



LONDON

Appendix 1

Lot 1 – Sound Design

Sample Project

EXHIBIT TITLE	People Power Soundscape
EXHIBITION	People Power (IWM London 2017)
PRODUCTION TIME	5 months
LENGTH OF EDIT	24 Channels, 20 minutes, 5 zones
AV CONTENT BRIEF	<p>The soundscape should provide an atmosphere of protest, giving the impression that the visitors are stepping into a march. The soundtrack should represent all the historical eras covered in exhibition and feature references to famous events. It needs to give a feeling of how protest culture has evolved over time. We would like to feature popular music, famous speeches, crowds, changing, and general ambient noise of protests. We have an extensive sound and film archive which may be useful but cannot be relied on as a single sound source. Sounds will need to be sourced or produced/recorded by appointed sound designer. The average visitor dwell time is expected to be an hour and it is important that the soundscape doesn't feel repetitive.</p> <p>Objectives:</p> <ul style="list-style-type: none">• To add an atmospheric backdrop to the exhibition.• To provide sound masking to help visitors focus on exhibition content rather than being distracted by sound in other parts of the gallery.• To ensure that there is a balance of sound throughout the gallery space.
AV INSTALLATION SUMMARY	24 Bowers & Wilkins AM-1 speakers split into 5 zones. Playback via 7 th Sense server.