



Architettura Sonora/Applied Acoustics

the new division of **B&C Speakers** - world's leading company in the manufacturing of professional audio components.

The combination of *Applied Acoustics / Architectural Sound Space Design / Industrial Sound Module Design / Soundscape Music Composition*

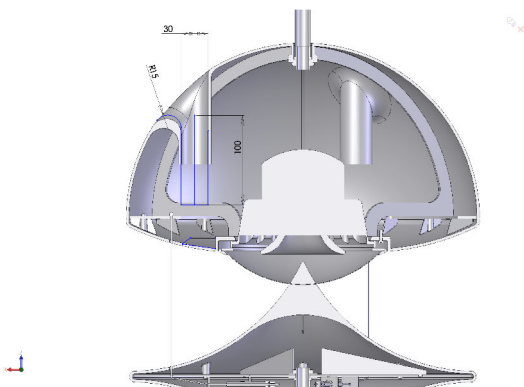
allows A.S. to **provide architecture with Revolutionary Sound Experiences.**



Sensory immersivity is the 'experience criterion' leading our *sound space design*:

urban parks and gardens, public squares, train stations and airports, hospitals, offices, open spaces, shops and shopping malls, hotels and restaurants, lounges and wellness centers, residential and private architectures can become either ***acoustically highly efficient*** and ***sonically extraordinary experiences***.

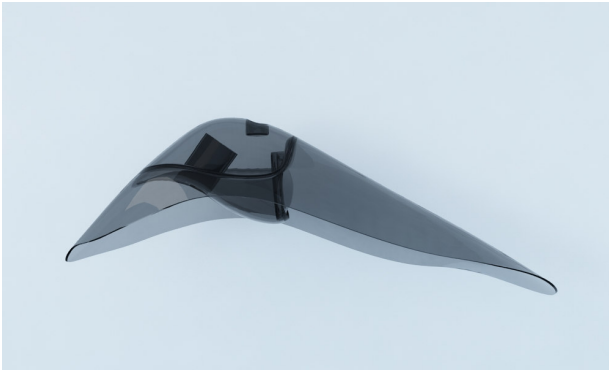
To achieve this innovative results *Architettura Sonora* considers fundamental to share with architects, designers and technology integrators the ***acoustic and sonic solutions design***, guiding professionals into the innovative steps of an *Architettura Sonora Sound System*.



An invisible AS acoustic system embedded inside a technological furniture.

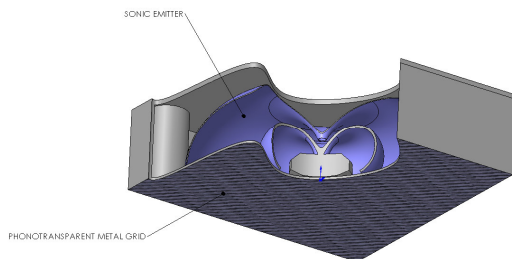
A.S.' main product lines:

- **Unconventional shaped sonic emitters** - the peculiar shape of *A.S.' architectural sound modules* is conceived to be at once acoustically efficient and able to focus sound/direct it into delimited areas-; combining different sound modules and their different directional properties it's possible to fully redesign the acoustic experience of any architecture.



the Dolphin, III

- **invisible sound modules** – embedded into architectural structures or furniture – ie. sonic walls, sonic ceilings, sonic sofas and chairs or underground subwoofers (for indoor and outdoor).

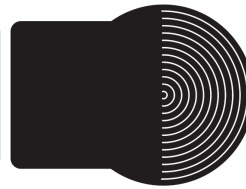


linear sound system for plasterboard ceiling.

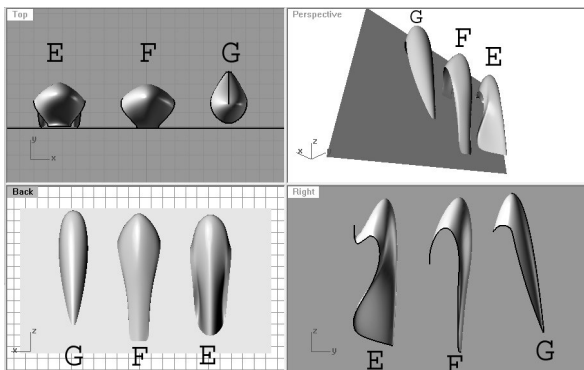
- **sonic customization** - taking advantage of fast prototyping technologies, suitable for both personalizing the shape of a *sound module* and for the specific architectural and structural requirements of an invisible efficient sound solution.

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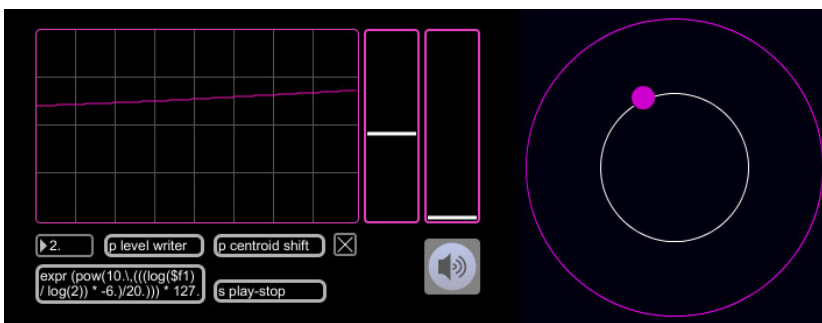


AB&CSPEAKERSDIVISION



- The AS sound design team produces **sound and soundscape compositions characterized by a sophisticated narrative approach**. Professional sound and soundscape design can excite and dynamize either *the experience of a naturalistic site*, of an architectural cityscape, of a private housing, or reduce the environmental disturbance of a mechanical device as the *lack of privacy of an open space*.

- **A.utomatic S.oundscape G.eneration**. A.S. designs and customizes **audio software able to dynamically and musically inter-react** with specific environmental conditions – as crowded habitats, indoor and outdoor, or trafficked areas. In the specific case of an urban application, the A.S.G. software aims at *changing the perception of the disturbance of a polluted city-soundscape through the generation of counter-soundscapes musically oriented: designing artificial sound oasis to mitigate and redevelop areas that are strongly congested by city mechanical and media noise*.



The A.S.' *noise masking approach* has been developed with prestigious scientific partners as **CNR (Italian national research center)**.

A.S. starts up a new era in *acoustic design for architecture*.

Sound Space Design, Sound and Soundscape Compositions, all combined with real time sound processing and the scalable directionality of the A.S. visible or invisible sound modules: our goal is to reshape the perception of a human habitat, inducing a dynamic interpretation of the architectural space.

Immersiveness becomes a full space design tool.

Architettura Sonora/Applied Acoustics aims at communicating special care for the architectural space, supporting the emerging need for multisensorial comfort in public and private spaces.