

## Loudspeakers as visual objects.

What do we see when we listen to the loudspeaker? Or to rephrase slightly: What do we hear when we look at the loudspeaker? In my presentation I argue that their visual appearance is not only a matter of design or an indicator of the technical and aesthetic qualities of the loudspeakers but also an important intermediary in projecting other kinds of values and expectations. It is not only "the grain of the loudspeaker", i.e. the sonic qualities, but also the visual qualities that modulate our perception and appreciation of the sound in the arts. The selection of loudspeakers, their positioning and appearance are active mediators in evaluation of credibility, context, genre and hierarchical considerations of the perceived artwork.

Sound art, electroacoustic music, installation art, audiovisual and video art and the performing arts all carry within their respective paradigms various normative ideals about the selection, visibility, positioning and appreciation of the loudspeaker which, in my view go largely unnoticed. In my presentation I will examine these ideals through numerous examples chosen from my own work, from audio (art)works in general and also the various uses of sound and its associated technologies in our culture.

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