

PRESSEINFORMATION



THE INSTALLATIONS OF THE MAIN EXHIBITION

- The exhibition starts in a separate **SCREAMING ROOM** where visitors can experience the volume range of their own voices. A scale shows a comparison to the volume of various animal sounds.
- The exhibition room on the upper floor is accessed via the **SOUND STAIRS**. Here, the journey into the acoustic landscape of Innsbruck starts with an experience of a fascinating sound scenery. At each step, the visitor will recognise familiar sounds from everyday life.
- **WORLD OF SOUNDS:** At this installation, everyday noise pollution is visualised. Common objects are presented in their actual acoustic size; accordingly, a pair of earphones with a sound level of 100 decibels has a similar size as the pneumatic hammer with a level of 90 decibels. By touching the vibration surface of the exhibits, visitors experience the aural noise exposure for each one.
- **BINAURAL GAME:** A fun game for young and old, in which spatial hearing is trained in a simple and entertaining way. Participants follow the recorded chirping of birds and try to locate and free them.
- The installation **VIRTUAL EAR** is a 3D model of the human ear, which shows its individual parts and how they interact. By clapping their hands, snapping their fingers or speaking, visitors send sounds through the virtual ear and learn how the brain processes acoustic information.
- **SONIC JOURNEY:** This installation tells the story of Geoffrey Ball, who as a child suffered from severe sensorineural hearing loss. Later in life, he invented the Vibrant Soundbridge. Here visitors experience how Ball's invention makes a great variety of sounds audible to people with hearing loss.
- **BONE CONDUCTION:** How can we hear with our bones? This installation introduces visitors to the phenomenon of bone conduction, which enables us to perceive a piece of music in spite of hearing impairment or covered ears, through the bones in our skull. The story goes back to Beethoven, who benefitted from this principle when he suffered from hearing loss.

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- The **HAIR CELLS** station is a musical installation. By touching giant hair cells built according to the human model, visitors play a melody. In order to simulate how hearing impairment affects the ears due to the loss of hair cells, visitors can activate or deactivate various frequency ranges by bending the respective hair cells.
- One single sound may trigger many associations. How are acoustic signals finally interpreted by the human brain? Presenting the complex processes in the central part of the auditory system to the visitors, the installation **AUDITORY CORTEX** provides an artistic interpretation of this phenomenon.
- The effects of a hearing impairment are made audible in the AUDIOVERSUM Cinema **HEAR(D)** through most diverse everyday sounds, such as an alarm clock, a radio, traffic noise, a telephone and much more. Additionally, visitors can hear the twittering of birds, classical music and cheerful theatre excerpts ... or can they only hear it partially? Here, visitors can experience what normal hearing means and what hearing loss sounds and feels like.
- **ACOUSTIC ILLUSIONS:** This installation invites visitors to have a guess and identify a sound or a language that is being spoken. Our brain interprets everything we hear by comparing present acoustic events to familiar sounds that have been learned before. However, it can be outwitted by acoustic illusions.
- **KEEP YOUR BALANCE:** The novelty in the main exhibition is based on the function of the human vestibular organ in the inner ear. With the help of virtual reality glasses, visitors can balance at dizzying heights and put their balance to a test. The game simulates authenticity and although it is not dangerous, it is a challenge for one's own ability to overcome. Therefore, the use of KEEP YOUR BALANCE is only allowed in pairs!
- **THE BRAIN "ALEX":** This exhibit combines functional and anatomical MRT scans with an innovative visualisation technique to create a 3D image. This shows which areas of the human brain are activated when carrying out a range of activities such as looking at pictures, reading texts or listening to music.
- Along the interactive **TIMELINE**, visitors explore the development of audio technology in relation to chronicled events.

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- In the **SOUND-GALLERY** different **AUDIO-INSTALLATIONS** are the focus of attention. Soundfiles of various sound artists are recorded in a loop. 13 loudspeakers and a subwoofer create extraordinary sounds. Moving sounds carry the visitors away into other worlds - whether experimental and loud or poetically soft and calm. The **SOUND-GALLERY** opens up virtual sound journeys for visitors, visually framed by fine arts.
- Have you ever used your body's shadows to make music? If not, the new interactive exhibit **SINGING WALL** gives you the chance to give it a try. The interactive sound wall transforms the movements of the visitors into acoustic signals. Depending on movement and daylight, different sounds are created with which visitors can challenge the **SINGING WALL** and compose their individual piece of music.
- **SOUNDOGRAM:** Visitors can record their silhouettes in profile and an audio-message for entry into the acoustic guest book. The application links the image to the recorded message and projects it onto a screen where the message remains retrievable.
- **AUDIOCHECK:** Can you hear the cat's quiet meow and the chirping of the birds? Or was it a dog barking? This hands-on station gives visitors the chance to test their hearing in a fun and interactive way.

About AUDIOVERSUM

AUDIOVERSUM is an interactive museum in Innsbruck all about the fascinating worlds of listening and wondering. As a Science Center it fascinates visitors from across Austria and beyond with its combination of medicine, technology, education and art. Multimedia installations developed in cooperation with the renowned Ars Electronica Center Linz invite guests to have a go themselves and learn more about the senses.

Special exhibitions under the headings "TO BE HEARD AND KNOWN" and "TO BE HEARD AND SEEN" focus on targeted knowledge transfer and contemporary formats. The Science Center was initiated by MED-EL, the world's leading company for implantable hearing systems. AUDIOVERSUM was designed and realized by Dr. Eckhard Schulz (formerly Managing Director of MED-EL Germany), who is still a Senior Advisor for the team.

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