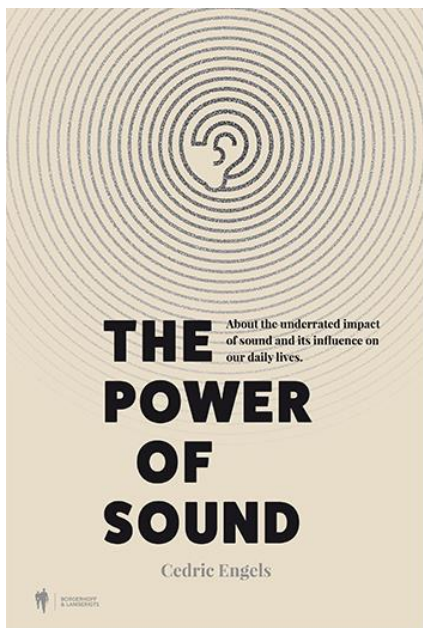


SANTASADŌ

Cedric Engels - The Power of Sound

About the underrated impact of sound and its influence on our daily lives

PSYCHOLOGY | SCIENCE



Few people stop to think about it, but sound always surrounds us, wherever we are. The annoying sound of your alarm clock, of traffic, of noise. The uplifting sound of birds, music or a gentle voice. Iconic sounds like Tarzan's jungle call, the start-up sound of a Mac, the two notes of Jaws. Sound is music, emotion and body. Sound is connected to space and acoustics. But also to you personally, and your character: the soundtrack of your life. Sound can also hurt us, and heal us.

Author and TEDx speaker Cedric Engels has always been fascinated by sound. As a music producer, DJ from Hermanos Inglesos, master's graduate in Law, pioneer of Sonic Branding and co-founder of Sonhouse, an organisation that develops sound identities for the world of film, for brands... Cedric's

whole life has been defined by sound and silence.

Published in September 2020 | Hardcover | 148 pages | ca. 40,000 words

- Full English translation available
- English and Dutch editions published by Borgerhoff & Lamberigts

ABOUT THE AUTHOR



Cedric Engels always had much music inside of him, so it was logic that around the year 2000, he transformed a youth among his parents' records into the eclectic duo DJ act *Hermanos Inglesos* together with his brother Didier. He combined his Law studies at the University of Ghent with spinning records and promoted from being a DJ to becoming a producer and having a record deal with Sony Music. He specialized in Intellectual Property Law and wrote a thesis on *Sampleminds* in the Music Industry.

He studied Sound Engineering at SAE/Middlesex University, which would cement the next steps of his musical career. Back in Belgium he started the Sonhouse sound agency, which created sonic branding for brands like Coolblue, Spa, the City of Ghent, and several movies and television programs. Cedric has developed into an ambassador for the power of sound and has given TED-talks and keynote speeches at the OFFF Festival and Vlerick Business School.

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