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Harman Kardon and Lang Lang Celebrate the Power of Music and Visual Arts in an Exclusive Digital Art Competition culminating at Montreux Jazz Festival

Harman Kardon Suites Art of Sound competition reflects the brand's philosophy to combine exquisite design with next-generation technology



AMSTERDAM, 19th May 2022 – Inspired by how Harman Kardon invites listeners to uncover more, the **Harman Kardon Suites Art of Sound 2022 Competition** celebrates music and art as it calls for artists to create digital artwork based on *Piano Sonata No.3 in B minor Op.58-1. Allegro maestoso* by virtuoso pianist and Harman Kardon brand ambassador Lang Lang.

The digital art competition culminates in an exhibition at the iconic Montreux Jazz Festival, July 1 – 16, opening a new dimension of digital art for music lovers to explore. Open to European art lovers to enter and vote, the Harman Kardon Suites Art of Sound competition unites the world of classical music and art with innovative NFT (non-fungible token) technology, providing a platform for digital artists.

It will be judged by both a public vote and an expert jury panel, including Lang Lang himself and legendary producer, composer and artist and Montreux Jazz Festival veteran Quincy Jones.

The Art of Sound competition is now open for submissions with an entry deadline of 1st June 2022. From June 1st through 15th the public can vote on their favorite piece of digital art. The ten creations with the most votes will be displayed in the Harman Kardon Suites Digital Art Gallery during the festival. Montreux Jazz Festival's first ever digital art exhibition will be held in the iconic Lake House and will be open to the public throughout the festival. The ten winning creations will be transformed into NFTs and auctioned on behalf of the artists. The grand prize winner will be announced during an awards ceremony.

"For me, the Art of Sound is a fascinating project, and this is the first time that I am working with digital art. Music is art, and art is music," said Lang Lang. "Art is involved in everything, from previous artistic forms to today's NFTs. But in the digital world, everyone can share their wonderful thoughts and inspiration from a beautiful piece of music and create its own world," continued Lang Lang.

"Staying true to the Harman Kardon philosophy of beautiful sound, we are proud to fuse the emotion and beauty of music and visual art in an unprecedented way through the Art of Sound competition," said Robert-Jan van Dormael, Vice President Marketing EMEA at HARMAN.

"Visual art and music have many parallels as they both positively impact individuals, societies, and more. It is an honor to collaborate with the Montreux Jazz Festival and Lang Lang to help artists bring their music-inspired vision to life."

The exhibition will be designed as a classical yet contemporary space where art and sound converge; visitors will be captivated by an immersive sound experience powered by the brand's latest soundbar, the Harman Kardon Citation MultiBeam 1100. Combining Dolby Atmos with Harman Kardon's MultiBeam technology, the Harman Kardon Citation MultiBeam 1100 ignites the senses with an elegant design that complements its beautiful sound.

Please visit the dedicated website below to participate in the Harman Kardon Suites Art of Sound competition either as an artist or as a voter. Voters will have a chance to win tickets to the Montreux Jazz Festival. <https://www.harmankardon.co.uk/suites2022.html>

ABOUT HARMAN KARDON

Harman Kardon creates beautiful sound that speaks to you. The world-renowned audio brand seamlessly merges function and form, through the highest quality sound, elegant design and meticulous attention to detail. In 1954, Harman Kardon became the first audio brand to release an AM/FM Hi-Fi compact receiver. For over 65 years, Harman Kardon has been a leading audio engineering and design expert, captivating ears and hearts. Cementing the brand's design status, the iconic Harman Kardon SoundSticks are part of the permanent collection of the Museum of Modern Art, New York.

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