



Press release
July 4, 2017

International Sound Awards @ Reeperbahn Festival 2017

Nominations for the first „International Sound Awards 2017“

As the 21st September draws nearer when the trophies „ISAbell “ and „ISAbell Grand Prix“ will be awarded in Hamburgs famous venue Gruenspan for the first time, we are happy to announce the nominees. 15 sound projects from across the nations have made it into the finals. The nominees come from seven countries: Belgium, Brazil, Germany, England, Sweden, Spain and the USA. With their nomination they have already earned the award „Better Sound“. Former MTV presenter Steve Blame will guide us through the evening and present the awards to the winners.

Cornelius Ringe, founder and initiator of Audio Branding Academy: „We are very happy about the high quality and the wide range of topics submitted for the International Sound Awards 2017. The huge response shows that it was a good decision to place a focus on sound concepts and solutions for the awards and reflects the increasing relevance sound is receiving in wide areas of our everyday lives. With the International Sound Awards we intend to contribute to the promotion of good sound concepts and offer a platform for the industry at one of the most important meeting places of the music and audio scene, the Reeperbahn Festival.

The nominees of ISA2017 are:

[Collide](#)

Category: Sound Art

Submission by: kling klang klong GbR / Onformative / Dolby Gallery

[Hyundai Audio Branding](#)

Category: Audio Branding

Submission by: why do birds GmbH

[Interactive 3D Sound by USOMO](#)

Category: Research & Development / Digital Product Sound Design

Submission by: FRAMED immersive projects GmbH & Co. KG

[Kuka Brand Experience](#)

Category: Ambient Sound

Submission by: kling klang klong GbR / MESO Digital Interiors GmbH

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[LATAM Airlines Audio Branding](#)

Category: Audio Branding

Submission by: Sound Thinkers

[laut.fm/live](#)

Category: Research & Development

Submission by: LAUT AG / Seitenbau GmbH

[Siemens Audio Branding](#)

Category: Audio Branding

Submission by: why do birds GmbH

[SonicTonic: Sound 4 Healthcare](#)

Category: Health

Submission by: Groves Sound Branding GmbH / SonicTonic

[TedX Bits of Love](#)

Category: Ambient Sound / Audio Branding

Submission by: Klankwerk / NoComputer / TedX Ghent

[The Impossible Run](#)

Category: Health / Universal Design / Social & Culture

Submission by: Lexter Ljuddesign AB / McCann Stockholm / Bacon Productions

[The Sound of Chivas Ultis](#)

Category: Audio Marketing

Submission by: iV / Kitchen Theory / Chivas Regal/Pernod Ricard

[The Sound of Shell](#)

Category: Audio Branding

Submission by: CORD / Shell

[UOC Brand Sound](#)

Category: Audio Branding

Submission by: Dadadada

[Where The Light Guides You](#)

Category: Social & Culture / Sound Art

Submission by: Lexter Ljuddesign AB / Lervik Design AB / Härvor Music AB

[XOUNTS UP – Sound and Ambiance](#)

Category: Research & Development / Digital Product Sound Design

Submission by: XOUNTS Hamburg GmbH



More information on the nominees can be found here:

<http://audio-branding-academy.org/awards-2017/nominations-isa2017/>

The ISA2017 Award Ceremony will take place on 21st September from 5 p.m.-7 p.m. at the Reeperbahn Festival. Advance tickets can be booked [here](#).

ISA2017 – Workshops and ISA Exhibition

A Workshop Day will be held on the 20th September within the framework of ISA2017. Prior to the award ceremony on 21st September, the [ISA Exhibition](#) will open from 10 a.m. - 2 p.m.

Press images:

Photo Key visual ISA2017

<http://audio-branding-academy.org/media/press/Key-Visual-ISA2017.jpg>

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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