



## Press release

ISA2019 @ Reeperbahn Festival 2019

## The International Sound Awards 2019 honour the best works from Music, Audio and Tech

Pictures of the Award Show for download here: [Link](#)

Detailed information on the winners of the ISA2019 here: [Link](#)

Hamburg, 20<sup>th</sup> Sept., 2019. In cooperation with the Reeperbahn Festival, the Award Show of the International Sound Awards 2019 took place at “Schmidtchen” yesterday where this year’s winners were announced. 31 works from 11 countries were on the shortlist, 10 of which were awarded with the trophy ISAbell2019. The winners come from Costa Rica, Germany, Finland, Israel, Sweden, Switzerland, UK, and the U.S.. Two outstanding works from Finland and Germany were honored with a „Grand Prix”. Steve Blame and Sara Kelly-Husain led through the evening.

Kai Bronner, International Sound Awards: „The aim of the International Sound Awards is to raise the awareness for the topic of sound and to give sound projects of all kind a platform. It was fascinating to see how diverse the topic has become in 2019. Especially innovative and tech-driven areas have been captured by audio, which has brought us exciting submissions from categories such as digital product sounds, audio software, music technology and 3D sound for virtual reality. Audio Branding cases continue to be well represented, but social projects are also using the power of audio. The jury was impressed with the originality and quality of the submitted works. ”

### The winners of the ISA2019

#### **GRAND PRIX: Soundscape Design for Helsinki New Children’s Hospital**

**Category: Soundscapes and Ambient Sound**

Entrant: Aalto University Helsinki, Finland

The soundscape for New Children’s Hospital Helsinki has been developed by lecturer Antti Ikonen and Sound in New Media MA students of Aalto University. The soundscape follows the visual themes of each floor creating a soothing sonic environment for the children and staff and are played through 60 loudspeakers placed in lounges of the hospital.

#### **GRAND PRIX: Axel Springer Audio Branding**

**Category: Audio Branding**

Entrant: why do birds, Germany

In 2019 Axel Springer sharpened its brand positioning. The brand and its design are creative and rebellious. This is reflected in the new innovative sound identity. The German speech melody (intonation) of Axel Springer’s own voice was used to create a sound impulse connecting the modern company with its pioneering founder.

**Winner: dearVR SPATIAL CONNECT**

**Category: Product**

**Entrant: Dear Reality GmbH, Germany**

Mixing 3D audio in VR with dearVR SPATIAL CONNECT by Dear Reality, equips sound creators with a revolutionary new workflow for truly immersive audio production. Dear Reality is the leading company in the field of spatial audio algorithms and well-known for its binaural, ambisonics and multi-channel 3D spatializer dearVR PRO.

**Winner: Loopfree**

**Category: Social & Culture**

**Entrant: Loopfree, UK**

Loopfree is a wireless button control system for music software Ableton Live that allows a musician to freely loop sounds in live performance without needing to use a mouse, keyboard or touchscreen. It was developed in collaboration with Tim Palm, a Disabled musician who can't use his hands or feet to control his instruments in the traditional way.

**Winner: Weav Music | Music Evolved**

**Category: Services & Start-ups**

**Entrant: Weav Music Inc., U.S.**

Weav Music, a music tech startup, released the running music app Weav Run. This app seamlessly adapts a song's tempo from 100-240 BPM to match a runner's steps in real time – without losing the integrity of the song. Running in sync with music helps athletes of all levels run faster and farther, and it can also help prevent injury by improving form.

**Winner: CyMagic**

**Category: Social & Culture**

**Entrant: Healing Music, Israel**

CyMagic is a science based sound installation. We use the natural vibration of sounds in order to create visual and tactile experiences. Our tactile music experiences are being used in service of the deaf community in Israel, allowing deaf children enjoy musical experiences in a way that speaks to their usual experiences of the hearing world.

**Winner: ICT - The Sounds of Costa Rica**

**Category: Audio Branding**

**Entrant: Publimark Mullen Lowe, Costa Rica**

In 2018, the Costa Rican Tourism Board (ICT) began creating a new brand identity based on tourist visits to the country. That identity centered on an all-embracing experience represented by the letter "C" in the ICT's new visual logo. To add a musical element consistent with the graphic's identity, we created a mnemonic using the circle of fifths.

**Winner: Swedbank Soundscaping**

**Category: Universal Design**

**Entrant: Lexter Ljuddesign AB, Sweden**

In many public environments customers and staff have to share private information with the risk of being overheard by others. For one of Sweden's largest banks, Swedbank, Lexter has developed a

solution with local sound masking and soundscaping zones that reduces the intelligibility of speech, increases privacy and adds a pleasant atmosphere.

**Winner: Inclusion rocks! Music for all**

**Category: Social & Culture**

Entrant: Handicapped-Kultur Barrierefrei e.V., Germany

Inclusion rocks! Music for All. Along this motto charity "Handicapped" organises and promotes barrier-free live music. With an innovative project data base, music workshops, congresses and over 250 live concerts, from rock, via hip-hop to choral singing, this project unites people with and without handicap, via the joint experience of sound.

**Winner: Sounds of Silence**

**Category: Soundscapes and Ambient Sound**

Entrant: Idee und Klang GmbH, Switzerland

What is silence? Sounds of Silence, an exhibition at Museum of Communication Bern, tries to answer this question. Its dramaturgy builds entirely upon sound. No written text, no exhibits, very few photos and videos. The resulting exhibition challenges visitors to leave their comfort zone while empowering them to create their own dramaturgy.

Here you can find further information on the nominees of the ISA2019:

<https://www.international-sound-awards.com/nominations-2019/>

**Supporting program of the ISA2019 Award Show**

**Keynote „Music / Sound / Noises: Developments in Audio“**

Prof. Dr. **Karlheinz Brandenburg**, co-inventor of the mp3 format, spoke in his keynote „Music / Sound / Noises: Developments in Audio“ about the interaction of the latest technology and innovative audio applications, referring particularly to examples from AI and Virtual Reality.

Karlheinz Brandenburg has been a driving force behind some of today's most innovative digital audio technology, notably the mp3 and MPEG audio standards. He is a professor at the Institute for Media Technology at Technical University Ilmenau and former director of the Fraunhofer IDMT Institute for Digital Media Technology in Germany.

**JAMBL | Live performance by Gad Hinkis**

Due to illness, Tim Exile had to cancel his show. We were happy to find a top-class replacement for our show with Gad Hinkis from JAMBL. Gad performed impressively and showed how the multiplayer app can be used for collective music making.

Gad Hinkis is music technologist, music producer and the inventor of JAMBL. Since 2000 Gad has composed electronic music and hip-hop, he raps and sings. He's been living in Berlin since 2009 and is the frontman and producer of Dirty Honkers, a groundbreaking electro-swing band notorious for their explosive live shows.

<https://www.jambl.app>



**Press material:**

Pictures of the ISA2019 Award Show and further press material for download:

<https://www.international-sound-awards.com/contact/press-media/>

Press material Reeperbahn Festival:

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

**Press information:****About the International Sound Awards:**

<https://www.international-sound-awards.com/about/aba/>

The International Sound Awards were initiated by the Audio Branding Academy in 2017. They honor smart, innovative and useful sound concepts and sound solutions in order to raise awareness for the power of music, sound and silence. All under the motto: #MakeTheWorldSoundBetter.

The International Sound Awards take place in cooperation with the Reeperbahn Festival in Hamburg.

**About the Reeperbahn Festival:**

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

The Reeperbahn Festival combines a diverse line-up of new, international talents with a programme comprising of a wide range of themes in a progressive music marketplace. More than 900 individual events await fans, journalists and trade visitors in numerous venues, promising both excitement and inspiration. Since its debut in 2006, Reeperbahn Festival has become one of the most important meeting places for the world of music and demonstrates how an exuberant music programme can be combined with music industry interests and social initiatives.

Reeperbahn Festival is Europe's B2B platform for the music and digital industry. The Reeperbahn Festival Conference offers industry professionals a programme that includes more than 300 sessions, networking events, meetings, showcases, and award shows. We expect more than 5,000 professionals and media representatives from 56 countries attending.

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