

April 2017

For press enquiries, please contact:

dominic@hashstar.co.uk

KEF to be featured in 'Mutations-Creations' exhibition – in celebration of industrial designer Ross Lovegrove

12th April 2017 – KEF is to be one of a handful of leading-edge companies featured in the *Mutations-Creations* art event, in a major retrospective of visionary designer Ross Lovegrove at the Centre Pompidou in Paris between 12th April – 3rd July 2017.

The *Convergence* exhibition, part of the *Mutations-Creations* event, is devoted entirely to the work of Lovegrove. It features two outstanding KEF products, both of them landmarks in the history of audio product design: the MUO portable Bluetooth speaker, and the MUON, KEF's flagship stereo loudspeaker. Since their conception, both designs have won numerous accolades and awards all over the world for their sculptural, state-of-the-art industrial design and class-leading sound performance.

As an industrial designer, Ross Lovegrove is primarily inspired by nature and its evolutionary processes. Always at the forefront of using the latest digital technologies, Lovegrove manages to combine high-tech materials and techniques with an organic aesthetic that many regard as the perfect design expression for the 21st century.

Lovegrove approaches new projects with environmental considerations in mind, and seeks to create and reflect through his designs a sustainable consciousness of the world. The *Mutation-Creations* exhibition at the Centre Pompidou in Paris is entirely devoted to Lovegrove's work, and includes many examples of this unique convergence of creativity, technology and nature.

Lovegrove says, 'The idea of convergence is important because it brings art and science together. It is an overall approach to design that ought to play an essential role in the 21st Century "Renaissance" we are currently experiencing, which will lead to tangible creative principles that concern us all, wherever we are in the world.'

The KEF MUON was created by KEF in collaboration with Ross Lovegrove, with the aim of making something completely unique in the history of audio design as well as a ground-breaking triumph in the marriage of form and function. MUON is made from super-formed aluminium – using a similar moulding process to vacuum forming – and makes from malleable sheets of heated aluminium a stunning sculptural shape that reflects both Lovegrove's organic design aesthetic and KEF's latest research into the physics of sound. MUON is available in a strictly limited edition of 100 pairs worldwide.

Under Lovegrove's design direction, the MUO wireless Bluetooth speaker inherited its sculptural aesthetic from the visual style of the MUON. Made from an acoustically inert outer shell of extruded aluminium, the MUO won a great many awards and five-star reviews by being the first Bluetooth speaker in its price category to embody such a sophisticated design intelligence, and is regarded as a leading product in its field.

Mutation-Creations: Convergence – Exhibition details:

- 12 April – 3 July 2017
- 11 am – 9 pm
- Galerie 3, Centre Pompidou, Paris

RELEASE ENDS/NO EMBARGO

Visit: <http://www.kef.com/> for more about KEF and its products.

About KEF:

The company was founded in 1961 by Raymond Cooke OBE (1925–1995) and was initially headquartered in a Nissen Hut on the premises of Kent Engineering & Foundry (from where the name KEF is derived) – a metal-working company on the banks of the River Medway, near Maidstone in Kent. KEF's ethos has always been based on the continuing quest to find new and better ways of reproducing sound. Since the company's establishment, KEF has maintained a flair for unusual and controversial speaker engineering, design and material use. KEF has always driven innovation in sound with examples including its iconic 'egg', Muon and Blade speakers. KEF is a member of Gold Peak Group and its products are available in more than 60 countries. In 2011, KEF celebrated its 50th anniversary and now the company continues its commitment to building on its strong heritage.

To learn more visit <http://www.kef.com/>

About Ross Lovegrove:

Ross Lovegrove is a designer and visionary whose work is considered at the very apex of stimulating a profound change in the physicality of our three-dimensional world. Inspired by the logic and beauty of nature, his designs possess a trinity between technology, materials science and intelligent organic form, creating what many industrial leaders see as the new aesthetic expression for the 21st Century. There is always embedded a deeply human and resourceful approach in his designs, which project an optimism, and innovative vitality in everything he touches from cameras to cars to trains, aviation and architecture. Having worked with the likes of Sony, Apple, Cacharel, Louis Vuitton, Hermes and Dupont, he has also completed projects for, amongst others, Airbus Industries, Kartell, Ceccotti, Cappellini, Idee, Moroso, Luceplan, Triade, Peugeot, Apple Computers, Issey Miyake, Vitra, KEF, Motorola, Biomega, LVMH, Yamagiwa Corporation, Tag Heuer, Hackman, Alias, Herman Miller, Renault, Artemide, Japan Airlines and Toyo Ito Architects in Japan. The winner of numerous international awards, his work has been extensively published and exhibited internationally including the Museum of Modern Art in New York, the Guggenheim Museum NY, AxisCentre Japan, Pompidou Centre, Paris and the Design Museum, London, when in 1993 he curated the first Permanent Collection.

To learn more visit <http://www.rosslovegrove.com/>

KEF Marketing Contact:

Michael Johnson
e: Michael.Johnson@gpacoustics.com
t: +44 (0)7517 423 432

KEF's Media Contact:

Dominic Dawes – Director, Hashstar

e: dominic@hashstar.co.uk

t: 07769 904782

All information provided is subject to change without notice. Any prices quoted are recommended retail and include VAT where applicable. KEF, Tangerine Waveguide, and Uni-Q are registered trademarks. All rights reserved.

hashstar 
