

BANG & OLUFSEN TURNS 100 THE NEXT CENTURY OF BEAUTIFUL SOUND BEGINS TODAY



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Doha – Qatar December 22, 2025 Danish audio brand Bang & Olufsen, represented by Modern

Home in Qatar, marks a historic milestone: 100 years of shaping the way that the world

experiences sound. This centennial moment is not a retrospective, but a bold step forward –

reaffirming the brand’s founding belief that when technology meets artistry, something truly

extraordinary happens.

As the brand enters its next century, it continues to craft timeless experiences that unite

innovation, masterful craftsmanship, and enduring product longevity.

“In 1925, when Peter Bang and Svend Olufsen founded this company, they weren’t simply building technology – they were guided by “a never failing will to create only the best... persistently to find new ways.” Today, a century on, that same spirit drives us in everything we do: in every speaker, in every handcrafted detail, in every

bold leap forward”, says Kristian Teär, CEO of Bang & Olufsen, and continues:

“Bang & Olufsen has always been more than sound – it’s about leading the way people live with technology, and the constant pursuit of the extraordinary. We create culture – shaping how people experience music, design, and craftsmanship across generations. Our most cherished products are crafted to be loved, repaired, and passed on. Carrying their stories and memories from one generation to the next. That is what connects us through time, and what we carry with us into our next century.”

From Farmhouse Roots to Global Influence

From the earliest radios built in a farmhouse in Struer, Denmark, to today’s connected sound

systems, Bang & Olufsen has championed the idea that the value of innovation and craftsmanship

lasts. From Peter and Svend’s first product the ‘Eliminator’ that allowed battery-powered radios

to run on mains electricity (1925) to the elegant Beolit 39 radio (1939), the sculptural Beovision 1 TV (1967) and the iconic Beogram 4000 turntable (1972) Bang & Olufsen has made a legacy of turning audio-visual products into objects of enduring beauty that belong in the home – where craftsmanship and form are inseparable from performance.

Decades ahead of its time, the Danish audio brand anticipated the connected home and developed what is known today as the Beolink system (1986), a fully integrated multiroom system that enables seamless distribution of music and television across multiple rooms with effortless control. And with the Beolab 90 speaker (2015), Bang & Olufsen set new standards where music adapts to both space and listener – innovations that continue to inspire the industry.

Pillars of the Next Century: Luxury Timeless Technology

As Bang & Olufsen enters its next century, the brand is deepening its focus on elevated craftsmanship, preserving its design icons and developing purposeful technologies that are built to last – signaling that modern luxury is defined not only by sound and aesthetics, but also by enduring value.

The Atelier programme exemplifies this vision by adding an exclusive layer of artistry to a curated selection of Bang & Olufsen's most celebrated products. Through bespoke finishes, unique

personalization, and extremely limited editions – such as the latest Beolab 90 Titan Edition – Atelier transforms ownership into a deeply personal expression of taste and individuality. Each creation becomes a lasting legacy, reflecting both the client’s identity and the brand’s unwavering commitment to craftsmanship and excellence.

In the *Recreated Classics programme*, Bang & Olufsen’s heritage products are meticulously restored and reimagined for contemporary living. Icons such as the Beogram 4000 and Beosound 9000 are not merely reproduced but remanufactured by reprocessing existing components with decades of history. This extends the life of existing products and enhances the experience with upgraded technology and seamless connectivity – integrating effortlessly into today’s homes. These masterpieces preserve the emotional resonance, tactile quality and sculptural beauty that made them timeless in the first place. They are not relics of the past but living design legacies – reborn to be cherished by new generations.

For Bang & Olufsen, innovation is meaningful when it endures. Each new product introduction is shaped by the ambition of longevity, circularity, and continuously evolving experiences – crafted to be loved, repaired, and passed on. Initiatives such as the world’s first Cradle to Cradle® Certified Bronze speaker, Beosound Level, demonstrate that high-end performance and aesthetic perfection can coexist with a profound respect for craftsmanship, care, and legacy. Today, nine

new product introductions – including the latest soundbar Beosound Premiere – are Cradle to Cradle Certified® Bronze, with a future ambition to achieve a comprehensive certified product portfolio.

“From the earlier radios built in a farmhouse in Struer to today’s connected sound systems, our ambition has always been to create technology that moves people and endures. In a fast-moving world, the greatest innovation might not be to make the next big thing, but to remain relevant, loved, and cherished. Through programmes like Atelier and Recreated Classics, we celebrate craftsmanship that transcends time, creating pieces that can be restored, reimaged, and passed on through generations. True luxury can be exceptional, responsible, beautiful, and enduring,” says Kristian Teär and concludes:

“The next century of beautiful sound begins today.”

The Centenary Programme: Celebrating 100 Years of Bang & Olufsen

To mark its centenary, Bang & Olufsen unveils a year-long global celebration – a living tribute to a century of design excellence and creative exploration:

- **Global Events & Exhibitions:** A series of immersive experiences across the world’s cultural capitals – from Copenhagen and Shanghai to Tokyo, Seoul, New York, London, and Paris – exploring the intersection of sound, design, and culture.
- **The Book of Sound and Vision (2026):** A comprehensive chronicle of 100 years of Bang & Olufsen design, innovation, and cultural influence.

- **Struer Tours (2026):** An invitation to explore the birthplace of the brand through exclusive tours and archive experiences.
- **Accessories Collections:** Curated lifestyle pieces that celebrate the tactile beauty of Bang & Olufsen's design DNA.

For more information on Bang & Olufsen's centenary celebrations, visit www.bang-olufsen.com