

Case Study – Birdsong helps cheer the street



Bird Song fills the streets of Margate, thanks to Whispering Window

Overview

Nightingale sound
Installation designed
to change
atmosphere of town's
High Street

Product

F4 audio drives

Designer

Robert Jarvis

www.norment.net

When entering Margate's High Street, visitors are today greeted by the captivating tune of a Nightingale's song thanks to an innovative project by sound artist, Robert Jarvis. The project originally launched to help change the ambience of the Kent-based high street, which was recently profiled following its selection as a 'Portas Pilot' regeneration project by Mary Portas, and to date the project has been well received by both visitors to the town and traders.

Robert explains: *"Having heard about the Mary Portas project in Margate, I knew it was a town that would be receptive to new ideas. I looked at it from the point of view of 'what is the smallest thing you can do, that makes a big difference', and I felt that introducing calming bird song to the street would make a big impact. I have already received feedback that the area has seen a change, including reports of a decrease in anti-social behaviour and also an increase in new conversations as customers and traders talk with each other as they smile and together look for the birds.*

With the Feonic technology turning windows into speakers, it is not obvious to passers-by as to where the bird song is coming from. It therefore entices listeners to search and relate to the surrounding area in a different way. Between the six shops, the bird song is fully synchronised, creating the illusion that the nightingales are calling out and responding to each other throughout the day. Their musical song is heard off and on along the whole of the High Street, and to great effect, spreading cheer to passers by".

Robert Jarvis <http://www.robertjarvis.co.uk/current.htm>

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INVISIBLE SPEAKER

Feonic Technology Ltd, Newlands Science Park, Inglemire Lane, Hull HU6 7TQ, UK Tel: +44 (0)1482 806688 Fax: +44 (0)1482 806 654. web:www.feonic.com email: info@feonic.com

