

Case Study – Christmas windows at Selfridges



Overview

Selfridges Christmas Windows 'Music Box' project

Product

F1.3 audio drives

Designer/Installer

Condiment Junkie

www.condimentjunkie.co.uk

<http://tinyurl.com/sonicbranding>



Experiential sound design and sonic branding company Condiment Junkie teamed up with world famous department store Selfridges to create a revolutionary window display for its 2011 Christmas season. Using Feonic F1.3 audio drivers, Condiment Junkie turned the run of Selfridges' Oxford Street windows into an enchanting and oversized music box, playing re-engineered carols. From a Selfridges brief, using the purity of white and the everlasting appeal of Christmas carols as creative guidelines to fit the objective, Condiment Junkie created a totally bespoke, standard-breaking system. Customers are encouraged to play around with the window as a music box to their heart's content.

The tunes, all created by Condiment Junkie, are sometimes based on well-know Christmas carols, sometimes just created for the Selfridges scheme to reflect what a 'crystal clear Christmas' would sound like – part eerie, part frosty, part magical. The system is devised in such a way that although each window plays a different tune, customers are able to listen to the track without interference from the music being played through the next window. Moreover, and as befits a music box, each window is equipped with a state-of-the-art touch-screen wind-up system to control the track.

Russ Jones, Condiment Junkie Creative Director explains more:

"We are delivering the sound by turning the glass itself into speakers, using the Feonic Whispering Windows technology. When the sound is played through the glass it gives us a beautifully clear and frosty tone."



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

