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**A down-at-heel British town has turned to digital out-of-home audio technology to add appeal to its high street.**

In Margate, on the coast south of London, the sound of a nightingale's song is broadcast from six locations using Whispering Window technology from Feonic that converts shop windows into speakers.



Explained sound artist Robert Jarvis, who created the project: "With the Feonic technology turning windows into speakers, it is not obvious to passers-by as to where the birdsong is coming from. It therefore entices listeners to search and relate to the surrounding area in a different way.

"Between the six shops, the birdsong is fully synchronised, creating the illusion that the nightingales are calling out and responding to each other throughout the day. Their musical song is heard off and on along the whole of the high street, and to great effect, spreading cheer to passers-by.

"I have already received feedback that the area has seen a change, including reports of a decrease in antisocial behaviour and also an increase in new conversations as customers and traders talk with each other as they smile and together look for the birds."

Margate came to Jarvis's attention after it was selected as one of the so-called Portas Pilot towns for regeneration efforts spearheaded by the British retail expert and broadcaster Mary Portas.

While many traditional shopping streets in the UK have suffered from proliferating out-of-town supermarkets, big-box retailers and malls, the effect has been exacerbated in seaside resort destinations such as Margate by a long decline in domestic tourism.

[www.robertjarvis.co.uk](http://www.robertjarvis.co.uk)

[www.whisperingwindow.com](http://www.whisperingwindow.com)