



Press release  
20th June 2017

International Sound Awards @ Reeperbahn Festival

## **Steve Blame to host the International Sound Awards 2017**

**The cult moderator of music television, Steve Blame, is to host the festive award ceremony for the International Sound Awards at Hamburg's legendary Gruenspan club. Announced today by the Audio Branding Academy, the native Englishman will guide us through the evening on the 21st September and present the ISAbell trophies to the winners. The best and most innovative sound concepts and sound solutions are to be honoured. The Audio Branding Academy would also like to invite you to the ISA2017 exhibition and to four workshops.**

When the winners of the first International Sound Awards are announced during the Reeperbahn Festival 2017, the bells will be ringing - the trophies „ISAbell“ and „ISAbell Grand Prix“ are to be presented to the winners! In addition, all nominations will be honoured as „Better Sound“.

International Sound Awards 2017 host Steve Blame is one of the most famous MTV presenters of the 90's, interviewing Madonna, Paul McCartney, Mikhail Gorbachev and the Dalai Lama. More information is available at <http://audio-branding-academy.org/aba/moderation/>

Ticket Order ISA2017 Award Ceremony (incl. Sessions at the Reeperbahn Festival Conference): <http://audio-branding-academy.org/aba/awards-2017/tickets-2017/>

## **ISA2017 Exhibition**

Before the award ceremony, the Audio Branding Academy invites you to visit the exhibition dedicated to the theme „Sound“. The exhibition is open on the 21st September from 10 a.m. to 14 p.m. and will display innovative projects, products and services from the music and audio business.

Exhibitors can register now. Please find more information here: <http://audio-branding-academy.org/aba/awards-2017/exhibition/>

## Workshop Program

The Audio Branding Academy will also be offering four workshops within the framework of the International Sound Awards on the 20th September under the heading „Make The World Sound Better“.

Workshop #1: The Sound of Stuff – Sound Cultures and Theories from a Cultural-Anthropological Perspective by Anna Symanczyk

Workshop #2: Healing Soundscape: generative processes in sound installations for hospital waiting areas by Georg Hajdu

Workshop #3: Practice-oriented Workshop on Film Scoring by Christine Aufderhaar

Workshop #4: Point of Sound Experience – The New Shape of In-Store Music by Robin Hoffmann

More information on the workshops can be found here:

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

## Press photos:

Portrait Steve Blame (credits: Marcel Kamps)

[http://www.audio-branding-academy.org/media/press/Steve\\_Blame\\_hi\\_res.jpeg](http://www.audio-branding-academy.org/media/press/Steve_Blame_hi_res.jpeg)

Photo Gruenspan (credits: Steven Haberland)

<http://www.audio-branding-academy.org/media/press/Gruenspan.jpg>

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>

## Press information:

About Audio Branding Academy:

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

About Reeperbahn Festival:

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



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