

Press release
20th March 2018

Starting now! - Admission for the International Sound Awards 2018

**Applications can be submitted now at
www.international-sound-awards.com**

Hamburg, 20th March 2018 – „Make The World Sound Better!“ is the motto under which the Audio Branding Academy is awarding the best works from the areas of sound and music technology in various categories for the second time. Our aim is to draw more attention to the relevance of sound in everyday life. Cases can be submitted from now until 31st May 2018.

The International Sound Awards will be held again in cooperation with the Reeperbahn Festival. Hamburg’s cult club Gruenspan will serve as the venue of the Award Ceremony on 20th September 2018.

Music, sound and silence are creative elements that play a major role in many areas of our lives. This is exactly where the organizers of ISA step in: Their aim is to represent the spectrum of content and to honor and provide a platform for the best sound concepts, sound solutions, applications and products.

Kai Bronner, co-founder of the International Sound Awards: „We are very happy to hold the second International Sound Awards and to honor the most innovative sound concepts and sound solutions again this year. The variety and professionalism of the submitted works were very impressive last year. Audio is experiencing a great upswing and we expect to receive a number of exciting submissions.“

ISA2018: Categories

1. Corporate Communications

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

2. Research & Development

3. Product

4. Life & Society

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

5. Voice & Language

6. Aural Architecture

7. Sound Art

8. Sound Start-up

More information on the categories can be found at:
<http://audio-branding-academy.org/isa-categories/>

Press information:

About the International Sound Awards:

The International Sound Awards was brought to life in 2017 by the Audio Branding Academy. Smart, innovative and sensible sound concepts and sound solutions are awarded to draw more attention to the impact of music, sound and silence under the motto: Make The World Sound Better!

This year the International Sound Awards will be held in cooperation with the Reeperbahn Festival in Hamburg for the second time.

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

About the Reeperbahn Festival:

Since its debut in 2006, the Reeperbahn Festival has developed into one of the most important meeting places worldwide in the music business. As Europe's biggest club festival it presents a great variety of emerging talents as well as established artists.

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

Press images:

Logo International Sound Awards

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

Reeperbahn Festival:

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

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