

Press release

International Sound Awards @ Reeperbahn Festival

International sound projects honoured with „ISAbell“

Download pictures of the award show [here](#).

Hamburg. Sept. 21st, 2018

For the second time the winners of the International Sound Awards were announced in Hamburg's cult club Gruenspan yesterday. 21 works had entered the finale, out of which 7 were honoured with the trophy ISAbell – partly in several categories. The winners from Finland, France, Sweden and Germany convinced the international expert jury with sound projects from different sectors: Audio Branding, Audio Marketing, Product, Research & Development, Soundscapes and Ambient Sound, Social & Culture and Universal Design. The student project “Audio Newspaper Experience” from the University of Applied Sciences and Arts Dortmund (Germany) received two Grand Prix trophies.

In his keynote speech Uwe Jens Neumann, chairman of [Hamburg@work | Digital cluster](#), addressed the significance of the ISA for the media city of Hamburg. According to him, the ISA is a link between the music and the digital industry and honours the event as a valuable impulse coming from out of Hamburg right into the new digital world.

“Digitization is diagonalisation of the economy”

Extract from Uwe Jens Neumann's keynote: “Since 2017 the International Sound Awards honour sound projects that are “smart, innovative and useful”. Already today, a major part of the submissions comes from sectors that integrate New Media. “Digital Audio” and “Music Technology” are innovative domains of the creative industries that demonstrate how close the music industry and the media industry move together – namely on an international level. The traditional verticals of the music and media industry are connected by a series of digital innovations. Horizontal links are being created. Results are integration and interconnectedness – not only among the different industries but also among the technologies. External technologies will increasingly interact with “Digital Audio” and “Music Technology”. This is how next to the diagonals and the cross-sectional technologies space for innovation, new business models and new markets appears. Pioneers and players from these areas get a platform at the ISA and the chance to connect with colleagues from other parts of the world.”

The winners of the ISA2018

GRAND PRIX: Audio Newspaper Experience

Categories: Universal Design | Social & Culture

Entrant: University of Applied Sciences and Arts Dortmund, Germany

The “Audio Newspaper Experience Design” project creates an accessible and emotional sound experience for the blind and visually impaired. By using a user centric approach, sound elements were developed in order to both enhance the experience of a spoken-only audio newspaper and provide a sound identity to its listeners.

Winner: Renault R.S. Enters the Zone

Category: Audio Branding

Entrant: Sixième Son, France

In 2017, Renault Sport (R.S.) worked on a new global brand strategy based on the concept: Enter the Zone. Not only were the logo and graphic universe redefined, but this launched the creation of the very first audio identity for one of Renault’s sub-brands. The raw, powerful and intense music embodies the R.S. brand values.

Winner: Audio Branding Sigikid Toys

Category: Audio Branding

Entrant: Electric Pulse, Germany

Sigikid is a successful global player when it comes to innovative high-quality cuddly toys. We developed a sound logo for the company and – based on it – composed perfectly matching brand music for five videos of the latest image campaign. All compositions are combined by a fixed instrumental concept and individually support the scenic dramaturgy.

Winner: Hear the Taste

Categories: Product | Audio Marketing | Universal Design

Entrant: UltraNordic, Mirum, Finland

Food is less tasty on airplane than ground. Together with China’s MasterChef Steven Liu and molecular gastronomy professor Anu Hopia, we created soundscapes improving the taste of food on Finnair flights. We also built an app using advanced image recognition to analyse your food, offering soundscapes to enhance flavours of any recognizable food.

Winner: Kyrö Tasting Experience

Categories: Audio Marketing | Soundscapes and Ambient Sound

Entrant: Audiodraft, Finland

Audiodraft and Kyrö Distillery Company teamed up to design an experience at Slush Music to showcase the power of audio on our taste perception. We paired Kyrö’s new products with two specialized custom tracks to highlight the bitterness in one drink, and the sweetness in the other, to increase the memorability and enjoyment of the beverages.

Winner: Mood Stockholm Sound Design

Categories: Audio Marketing | Soundscapes and Ambient Sound

Entrant: Lexter, Sweden

Mood Stockholm is a unique shopping centre in the heart of Stockholm. Lexter Sound Design has created a holistic and brand building sound design concept, which adds a new dimension to the overall customer experience. It is used as a living and creative tool to strengthen visual expressions and campaigns, in multiple communication channels.

Winner: Hyundai Olympic Pavilion Sound

Categories: Soundscapes and Ambient Sound

Entrant: why do birds, Germany

Hyundai believes in hydrogen mobility which can be “The Seed of a new society”. For the Olympic Games 2018 in South Korea they wanted to bring this groundbreaking technology to life in an on-site pavilion. Our mission was to transform the Pavilion into an immersive experience through acoustic staging. We have installed soundscapes in all rooms. You can find detailed descriptions of all nominated cases here ([Link](#)).

Live act by Hip Hop Academy Hamburg

The team of six youngsters from the Hip Hop Academy Hamburg - rapper Noah (12), beatboxer Aga Jon (16) and the breakdance crew „Razkills“ - thrilled the audience with their performance. The Academy is a non-profit project for young people between 13 and 20 years, unparalleled Germany-wide. Since 2007 they offer a training programme free of charge in all relevant sectors of Hip Hop Culture: breakdance, graffiti, DJing, rap, beatbox, producing and new style dance. Young people from all over Hamburg can enter the classes at any time and receive an individual support.

www.hiphopacademy-hamburg.de

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Press material:

Pictures from the ISA2018 Award Show: [Link](#)

Press material ISA2018: [Link](#)

Press material Reeperbahn Festival:

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

Press information:

About the International Sound Awards:

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

The International Sound Awards were brought to life in 2017 by the Audio Branding Academy. Smart, innovative and useful 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.



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.

About Hamburg@work | Digitalcluster:

<https://www.digitalcluster.hamburg>

Press contact:

Audio Branding Academy GbR

Birgit Elke

Barnerstraße 61

22765 Hamburg, Germany

Tel: +49 (0)177 3426541

be@audio-branding-academy.org

www.international-sound-awards.com