NEXUS HOUSE OF SOUND & VISION
RETAIL PROJECT

ARCHITECT
Johannes Torpe Studios, Copenhagen

LIGHTING DESIGNER
Johannes Torpe Studios, Copenhagen

PHOTOGRAPHER
Johannes Torpe Studios, Egon Gade

Project Description

The centre of the old town of Herning, Denmark, is home to the Nexus House of Sound & Vision, the first Bang & Olufsen store worldwide that follows the new retail concept in which a holistic symbiosis is created from architecture, shop design and product design. The new concept is expressed in the shape of the building, which resembles one of the most popular B&O products:

the Beolit 15 speaker. The understated facade made of perforated brass panels with a golden sheen surrounds the cube, whose clean lines and compact shape borrow from Scandinavian Modern. This architectural statement contrasts with an unusual light concept. The reflective surface of the facade during the day and the changing backlighting at night make the building an active element of the plaza.

The combination of exterior and interior design is intended to offer a unique brand experience that lives up to the quality and magic of Bang & Olufsen products.

Related Products

BO 70 shutter / iris / gobo
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Project Photos