



AIAIAI Expands Its Iconic Minimal Design With a New Collection

Debuting as the exclusive headphones for Björk's international touring exhibition, *Echolalia*

COPENHAGEN, DENMARK — June 23 — AIAIAI, the Copenhagen-based audio brand long recognized for its minimal, all-black product identity, today unveils a natural evolution of its design language: the release of a pristine white collection across select models from the TMA-2 and Tracks product lines.

For years, AIAIAI has championed functional, stripped-back design, allowing creators to focus fully on sound. The brand's deep commitment to a clean, monochrome aesthetic has become an iconic signature. Rather than breaking from this heritage, the new white range continues the brand's legacy of minimalism by introducing the ultimate contrast to its classic black identity. This evolution treats color not as temporary decoration, but as a deliberate, thoughtful celebration of the creativity and emotional depth that music inspires.

This striking visual expansion coincides with the announcement of an ambitious, multi-sensory two-year global alliance with legendary Icelandic artist, producer, and polymath Björk. The new white range debuts as the exclusive acoustic interface for Björk's upcoming international touring exhibition, *Echolalia*, marking a rare, deeply philosophic collaborative step for the artist.

The new white colorway is designed to perfectly complement AIAIAI's black design heritage, offering DJs, producers, and everyday listeners a new way to reflect their personality and creative world while staying anchored in a timeless, unified design philosophy.

"As a company built around creators, we see this collection as a natural extension of our visual universe," says Frederik Jørgensen, founder of AIAIAI. "By introducing a stark contrast to our iconic black identity, we are inviting our community to express their individuality through the pure, minimalist aesthetics they already trust."

This release marks a meaningful expansion of AIAIAI's product universe—one designed to empower individuality and serve ultimate artistic sensitivity while maintaining the brand's timeless design principles.

The new white option will be available for:

- [TMA-2 DJ Wireless](#)
- [TMA-2 Studio Wireless](#)
- [TMA-2 Move](#)
- [Tracks \(3.5mm and USB-C\)](#)

About AIAIAI

AIAIAI is a Danish audio company dedicated to empowering the future of music creation. With an ambition to break down technical, cultural and creative barriers, AIAIAI products fit the versatile needs of the modern music creator - on the road, in the studio, and on stage. Driven by a responsible design philosophy, and with a heritage in Scandinavian design, AIAIAI products are designed to last.

AIAIAI's modular headphone system, the TMA-2, have been awarded the Good Design Award by the Chicago Athenaeum Museum of Architecture and Design, Cannes Lions product design golden trophy, Clio Awards product design silver award, and are part of the permanent collection at San Francisco Museum of Modern Art. Their portable wireless studio monitor, UNIT-4, was awarded the Red Dot Design Award in 2024.