

Press release
September, 22 2017

International Sound Awards @ Reeperbahn Festival 2017

The winner of the first International Sound Awards 2017 have been selected

It was an exciting and eventful evening in the Hamburger Gruenspan club when yesterday the winners of the first International Sound Awards were announced. Altogether 15 works were on the shortlist, five of which were honoured with the „ISAbell“ trophy - some winning in several categories. The winners from Brazil, Sweden and Germany had convinced the international jury with their sound projects from the fields of Audio Branding, Digital Product Sound Design, Research&Development, Ambient Sound, Social&Culture, Health and Universal Design.

Johannes Kahrs, member of the German Bundestag, promised his support in his keynote to keep this event permanently in the media hub Hamburg. The band „Drum The World“ was a highlight at the event sweeping the audience away with their captivating percussion performance.

The winners of ISA2017 > Link to [press material](#)

LATAM Airlines Audio Branding

Category: Audio Branding

Entrant: Sound Thinkers, Porto Alegre, Brazil

The merger of LAN (Chile) and TAM (Brazil) created LATAM Airlines. This new brand was born with a big challenge: to create a unique and also plural identity that represents the whole continent. The “Meszcla Concept” (“mix”) is crucial for the development of the Sound ID in order to unite the Portuguese and Spanish speaking parts of South America while recognizing their cultural differences. Music and sound became our main vehicle in the process of making LATAM the ambassador of a nonstereotyped latinity.

Siemens Audio Branding

Category: Audio Branding

Entrant: why do birds, Berlin, Germany

The Siemens brand sound is very human oriented and features female voices as well as progressive sounds and driving rhythms to illustrate the brand’s claim „Ingenuity for life“. To connect ingenuity and life, a gradient between real and synthesized sounds became a central element of the new Brand Sound – just as the “dynamic petrol“ color gradient is the prominent element of Siemens’ visual appearance. The new sound was a bold move for the engineer-driven company. Therefore the process was accompanied by international market testings to ensure wide acceptance.

Kuka Brand Experience

Category: Ambient Sound

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Entrant: kling klang klong GbR Berlin, German / Meso Digital Interiors GmbH

Kuka is one of the world's leading suppliers of robotics as well as plant and systems engineering. In 2016 Kuka built its showroom to bring visitors to experience their history of robotic innovation. A subtle balance between the sound concept, an interactive audio player software, an intelligent sound composition and two main shows, build an entire room as a living organism that engages the visitor with the five senses.

Interactive 3D Sound by USOMO

Categories: Digital Product Sound Design & Research & Development

Entrant: FRAMED Immersive Projects GmbH & Co. KG, Berlin, Germany

The system of usomo transforms spaces into walk-in interactive soundscapes. Interior space, visuals and sound merge into an intense, surrounding 360° experience. While in other projects the "immersive effect" is mainly achieved by visual means, usomo makes the user discover space by acoustic means. usomo revolutionizes the perception of interior space. The system is easily comprehensible and does not need any explanations, as it works intuitively.

The Impossible Run

Categories: Social&Culture, Health & Universal Design

Entrant: Lexter Sounddesign, McCann Stockholm, Bacon Productions, Sweden

The Impossible Run is an experiment made to explore if we can help visually impaired athletes using a sound solution based on hyper directional sound technology and carefully produced audio content. Simple beeping signals play at short intervals (<0,5s) in tandem, combined with careful calibration of the speakers, finally generated the extremely precise sound tunnel which functions as system of orientation for the runner. As pilot project the experiment was a total success. In future visually impaired athletes around the world will profit from this development.

New networks for ISA2018

Cornelius Ringe, one of the founders of the Audio Branding Academy: „The International Sound Awards has had a very positive resonance. This shows that the interest for professionally developed sound concepts and solutions is enormous. As digital devices and media more and more belong to our daily lives, it also opens a completely new access to the topic sound.“

Guests from all over the world gathered at the award ceremony ISA2017 in the Gruenspan club to celebrate the winners. Cornelius Ringe and his team are already looking forward to expanding their international network with partners and colleagues for ISA2018: „We would like to thank the Reeperbahn Festival for giving us the opportunity to imbed our event at one of the worlds most important branch meetings.“

Percussion Performance “Drum The World”

The band „Drum The World“ with Christian von Richthofen and Oded Kafri performed at the award ceremony sweeping the audience away with their energetic and entertaining rhythm and percussion show. Drums, walls, furniture and other objects serve as instruments for the two musicians, who see themselves more as



percussionists, singers, composers and rhythmic clowns. In Hamburg, where they perform regularly on the streets and at events, their improvisation performances have already reached cult status.

Please find here the list of nominees for ISA2017:

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

Press material:

Pictures of the ISA Awards Show on Sept. 21:

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

Keyvisual ISA2017

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

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:

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

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

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