

SOUNDFORMS

PRESS RELEASE 29/3/23

Award-winning open-air concert stage combines the world's most innovative sound technology.

Soundforms is excited to announce that we have become a partner of the international company **L-Acoustics**, the industry leaders in the design, manufacture, and distribution of premium sound reinforcement technologies.

Soundforms designed the Performance Shell for the San Diego Symphony, the Rady Shell at Jacobs Park, where audiences enjoy immersive sound technology by L-Acoustics. This is how the two companies first met.

Named this year to Fast Company's annual list of the *World's Most Innovative Companies*, L-Acoustics is an outstanding world-class team of professionals dedicated to innovation and product design excellence. They shape the future of sound with technologies that enable audio professionals and artists to elevate the listener experience, connecting artists with their audiences.

L-Acoustics will work closely with other Soundforms Partners, including ARUP Acoustics, ES Global, Flanagan Lawrence and Expedition, as part of a world-class consortium, a one-stop-shop which offers all the specialisms required to create outstanding open-air concert venues around the world. 3D modelling is already underway which can be tailored to meet the special requirements of each individual client location and surroundings. Exciting opportunities are being identified around the world.

Combining L-Acoustics sound technology with Soundforms Performance Shells is a unique offering internationally.

Tim Boot, Business Development Director, Acoustics Solutions at L-Acoustics says:

"This partnership with Soundforms is an exciting opportunity to bring our L-ISA immersive technology and Ambiance Acoustics system to innovative venues around the world. The combination of our audio solutions and Soundforms beautiful looking and beautiful sounding outdoor performance shells will offer audiences inspiring new live experiences."

Mark Stephenson, Executive Chairman, Sound Forms Ltd says: “As an orchestra conductor I am all too familiar with the challenges musicians face when performing outdoors. I am thrilled that the Soundforms Technical-Design Team is collaborating with the brilliant sound technology experts at L-Acoustics. This promises to be a ground-breaking partnership.”

Our joint mission is to develop highly creative solutions which marry L-Acoustics state-of-the-art sound technology with the unique acoustic and aesthetic properties of Soundforms Performance Shells, to make the outdoor concert an exceptional experience for audiences and performers.

We look forward to shaping the future of sound together!

Photo of the Rady Shell at Jacobs Park, courtesy of the San Diego Symphony.

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Notes to Editors & Journalists:

ES Global is a global leader in the field of spectacular temporary and semi-permanent structures for the Sporting, Entertainment & Business sectors internationally. ES Global is the Soundforms assembly and delivery partner and is a shareholder in Sound Forms Ltd. www.esglobalsolutions.com

The award-winning architectural practice **Flanagan Lawrence** has designed Soundforms. FL are Partners & Shareholders in Sound Forms Ltd. www.flanaganlawrence.com

ARUP Acoustics designed the unique acoustic interior of the Soundforms Performance Shell, its first step invention for its patents granted. ARUP Acoustics is an Associate of Sound Forms Ltd. www.arup.com

The award-winning engineering practice **Expedition** has designed the structural elements on Soundforms. www.expedition.uk.com

The world-renowned **Royal Philharmonic Orchestra** is a partner, a consultant on orchestral matters relating to the staging of fine orchestral music performances around the world. www.rpo.co.uk