



Description :

Reports on the Sonar Festival Experience  
with Sming for STARTS

Date: 25 juillet 2019



### **Day - 1:**

After a whole day of driving we arrived in Barcelona late on Monday. The set-up was fine. Access was easy and all the material that has been asked was already there. Very professional and perfectly corresponding to the needs. The place is a bit too bright on that day because the lights are turned on everywhere but it should be fine when it's off. The set-up is easy and the settings of the camera, sound and light are done at the end of the day. The fine tunings will be made on the first day of the festival when lights are off and sound is closer to the real one.

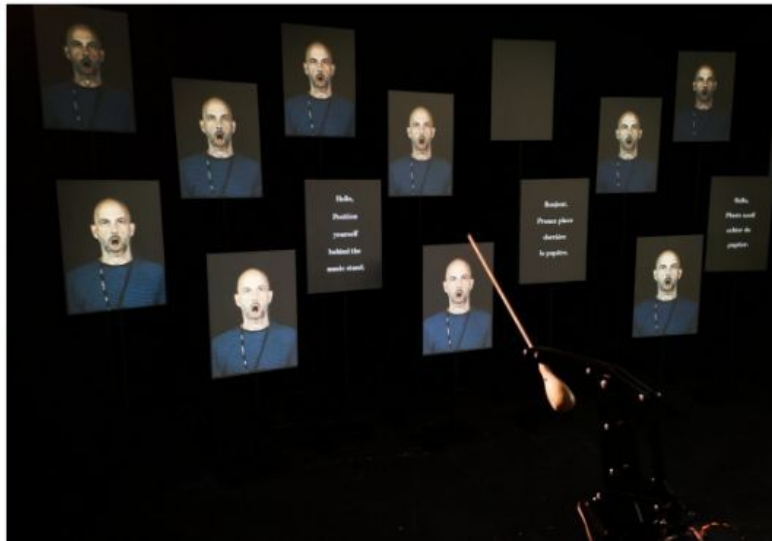
### **Day 0:**

This day is off for Sming as the space is closed to the public. Visit of the Sonar +Day event.

### **Day 1-2-3:**

The next three days are amazing days. The public was non-stop using the installation. No interruption from 1pm to 9pm. Many many excited people and a lot of so good returns and love. A lot of people looked at the cartel and asked us about STARTS. There was an happy confusion most of the time that STARTS was the creator. So it was the opportunity to tell about STARTS and Superbe at the same time. More than 1000 people recorded their voice and try the choir experience. It means that between 4000 and 5000 people have seen Sming. A lot of great contacts has been made and the opportunity was a real success. So the place was not the best as artistic approach but the visibility was so high that it worthed it. Dismantling was fine, as the way back home.

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