

Case Study – Worlds first Pop up Gig



TOPSHOP

Overview

Delilah's Topshop performance amplified by Feonic's Whispering Window

Product

8 x F1.3 Feonic audio drives

Designer/Installer

76MsMA

www.76MsMA.com



Acclaimed singer-songwriter Delilah has performed a one-off gig through the windows of Topshop's flagship Oxford Street store, as part of Vogue's Fashion's Night Out, thanks to Feonic Technology's Whispering Window devices. The audio installation was designed, installed and engineered by 76MsMA, the multisensory marketing and advertising consultancy, and meant Delilah was able to perform a number of tracks to an appreciative audience both inside and outside the retail store.

Commenting on the project, Prask Sutton, Chief Consultant at 76MsMA said: *"We are always investigating new cutting-edge technologies that help us to create emotionally engaging and truly immersive multisensory experiences. As such, we knew the Feonic Whispering Window devices would be an excellent way of generating a fantastic buzz around Topshop's flagship store as part of Vogue Fashion's Night Out, allowing us to create what was a world first for a live performance of this kind. By audio-enabling the store's windows, Delilah was able to perform right through them, so fans both inside and out were able to soak up the complete musical experience."*

<http://www.youtube.com/watch?v=9gn8NBxDDgQ>



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

