Design Museum Denmark.



Awards & Recognitions

GOOD DESIGN Award

Reddot Design Award

German Design Award

Interior Innovation Award

IF Design Award

The Danish Furniture Award

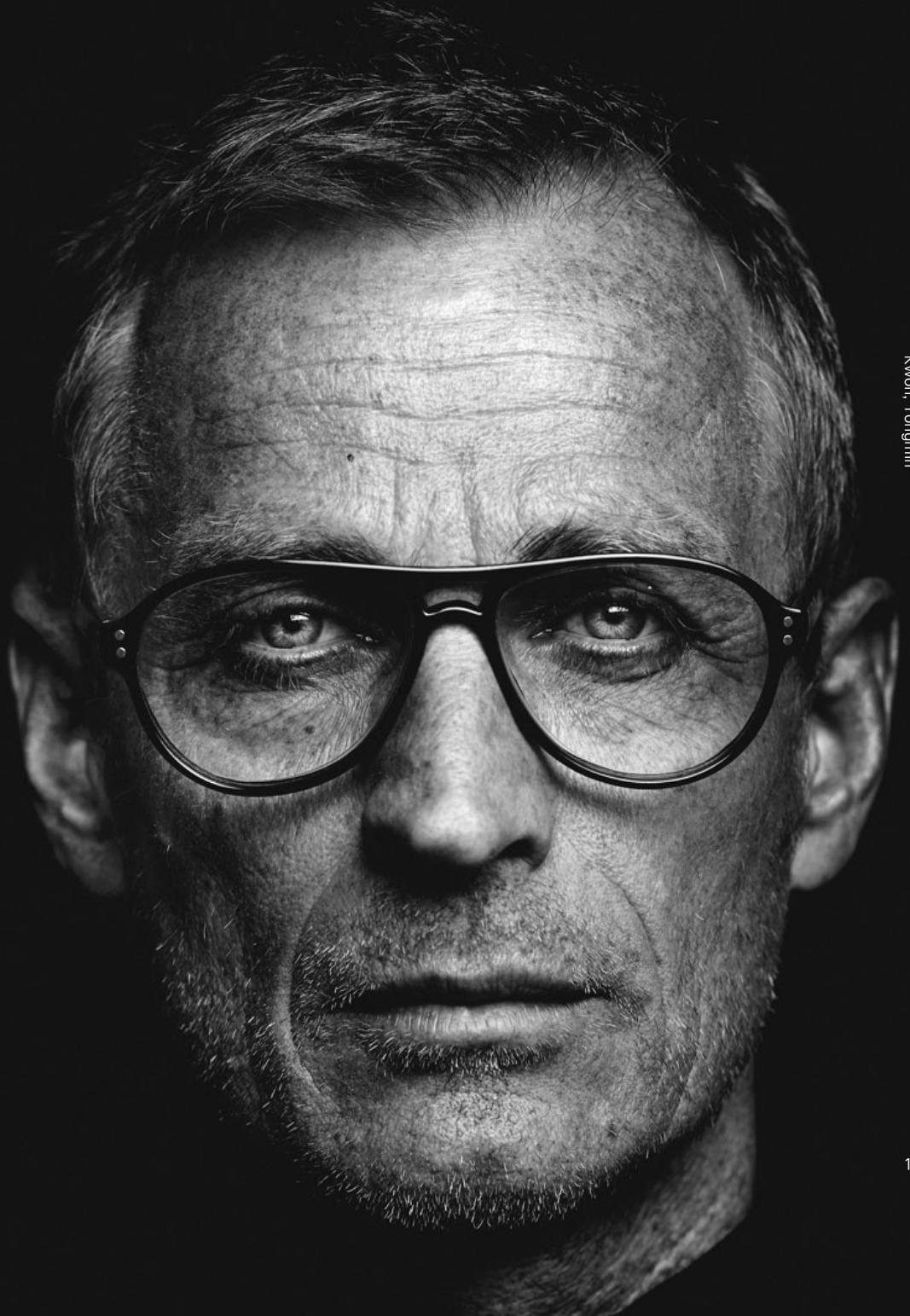
Kay Bojesen's Grant

Knud V. Engelhart's Grant

The Danish Arts Foundation grant

Take people as an example:
You want to spend time with people
who are original and have personality.
It is the same with product.

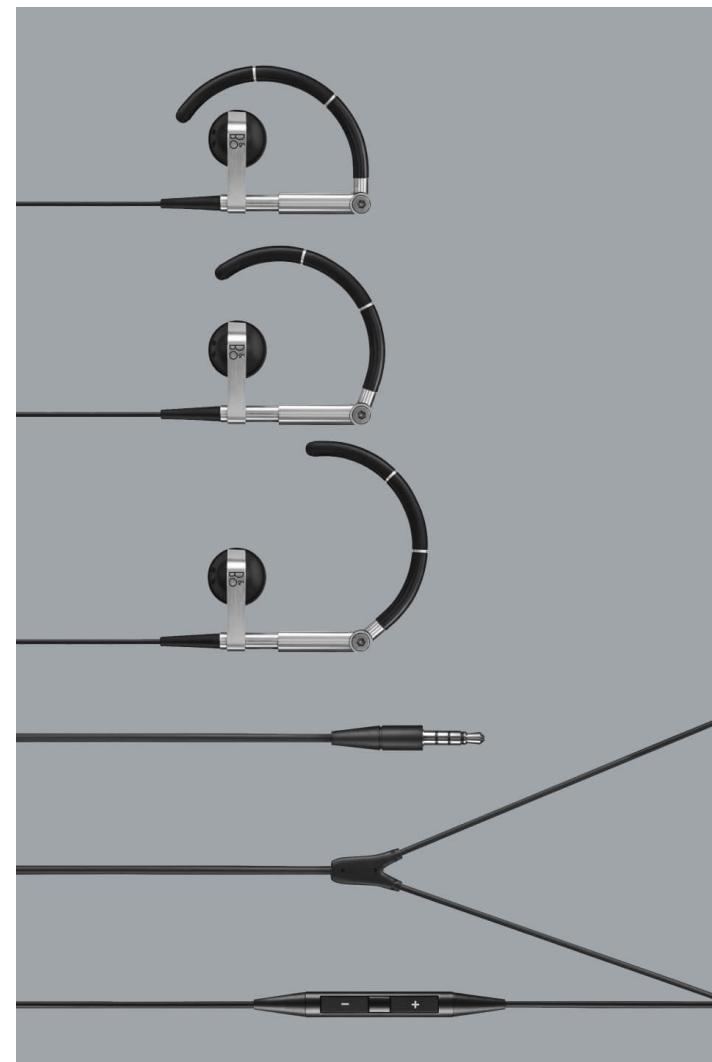
- Anders Hermansen



Product - Earset 3i

Creativity in Functionalism

B&O earset 3i



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A brand's success can also become a brand crisis. A successful brand sticks to a design that has succeeded and is drawn away from people's attention. A shoe and clothing brand that I wanted to get my hands on in the past is now a brand that I don't even know they are producing. Bang & Olufsen solves these problems naturally. Giving designers an independent status, they do a kind of collaboration. The design of many Danish brands is done in this way.

David Lewis, who is considered to have ushered in a new era for Bang & Olufsen, has been with Bang & Olufsen as a freelancer for 40 years. You will think that it makes no sense in our country's notion. I've been working as a contract worker for 40 years. Designers at Bang & Olufsen have a higher decision-making power than the CEO. Once the design is complete, we develop and manage it accordingly. Because I am not an in-house designer, I do not pay attention to the company. Designers communicate only with Bang & Olufsen's development department. Bang & Olufsen's efforts to protect design autonomy, the most important essence, keep them at the forefront. In addition, Bang & Olufsen is collaborating with various design students through a process called BeoCreate as well as existing designers.

Anders hermansen did the same. For many years, he worked as a contract designer for Bang & Olufsen, designing various pieces of art. The Bang & Olufsen Earset 3i was one of them. Therefore, in this product, not only Bang & Olufsen's design philosophy, but also Anders hermansen's design philosophy is naturally incorporated.



Bang & Olufsen, which employs designers as contract workers, has products with individual characteristics. Nevertheless, there is one characteristic that runs through these products: functionalism. Functionalism, which began in the early 19th century with the classicist architect Karl Friedrich Schinkel, refers to a way of thinking that considers function as a key element of design. In other words, if you take a design suitable for the use and purpose of the product, it means the mindset that the beauty of the format is self-contained. American architect Louis Henri Sullivan had this to say about functionalism: "Form follows function."

In order not to lose the function of the product, Bang & Olufsen conducts various experiments on the product. In some cases, it is tested whether there is a malfunction by pressing the button close to 10,000 to 20,000 times on one remote control, and in some cases, the product does not lose its function by creating an extreme environment in a place called "torture room" for employees.

Anders hermansen combined Bang & Olufsen's functionalism with his own design language to design incredible earphones. The earset 3i has a very different shape from the existing earphones to the extent that if you look at it without any background knowledge, you might be reminded of a shower or faucet. However, upon closer inspection, the earset 3i lacks unnecessary design elements. The hook that moves up and down to fit perfectly according to the user's shape, the length of the earphone unit that moves independently of it, and even the driver unit itself can move left and right independently. Also, the selection of materials and colors to give a modern look. There is not a single decision that cannot be answered on the reason that "it performs the function of an earphone".

Kwon, Youngmin

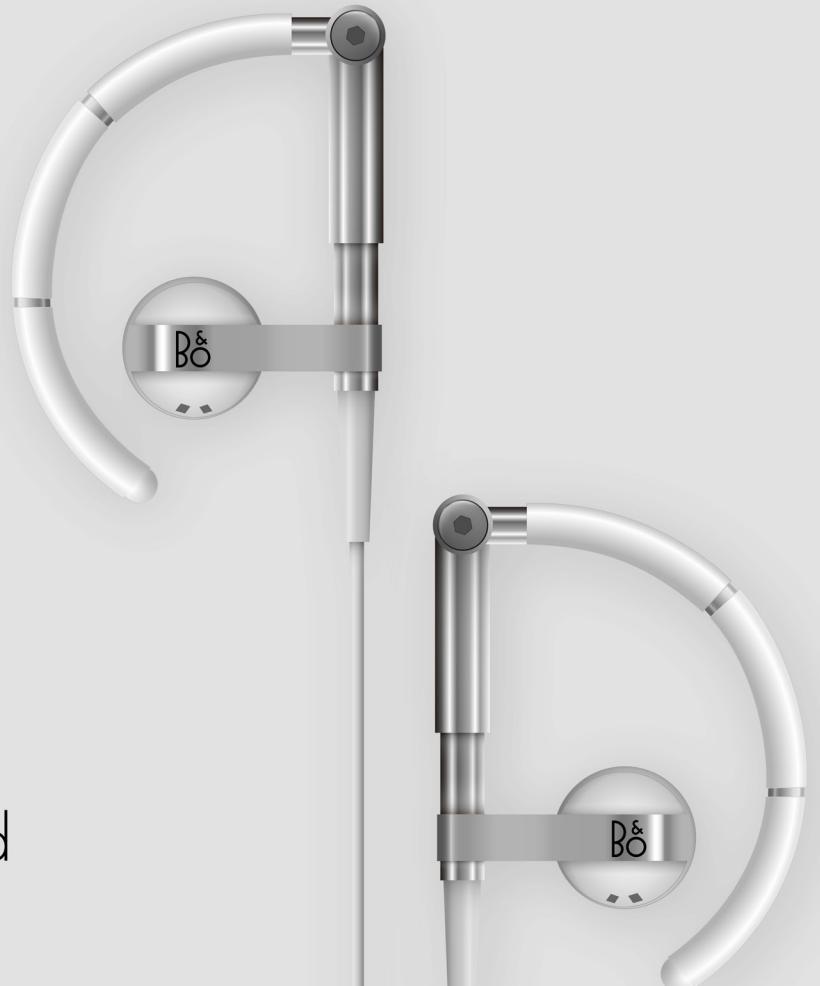
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B&O Earset i3

Designed by Anders Hermansen

Originality and Personality

The Earphone can be adjusted to fit the contours and curves of the individual ear. The speaker unit itself can be moved up or down or side to side until the most comfortable and effective position is found. This ensures that they sit comfortably and firmly regardless of whether you're jogging or just relaxing.



It's not just design. Among open-type earphones, they are widely known as earphones that produce overwhelmingly clear treble. In fact, it is really difficult to achieve clear high-pitched sound on a small acoustic device. Since the driver unit is small, it is impossible to put a large number of sound drivers. In this case, the high-pitched sound is buried in the low-pitched sound in one sound driver. The earset 3i overcomes these limitations and produces a clean and refreshing high note.

Thanks to such sound quality, various singers in Korea also use this product.

Despite these strengths, the earset 3i is not without its shortcomings. This hook, made for fixing when worn, is fixed through the back of the ear, which may be uncomfortable for users who wear glasses. And because of the way the open earphone delivers sound to the user, the part where external sounds can flow in, or low bass can be difficult to hear can also be a disadvantage of this product.

Some may think that functionalism is simplistic. This is because design elements that are not necessary for function are thoroughly excluded. However, looking at the earset 3i, the word "creativity" comes to mind. This is because it has a form that has never been seen in existing products. Bang & Olufsen's functionalism combined with Anders Hermansen's belief that "a product should have personality and originality" created a product that will go down in history. Earset 3i.



After Earset 3i

Sequel - Beoplay Earset

WEIGHT

30g

LOUDSPEAKER

Electro-dynamic driver,
14.2mm diameter

DESIGNER

Design originated by Anders
Hermansen

AVAILABLE ACCESSORIES

Charging cable:
USB - C to A
USB - C to C

DIMENSIONS

40 x 55 x 24mm

FREQUENCY RANGE

20 ~ 20,000 Hz

MATERIALS

Aluminium, Rubber
Polymer, Foam

BLUETOOTH

Bluetooth 4.2, AAC codes



Bang & Olufsen's legendary earphone earset 3i was discontinued along with the A8 in March 2018. However, in June of the same year, Bang & Olufsen released the beoplay earset, a Bluetooth earphone that gives a glimpse into the design of the earset 3i. The Beoplay earset has many similarities to the earset 3i, such as hooks and the way it is worn. It is also compatible with the USB Type-C port commonly found in Galaxy. The battery life is 5 hours.

However, the beoplay earset didn't get very good reviews. First, the use of plastic for fixing the driver unit was a choice that did not go well with the luxurious image pursued by the product. What matters most is the size of the unit. As I tried to put all the devices necessary for Bluetooth connection into a small unit, the size of the unit became too large.

The sound of the product is also quite different from the earset 3i. Compared to the Earset3i, which had a clear and elegant high tone rather than a heavy low tone, the sound of all ranges is stronger than earset 3i and the tone is extracted mainly from the strong bass.

Thanks to the fact that it inherited the design of the discontinued earset 3i despite such poor evaluation and the convenience of Bluetooth, Bang & Olufsen is steadily maintaining the earset 3i's production line. So, we can fully feel the influence of the Earset 3i even now that the Earset 3i has been discontinued.



B&O earset 3i

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Font - ITC Avant Garde Gothic

by Herb Lubalin



As an Art

Avant-garde is a military term and refers to a skirmisher who takes the lead in the enemy line before the main force in war and grasps the enemy's movements and positions. The term avant-garde refers to a revolutionary art trend or movement that can be diverted to art to explore new art to be developed in the future and to break down the conventional art concept.

Art was religiously patronized and subordinated to it, and therefore, from a religious point of view, developed according to the criteria for art to be established. As the religious age came to an end, art became the prerogative of the bourgeois, and it became a decorative and faithful representation of phenomena and descriptive techniques. However, with the development of technology, photography appeared, and the groundbreaking technology

recording was accepted as a shocking change for the artist at the time, and it also brought about a change in the perception of art. A new trend of art that resists academic art began to emerge and works of art that uniquely expressed the individuality of an individual who rejected or denied the support of religion, or the bourgeoisie began to be recognized anew. The artistic trend that denies the existing artistic standards and breaks free from bondage has come to be called avant-garde art.

Since then, the avant-garde is often used as a general term for new trends in art, not limited to a specific school or movement, as the spirit of rebellion against established art or revolutionary spirit itself spreads in the various customs of mass society.

Typeface

Herb Lubalin was an American typography designer and art director in the 1960s and 1970s. If existing typography focused on conveying meaning or information, he tried to deconstruct this tendency and image letters. Since then, Herb Lubalin has been in charge of designing innovative magazines and pioneering his own editorial designs. Founded in 1968, Avantgarde is the magazine where his representative work and world-famous 'Avantgarde Gothic' font was born. As the title of a magazine that captures the trends of postwar American society and progressive and avant-garde art, the avant-garde gothic style gave the public a novelty that had never been seen before. In particular, the combination of uppercase letters G and A is called 'alternative letter pair' and widens the variety of typographic expressions.

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The Farm, main building of B&O's headquarter
Struer, Denmark



BANG & OLUFSEN