

Press release  
April 7, 2017

## **ISA - International Sound Awards and ABAWARDS at the Reeperbahn Festival 2017**

In the second year of the partnership with the Reeperbahn Festival, the Audio Branding Academy will present the "ISA - International Sound Awards" for the first time. Under the motto "Make the world sound better!" the best and most innovative sound concepts and sound solutions will be honoured with this new prize at the legendary club Grünspan in Hamburg on September 21<sup>st</sup>. The categories range from sound architecture to digital sound applications to sonic user interfaces. The Audio Branding Academy will also be presenting the ABAWARDS - Audio Branding Awards in St. Pauli. Applications for the competition will be accepted from now until the 24<sup>st</sup> May 2017.

Please find further information regarding the application requirements of the International Sound Awards at: [www.international-sound-awards.com](http://www.international-sound-awards.com)

The initiator of the Audio Branding Academy, Cornelius Ringe explains: "We have launched the International Sound Awards to draw more attention to the relevance of sound in modern day-to-day life. With the increase of digitization in all areas of our lives, more than ever we have to ask ourselves how we want to shape our auditory environment. The best concepts and solutions for a conscious handling of music, sound and silence will be awarded for the first time on 21<sup>st</sup> September with the trophies, the „ISAbell“ and „ISAbell Grand Prix“. In addition, all nominations will be honoured as 'Better Sound'.

### **ISA2017: categories**

#### **1. Corporate Communications**

- 1.1 Ambient Sound
- 1.2 Audio Dialog
- 1.3 Audio Marketing
- 1.4 Audio Branding

#### **2. Research & Development**

#### **3. Product**

- 3.1 Acoustic Product Sound Design
- 3.2 Digital Product Sound Design
- 3.3 Voice & Language
- 3.4 Sound Start-up

#### 4. Life & Society

- 4.1 Soundscapes
- 4.2 Health
- 4.3 Universal Design
- 4.4 Social & Culture
- 4.5 Silence

#### 5. Aural Architecture

#### 6. Sound Art

Please find description of categories at:

<http://audio-branding-academy.org/aba/awards-2017/categories/>

#### ABAWARDS2017 – 5<sup>th</sup> Audio Branding Awards

The Audio Branding Academy will honour the world's best audio branding cases with the ABAWARDS for the 5<sup>th</sup> time this year - after venues in New York, Oxford, Moscow and Berlin it will take place in Hamburg for the first time. Events of the Audio Branding Academy are a fixed institution within the international audio branding industry. For years experts from acoustic brand management come together from all parts of the world to share and discuss trends and current developments at this event.

For more information on the ABAWARDS please see here: <http://audio-branding-academy.org/aba/congress/>

#### Press information:

About the Audio Branding Academy:

<http://audio-branding-academy.org/aba/about/aba/>

About the Reeperbahn Festival:

<https://www.reeperbahnfestival.com/de/info/ueber-uns>

#### Press images:

Logo International Sound Awards and Logo (( ( ABA ) )):

<http://audio-branding-academy.org/aba/contact/press-media/>

Reeperbahn Festival:

<https://www.reeperbahnfestival.com/en/media/press-kit>

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