

The sounds of a legendary pop chameleon: *David Bowie* exhibition in Berlin features Sennheiser sound

Berlin/Hanover, 30 April 2014 – Music history can be experienced first hand at Berlin's Martin-Gropius-Bau from 20 May until 10 August 2014: the *David Bowie* multimedia exhibition (www.davidbowie-berlin.de) provides a look at the life and work of the artist, and includes impressive audio-visual experience zones. Organised in Berlin by the international marketing agency Avantgarde, the exhibition features around 300 exhibits, which show how this exceptional talent has influenced arts and style for more than four decades, transcending the boundaries between dreams and reality, as well as between the various genres and between genders. After previous stops in London, Toronto and São Paulo, the exhibition curated by London's Victoria and Albert Museum will land in the German capital, where excellent sound will again be ensured by the expertise and equipment of the audio specialist Sennheiser.



The exhibition's stay in Berlin is one of the highlights of its international tour. Due to Bowie's close links with the city, the exhibition's section dedicated to Berlin has been expanded for the occasion by almost 60 additional exhibits. Bowie's Berlin musical trilogy of the late 1970s, consisting of the albums *Low* and *Lodger*, together with the key work "*Heroes*", was unmistakably inspired by the divided city and was recorded to a great extent in the

local Hansa Studios. Microphones from the Sennheiser and Neumann ranges were used on most of his albums, and this was also the case with these three albums, which are widely recognised as recording milestones in the world of pop history.

"We are very proud of the fact that, after providing assistance in London, Toronto and São Paulo, we can also contribute to the success of the *David Bowie* exhibition in the German capital by providing our expertise and excellent sound," comments Daniel Sennheiser, CEO of Sennheiser electronic GmbH & Co. KG.

Visitors to the exhibition at the Martin-Gropius-Bau can immerse themselves in David Bowie's worlds of sound thanks to technology from Sennheiser. The use of Sennheiser's wireless guidePORT audio guides with Sennheiser stereo headphones is included in the ticket price, thus allowing visitors to explore the exhibition at their own pace. Sophisticated trigger systems ensure that the audio is always played at the right time and in the right place. Audio effects are integrated seamlessly into the exhibition, with the result that visual and audio impressions merge in truly impressive harmony.

Two exceptional 3D immersive audio experiences are particular highlights of the tour: in the first, visitors are enveloped by remarkably spatial music that is played through concealed Neumann speakers as an accompaniment to video footage of Bowie performances. The same 3D sound experience is used for an audio collage compiled from the artist's songs, providing an astonishing effect that thrills even dedicated Bowie connoisseurs. A special upmix algorithm is used in order to convert the original stereo and mono material to surround sound; this algorithm was developed by Gregor Zielinsky, Sennheiser International Recording Applications Manager.

For those interested in technical details, these are available online in the Sennheiser Blue Stage magazine, along with additional video material, at: <http://en-de.sennheiser.com/bluestage-magazine-madness-david-bowie-pop-icon-in-3d-sound>.

The exhibition is being organised in Berlin by the international marketing agency Avantgarde (www.avantgarde.de). Tickets and further information about the *David Bowie* exhibition are available at www.davidbowie-berlin.de.

About Sennheiser Vertrieb und Service GmbH & Co. KG

Sennheiser Vertrieb und Service GmbH & Co. KG has approximately 140 employees and is the German sales subsidiary of Sennheiser electronic GmbH & Co. KG. The Sennheiser Group is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. Sennheiser has more than 2,100 employees around the world and has its own production facilities in Germany, Ireland and the USA. The German subsidiary markets and sells all the Sennheiser Group's brands: Sennheiser, Sennheiser Communications A/S (headsets for PCs, offices and call centres) and Georg Neumann GmbH (studio microphones and monitor loudspeakers).

Further information about Sennheiser is available online at www.sennheiser.com.

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Album cover shoot for *Aladdin Sane*, 1973
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