

Press release
Hamburg, 9th July 2018

International Sound Awards @ Reeperbahn Festival 2018

Sounds promising! 22 submissions from 11 countries are nominated for the INTERNATIONAL SOUND AWARDS 2018

Sound experts from all parts of the world will meet in Hamburg's Gruenspan on September 20 where the trophies "ISAbell" and "ISAbell Grand Prix" are being awarded for the second time. 22 works are on the shortlist of the International Sound awards in various categories. These are sound projects from 11 countries: Australia, Belgium, Costa Rica, Germany, England, Finland, France, India, Italy, Sweden and Switzerland. With their nomination they have already earned the award „Better Sound 2018“. Same as last year, Steve Blame, former MTV presenter and cult figure, will guide us through the evening and announce the winners.

The Audio Branding Academy now hosts the International Sound Awards for the second time. Kai Bronner, Managing Director ABA: "In many areas of our daily lives, professional sound concepts play an important role - brand communications, products, digital interfaces, public spaces and even in our social interaction. Sound and music not only entertain and enhance the user experience, but also serve as an orientation guide - especially where visual stimuli are limited or absent. The nominated projects for the ISA2018 inspire with original approaches, a high level of design and innovative tech solutions. We keep our fingers crossed for all nominees for the award ceremony on September 20 in Hamburg. "

An overview of all nominees as well as descriptions of the projects can be found here: <https://audio-branding-academy.org/nominations-2018/>

The nominees of ISA2018 are:

Category: Audio Branding

Dehner Audio Branding | sound-4-brands, Germany
Making HDFC Bank sing! | BrandMusiq, India
Bank Cler Audio Branding | Department of Noise, Switzerland
Bring The World to Asecs | Radja, Sweden
Audiobranding Sigikid Toys | Electric Pulse, Germany
Refresh of Simplicity for Good | Sixième Son, France
Renault R.S. Enters the Zone | Sixième Son, France
DATEV Soundpool – Music Fit 2.0 | GROVES Sound Branding, Germany
The Sound of FIA | Publimark, Costa Rica
Mood Stockholm | Lexter, Sweden
Audio Newspaper Experience | FH Dortmund, Germany
We've Got Heart – Lego Friends | CORD Worldwide, England

Category: Audio Marketing

Sounds like Ghent | Sonhouse, Belgien
Mood Stockholm | Lexter, Schweden
Kyrö Tasting Experience | Audiodraft, Finnland
Hear the Taste | Ultra Nordic, Finnland

Category: Voice & Audio Dialogue

Djingo, AI plays a role | Orange, France

The Voix of Bixby | MassiveMusic, England

Category: Product

Hear the Taste | Ultra Nordic, Finland
Valyou X Music | Valyou X Music, Australia

Category: Research & Development

ABC_DJ: Music & Brand Values | HearDis!, Germany
Renault Symbioz Sound Design | Andrea Cera, Italia

Category: Soundscapes and Ambient Sound

Mood Stockholm | Lexter, Sweden
Kyrö Tasting Experience | Audiodraft, Finland
Feel the Harmony | Sixième Son, France
Hyundai Olympic Pavilion Sound | why do birds, Germany

Category: Universal Design

Audio Newspaper Experience | FH Dortmund, Germany
Hear the Taste | Ultra Nordic, Finland

Category: Social & Culture

Sounds like Ghent | Sonhouse, Belgium
The Sound of FIA | Publimark, Costa Rica
Audio Newspaper Experience | FH Dortmund, Germany

Category: Services and Sound Start-ups

Valyou X Music | Valyou X Music, Australia

Category: Sound Art

Hear the Taste | Ultra Nordic, Finland

The ISA2018 award ceremony will take place on September 20 from 5 - 7 pm as a part of the Reeperbahn Festival.

Discount tickets for the Reeperbahn Festival are here available:

<https://audio-branding-academy.org/isa2018/rbf-tickets/>

ISA2018 Sessions and ISA Exhibition

To present some of the nominated ISA2018 projects to the public, the ISA Sessions will take place on September 19th.

As networking opportunity with international colleagues from the industry, the Audio Branding Academy hosts the ISA Exhibition on September 20 prior to the award ceremony from 2 - 5 pm.

Press images:

International Sound Awards

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

Reeperbahn Festival

<https://www.reeperbahnfestival.com/de/media/pressekit>



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:

<https://www.reeperbahnfestival.com/de/info/about-us>

From 19 – 22 September 2018, the Reeperbahn Festival will present more than 900 events spanning a range of genres in locations around Hamburg's Reeperbahn. Since its debut in 2006, the Reeperbahn Festival has grown to become one of the most important meeting places for the music industry worldwide, and, as Europe's largest club festival, it boasts a broad spectrum of emerging and more established artists. In addition to some 600 concerts by international artists held in a wide variety of venues, the festival programme includes events in the fields of fine art, film, and literature. The Reeperbahn Festival conference programme is designed for professionals active in the music and creative digital industries and features sessions, showcases, networking events, or awards ceremonies.

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