

# Spring is in full bloom at Howard Music

Issued by [Howard Audio](#)

4 Oct 2010

Spring has arrived, and we've been kept very busy here at Howard Music: original composition on two TVC's, lots of final mix for Ministry Of Illusion and Musical Direction for an upcoming event for Blue Moon...



## TVC Original Music:

### **FNB "Stadium" - Metropolitan Republic**

Metropolitan Republic recently briefed us to compose a 60-second TVC, confirming the fact that "Soccer City" as it was known for the duration of the 2010 FIFA World Cup, due to FIFA regulations, is to continue with the name FNB Stadium, as it was known before the World Cup. The brief was to use Nkosi Sikelel' iAfrika, but with a twist. Instead of being in the usual "major" key. We kept it in the relative minor, giving a sense of reflection, leaving the major version to right at the end. The orchestration is different to that which is normally used on Nkosi Sikelel' iAfrika, using just a guitar, percussion and right at the end, strings. This was a crazy deadline, but happy clients made this one to remember.

[View the ad.](#)

## **Audio Final Mix:**

Always busy with the final mix side of things here at MOI, a highlight of our recent work was the Audi "Coin" TVC, on which we did final mix for Ogilvy Jhb. A simple voice-over and light sfx, together with music sent over from Germany, made for a memorable ad.

[View the ad.](#)

## **Performances**

Adam also has been kept busy blowing his own trumpet! Some highlights:

Hugh Masekela's new album, produced by Don Laka.

Jazz festival - Moretele Park - Thandiswe Mazwai and Don Laka

Discovery Awards - Lira, Abigail Kubeka, Sibongile Khumalo

Live DVD recording - Dr. Victor

Jock Of The Bushveld - Arranged horns on one track and played for the back tracks.

Adam is also due to do Musical Direction on an event for Blue Moon next month. More in our next newsletter...

- **Howard Audio joins forces with Kabza De Small and Ofentse Pitse with Red Bull Symphonic** 25 Apr 2024
- **Howard Audio picks up 4 Creative Circle Best Of 2023 awards!** 20 Mar 2024
- **Howard Audio teams with In Bloom to bring awareness on gender issues** 13 Mar 2024
- **Howard Audio features at Creative Circle Awards** 15 Feb 2024

#### [Howard Audio](#)

HOWARD AUDIO

At Howard Audio we do sound differently. Our composers and engineers combine original music, sound design and final mix in a state of the art studio to create emotionally captivating audio.

[Profile](#) | [News](#) | [Contact](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>