

Brunnenmarkt Dynamics

10 Speakers, 10 Tracks,
A Whole Day of Market Life within Seconds

A lineup of 10 audio speakers represent the dynamics of market life during one day. We sampled the sound of Vienna's Brunnenmarkt. 15 hours of recording packed into 10 distinct samples, from 4 am when the setup of the stands begins until 5 pm when trading stops.

The installation's arrangement allows for different perceptions of the recordings. The volume is intentionally set low to invite listeners to come close and listen carefully. Single samples tell stories about the actors involved, while the complete set of recordings gives an impression of the market's overall dynamics.

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Beginning with some sound samples from the Hannovermarkt, where we attempted to visualize the spacial mapping of amplitudes of the market's soundscape, we then were an odyssey through different fields, such as: the zoo, cemeteries and lowbrow places like betting agencies, a laundromat, etc.

We wanted to show the market's dynamics by recording sound samples throughout the course of a day. Because the market itself is a chaotic place, with a variety of stimuli, we purposely chose a reduced design. The clear architecture of the installation focuses on a cognitive visualization of the presented soundscape.

10 MP3-players, 10 cables and 10 speakers mounted to a white wall will guide the recipient through the dynamics of Vienna's Brunnenmarkt. A quick journey through the heterogeneity of a day in the life of the market. One can also spend more time on single samples to listen to individual stories.

Normally one spends about half an hour to one hour shopping at a market. Our lives, as well as our activities, normally revolve around a familiar timeframe. Thus our approach was to sample the market's sounds from the time the merchants set up their stands until the closing of the market. Recording was done on a Saturday because this is the busiest day for every market. When we started sampling sounds at 4:30 am, only the occasional person passed by. Most seemed to be on their way home from a night out. At 5:14 am the first truck loaded with fruits and vegetables slowly reversed into the market. Shortly afterwards, setting up of the stands commenced and was completed about three hours later. From 8:30 am until about 4 pm goods were sold, with market-activity peaking at around noon. Dismantling of the stands began shortly after 4 pm. As with most markets, before stands were dismantled some of the sellers discounted their goods to very low prices.

Our experiences show: The density of noise at the market dramatically varies during the day, although the max. amplitude does not change that much. The sound of plastic bags is conspicuous in the busy phases. Conversation, including non-market related subjects, is an important part of such markets.

We believe that our method helps give better insight into the dynamics of a multivariate place like the Brunnenmarkt.



