



DUSTIN EDWARD ARNOLD

B A N G & O L U F S E N
P R O D U C T V I S U A L I Z A T I O N

Challenge _____

Product Styling

To visualize a new audio theatre product line for Bang&Olufsen based on several predetermined concepts : elimination of external control buttons with product emphasis on providing a plate-like veneer to house product within. design that focuses on both tradition and constant renewal, seamless integration into B&O products that offer viewing and listening experiences which are modular and ready to use on the go. Humanization of current B&O aesthetic - a 'softer' design which has a multitude of ways to accept personalization. New material usages with an emphasis on luster, shine, and translucency.

Process _____

Case Study

The creation of an ideal client who was developed in order to focus and refine current B&O customer needs. Projecting into this idealization I was able to discover the both the realities as well as fictions which lie between consumers both current and prospective. From this point development was focused into providing an aesthetic which could change both the aesthetics as well as the functions of current B&O products - through a system designed to enhance product performance for future releases.

Result _____

Concept

Concept product and visualization enabling a higher amount of personalization to future product lines focusing on 'audio on the go.'