



## Whispers of the past in Turku enabled by Panphonics

*The Finnish city of Turku, the European Capital of Culture in 2011 has brought the art to the streets for everyone to enjoy. Meanwhile a public space offers an excellent environment for localized art reaching a wide audience, it also sets challenges for the realization of the installations. Sound Shower® directional speakers by Panphonics were used to create the “City Remembered” sound installation in Turku.*

**T**he City Remembered sound installation brought warm and human voices of the past to the public in the Hansatori public square, located in the Hansa shopping center. The same city block has been the meeting place for the young people in Turku at least since the 1950's, and it has a strong presence in the memories of the residents of Turku. The sound installation was built on those memories, recreating the past in very personal sound spots in the Hansatori square.



### **Meeting the demands of the environment with Panphonics**

The nature of the sound installation, combining space with intimacy, warmth and proximity, required a use of very specific technology. The public space of the installation also set some requirements; the Hansatori square is a vast, open interior space with a high ceiling, and it has a typical sound atmosphere of any shopping mall - full of announcements, people speaking and other background noises. The walls, made of stone, metal and glass, cause a lot of echo in the space.

Directional sound by Panphonics was the solution for creating the intimate sound spots in City Remembered sound installation. Using either ordinary speakers or headphones

would have destroyed the idea of the installation. The Panphonics Sound Shower® directional speakers, however, offered the perfect solution enabling a seamless union of space and sound.

### **Reliable performance for easy usage**

Since the sound installation was to be constantly performed during more than a month, it was extremely important to have a secure and reliable technology performing automatically as intended. The Panphonics directional speakers and integrated amplifiers corresponded with the requirement; the performance and reliability of the technology made it possible to just turn on the installation and forget about the technology until the sound installation was over.

### **Artistic idea and high technology perfectly combined**

The City Remembered sound installation, when completed, was composed of four separate sound areas created with the Sound Shower® directional speakers. The result was exactly as intended - the warm and human sounds and stories of friendship and warmth whispered in the ear reached and impacted the public.

With Panphonics Sound Shower® directional speakers, the sound was brought directly to the listener instead of scattering in the space. It was very strictly limited to a certain spot, and the sound was clear and crisp also with low volume levels. The artistic idea and the technical solution were inseparable in the sound installation, creating together a perfect combination.

## **About The Artists**

*The City Remembered sound installation was a part of the Turku Capital of Culture 2011 program. It was created in collaboration of independent Finnish artists, the main participants being the dramaturge Seija Ahava, dramaturge and director Emma Puikkonen, sound designer Markus Heino and graphic designer Elina Minn. The Turku 2011 Foundation was responsible of the production, and other sponsors and collaborators included the Finnish Cultural Foundation, The Summer University of Turku and the Art Association Livingroom.*

*Panphonics is the world's leading provider of directional audio speakers. Founded in 1997 and headquartered in Finland, Panphonics delivers targeted audio solutions for acoustically demanding applications. Panphonics Sound Shower® directional audio speakers can be found in banks, retail stores, digital signage projects, museums, information kiosks, service stations, theaters, and offices throughout the world.*

**PANPHONICS OY**  
Teollisuustie 13  
33330 TAMPERE, FINLAND  
tel. +358 40 5390 600  
fax +358 42 5390 600  
www.panphonics.com



**PANPHONICS**  
*Audio Innovations*



21.10.2011