

Beats and Bauhaus First Paper



Beats by Dr. Dre are expensive and popular headphones. Beats were designed to simplify an existing one and turn it into a beautiful and functional and durability. Beats were made in 2006 by Robert Brunner at Ammunition. Brunner founded Ammunition Design Group and Lunar Design and was the industrial designer of Apple from 1989 to 1996. Later, Apple bought Beats for 3 Billion and so beats is a subsidiary of Apple. Beats as an expensive headphone brand and Apple being known for overprice, I'd say it's meant to be.



One of the things that stands out about the Beats is the design of the logo, especially when you see Herbert Bayer's universal typography; in which you can see the letter b look very similar. However, the use of the letter b in the Beats logo isn't used just for art, but its inside a circle to create a human head wearing headphones. It's also worth mentioning that Beats packaging has all lowercase something known as a Bauhaus practice. Bayer mentioned that in the future the way typography is used will change and if you look at the Beat logo it has a shape of the letter b, that looks like the universal typography from Bayer, but it's inside a circle and it really does look like a person wearing headphones. Maybe it's supposed to represent both the letter b short for Beats and have a visual representation of what the product is, in this case a pair of headphones. Headphones represent music which is type of sound and we associate

headphones with listening to music. A beat is pattern of sound and all around it flows well for the brand. I would say that perhaps the beat logo representing a person with a pair of headphones may be synonymous with music just by having that visual representation. Not all languages have the letter b and maybe for them it's just a pair of headphones and they don't see the b design. That's something to consider. Bauhaus spread across the world after the conflicts in Germany where it was shut down and wars were prominent. Bauhaus recruited outstanding avant-garde artist from all over Europe to teach and amongst them was Laszlo Moholy-Nagy. Beats being worldwide means they have different have people who are talented. They use their ties with artist to reach even more of the globe. They also have custom version for the Olympics. And many ambassadors paid and unpaid. Unlike Bauhaus Beats can market more effectively. My guess is that it's known as the headphone brand and its logo means headphones not b for Beats. For us with the letter b and Bauhaus knowledge we may find it so easy to say it's mainly a b that happens to be placed high and resemble a headphone. It's worth pointing out that websites and often digital assets preferred the use of square and circles. It's very easy to fit a circle in a square. Applications, websites, and computer screens use these shapes for display. Maybe the use of a circle it's convenient for future marketing in social media, ads, and their website. What's even more amazing is the fact that the Beats themselves (the object / wireless headphones) has 2 things that resemble the letter b when you view them from the sides. The top is slender and long like the letter b and the bottom is round just like bottom of the letter b. They manage to keep the design consistent while also providing the features you'd expect; particularly the comfort because what's the point of buying cool looking headphones that ruin your experience. In a sense the purpose of headphones is to be over the head and so they have a similar look across. The

design is somewhat predefined by having to be to stay in the head and providing audio and comfort for long term.



Beats own headquarters has many similar architectural designs that resembles Bauhaus. They made their workspace have ways to connect and allow different departments to work together.

In conclusion, I think that Bauhaus and Beats share similar concept. Whether direct or indirect it's very hard not to see the identical letter b in the Beats logo and Herbert Bayer universal typeface. We can also see how the logo and the beats themselves can be interpreted to represent something else at close examination.

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Image Herbert Bayer universal typeface

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