



Thursday, 15 August 2019

## Press release from ÅF Pöyry

### **ÅF Sound & Vibration wins Red Dot Award: Brands & Communication Design 2019**

The Red Dot Award is one of the largest design competitions in the world and attracts more than 18,000 submissions every year. ÅF Sound & Vibration has received a Red Dot Award: Brands & Communication Design 2019, for the sound concept and soundscapes for 'The Conference'.

'The Conference' is a two-day conference that explores human behaviour, new technology and digital trends. It is an annual event that welcomes speakers and visitors from all over the world. For the 2018 occurrence, ÅF Sound & Vibration was assigned to develop a sound concept and soundscape as part of a multi-sensory communication strategy. The project was awarded a Red Dot due to originality and creativity, design quality and innovation, and the emotional significance of the project.

Every year the profile, the communication and the venue of 'The Conference' are carefully managed to provide a first class experience. 2018's bespoke sound concept linked the visual experience and the audible experience in a subtle way. The use of soundscapes in the different areas of the venue helped establish a recurring theme throughout the event and creates a sense of awareness for the visitor. Furthermore, the soundscapes helped create a warm and welcoming atmosphere with an environment for reflection and connection between people.

"What is communicated in a conference is not only in the content of speeches, but in the way the content is delivered. With 'The Conference' we want to facilitate a new experience to our visitors and trigger their curiosity. The sound concept enabled us to do this at the 2018 conference", says Hateff Mousaviyan, Head of Communications for 'The Conference'.

Zlatan Idnert, Head of ÅF Sound & Vibration is happy to receive the award: "This award acknowledges our expertise in the area and it is an important step towards becoming a major player within audio branding and sound design."



**For further information, please contact:**

Cathrine Sandegren, EVP and Head of Communications and Brand  
+46 70 292 68 26

About the Red Dot Design Award

With more than 18,000 submissions, the Red Dot Award is one of the largest design competitions in the world. In 1955, a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then, the sought-after Red Dot is the revered international seal of outstanding design quality.

About ÅF Sound & Vibration

We provide advice on acoustics and vibration control. Our expertise spans a broad range and scale of acoustic challenges from building acoustic, industry noise, community noise, product design and sound design. ÅF Sound & Vibration is represented in Denmark, Norway, Sweden and Switzerland. Our team consists of 120+ dedicated employees who have been drawn from engineering, architectural, musical and academic backgrounds.

About ÅF Pöyry

ÅF Pöyry is a leading international engineering, design and consultancy company. We create solutions for our clients from a sustainability perspective and based on global trends such as urbanisation and digitalisation. We bring together over 16,000 dedicated experts in the fields of infrastructure, industry and energy, all of whom work globally to create sustainable solutions for future generations.

Making Future.