

SHADES OF WHITE

BANG & OLUFSEN AT ESPACIO MICUS IBIZA

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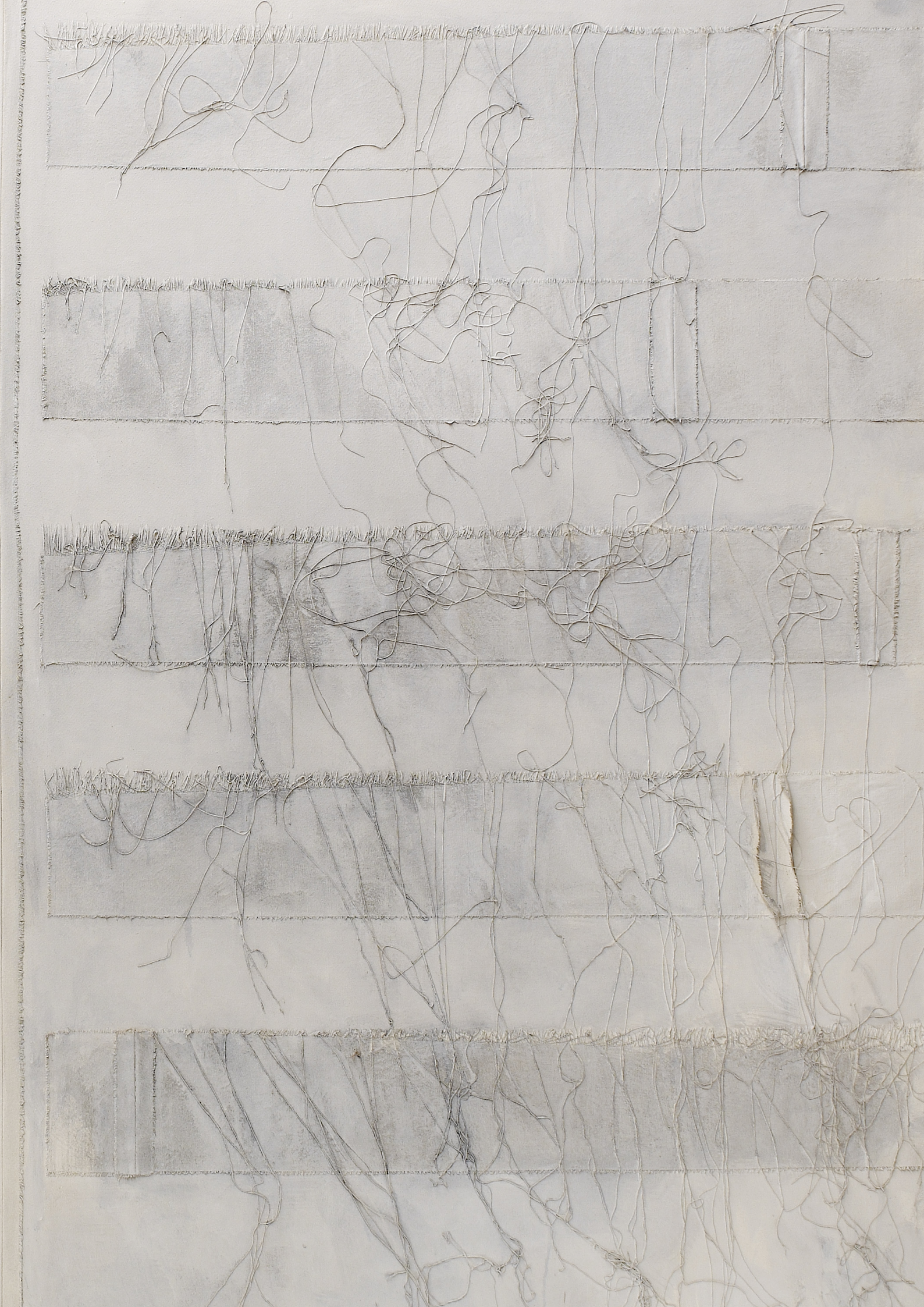
There's something special about the colour white. Unlike black, which makes a strong statement giving shapes a striking silhouette, white is somehow soothing and serene. Creating a look that's clean, clear and uncluttered. An ambience of elegance.

That was the impression we had the minute we walked into Espacio Micus, an amazing art gallery in Ibiza, overlooking the Mediterranean. A massive space, featuring room after room filled with high white stucco walls and grounded in off-white tile or stone floors. An atmosphere inside that's as open and airy as the cloudless sky outside.

The effect is all the more expansive with the white on white artwork by Eduard Micus. Textured surfaces are achieved via tape, paper or fabric in stripes, multiple squares and other configurations, appearing in quiet contrast to flat rectangular canvases. Using only shades of white, Micus creates what he termed a "New Beginning in All Directions." As for his choice of colour? Referring to colour theories by Goethe and Oswald, "The nuances of white, earth colours are work enough. Whether red, blue, yellow are added is later up to you. There is no rule for colour - that is subjective, left to the individual."

It's the same philosophy we've always believed in at Bang & Olufsen. We want to fill your life with an array of sensations and experiences. Solutions which add to your enjoyment, without imposing themselves on your environment. Which is why we've launched an entire series of products in white. Like a blank canvas, white sets the stage for whatever you want to add as an accent. With even more freedom to place our products absolutely anywhere and they'll easily blend into any interior. Each product matches each other in one singular style, without the clash of colour.

White is like a visual landscape of purity and tranquillity. The ultimate for an aesthetic that's subtle, sophisticated and simply stunning. It's the art of the understatement.



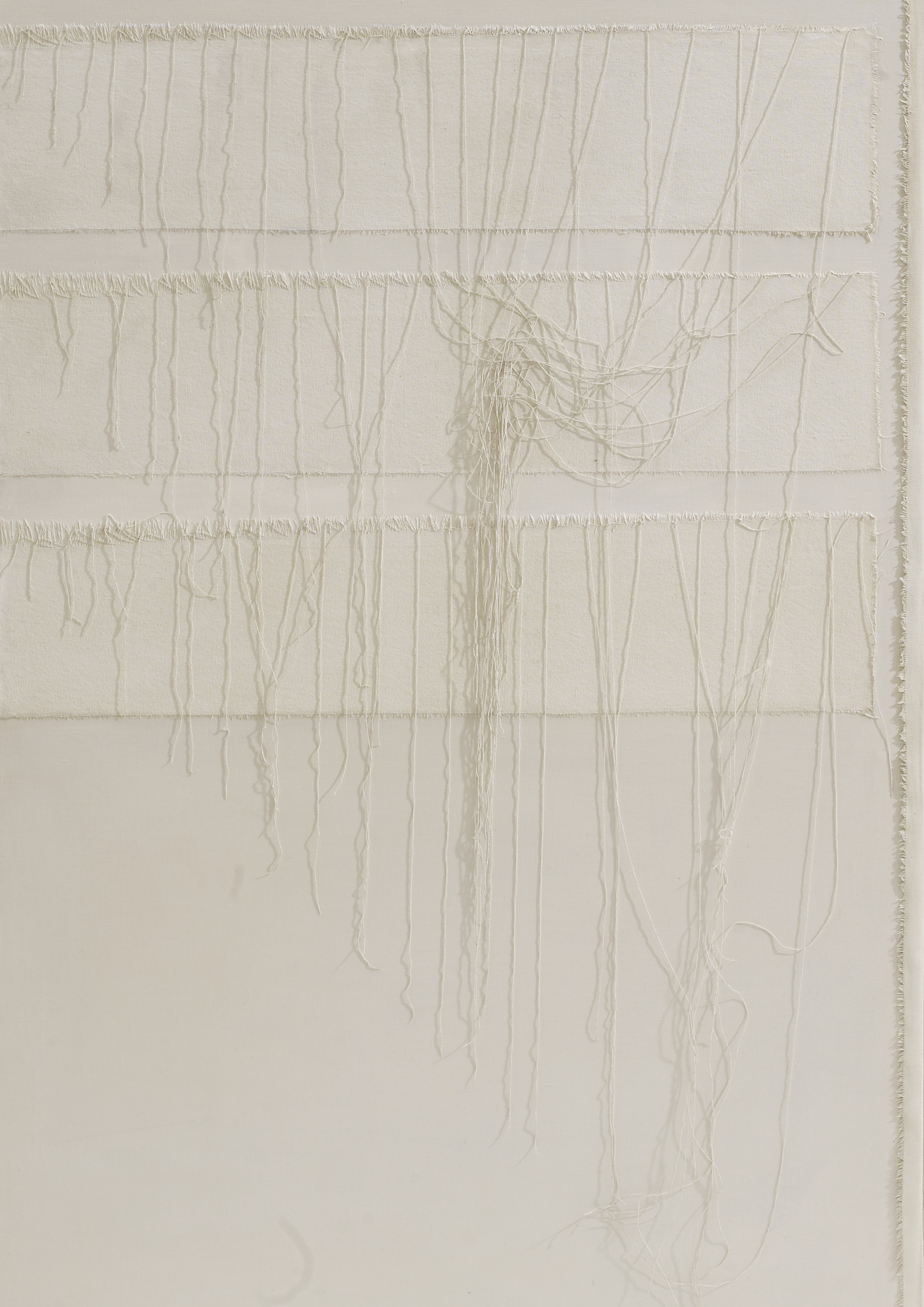


BeoVision 9 brings you a cinematic experience in an immense 50" full HD plasma TV. Inside the diamond-cut aluminium frame is the most advanced picture and sound engine around, with a built-in centre speaker and our own unique Automatic Colour Management technology to keep colours in tune over time.

BeoLab 5 produces a sound that's truly out of this world. Press the button on top and the Adaptive Bass Control technology listens and analyses the acoustics of your room, then adjusts the audio performance accordingly.

BeoLab 9 delivers the most depth audio with the least distortion for a lush surround sound in a cool, conical shape.





BeoVision 7 turns and tilts towards you for a high-performance picture with a discrete and optional DVD player, featuring a sleek speaker to optimise the sound of even a whisper.

BeoLab 8000 creates a quiet silhouette in a polished surface to absorb and reflect its surroundings. It's simply striking in aluminium and white, punctuated by black wrought iron base.

BeoLab 6000 was designed to disappear, offering acoustic precision in a linear look of polished aluminium and white.

BeoLab 2 packs a potent 850 watts of bass. A subwoofer that adds realism to your audio experience of music and movies.

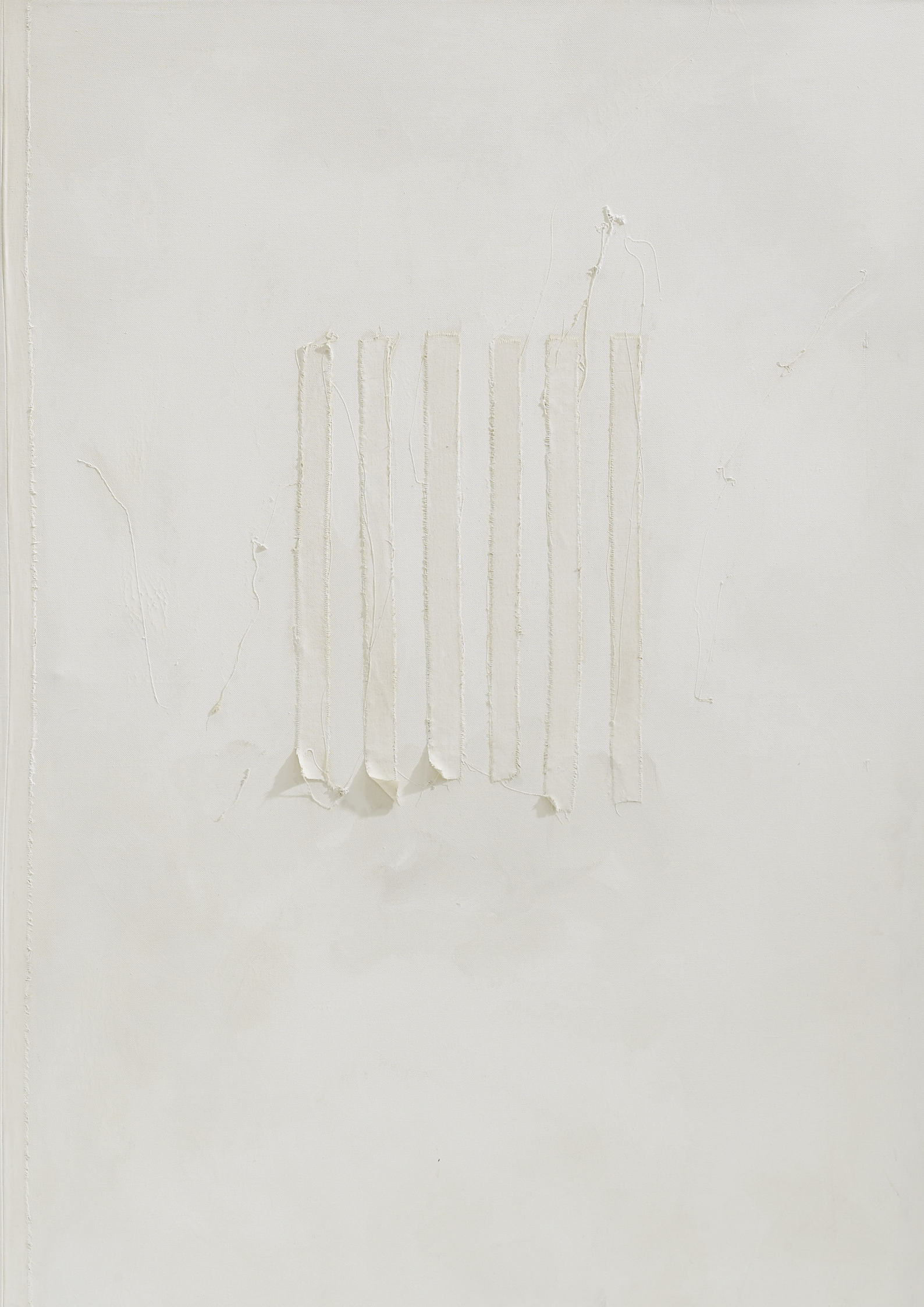


BeoLab 6000

BeoLab 2

BeoLab 8000





BeoVision 8 is a casual and compact TV concept created around a protruding sound stage that houses a powerful loudspeaker system. Its LCD screen incorporates both a high-glare surface and low-reflection coating, which ensures you'll always enjoy the best viewing experience possible.

BeoLab 3 is a small but perfectly formed loudspeaker that packs a big acoustic punch thanks to our built-in ICEpower technology. The Acoustic Lens Technology disperses the high-range frequencies evenly, allowing you to position the speakers anywhere in the room without losing sound quality.



BeoLab 3



BeoVision 8





BeoLab 9 up close reveals the acoustic lens made from aluminium and solid cast zinc with a matt chromium finish. The replaceable front cloth in white sets a soft tone for the impressive audio capacity inside.



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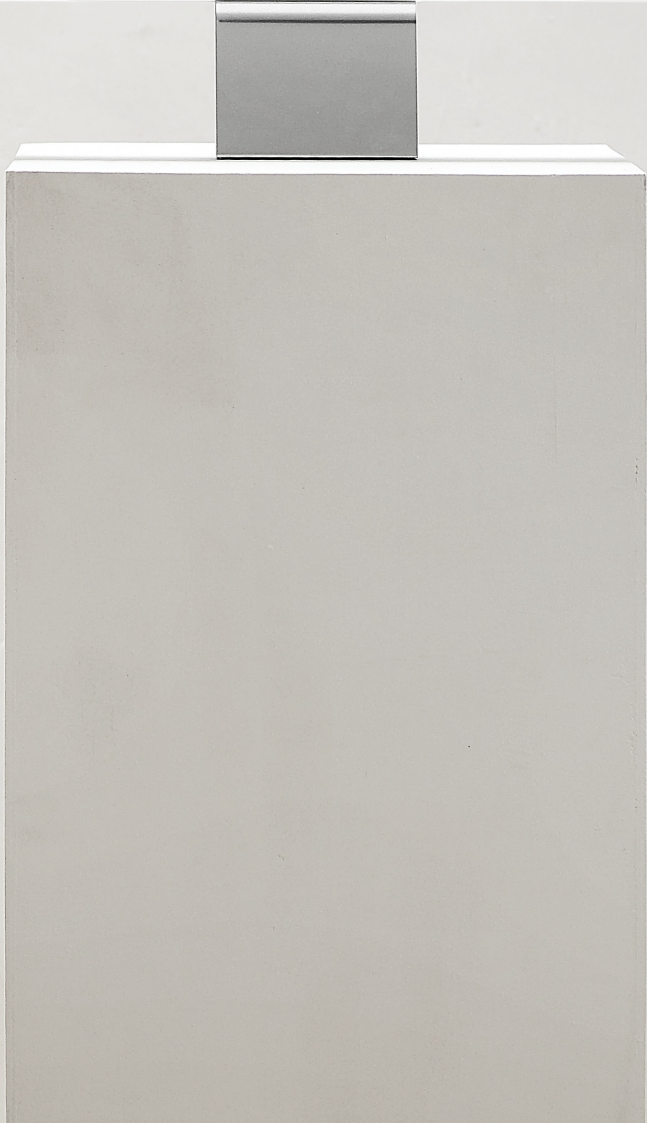
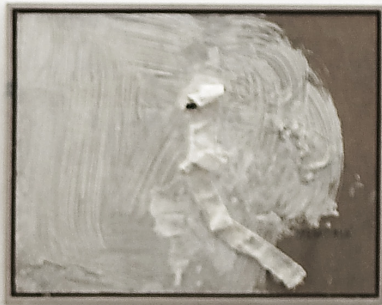
BeoLab 8000 creates a quiet silhouette in a polished surface to absorb and reflect its surroundings. It's simply striking in white, punctuated by a black base to conceal any cables.







BeoLab 3500 is the ideal in-between speaker to access all your sound sources in a BeoLink set-up, and is all the more alluring in white. One click on your Beo4 or Beo5 remote and enjoy CDs, radio or TV from any room – to wherever it pleases you to place it.





BANG & OLUFSEN

BeoLab 4 proves that exceptional sound is more than compatible with compact design. The perfect speaker for a smaller surround sound system, it's also available in a dedicated version for optimizing the sound of your PC or Mac.



www.bang-olufsen.com

MiCus