



**LETS
MAKE
SOME
NOISE
.COM**

MAKE SOME NOISE

WE BRIDGE ENTERTAINMENT, WELLNESS AND THE SCIENCE OF SOUND BY CREATING IMMERSIVE EXPERIENCES WITH A PURPOSE.

OUR INTERACTIVE INSTALLATIONS AND LOCATION-BASED DESTINATIONS CELEBRATE THE VIRTUES OF SOUND BY EXPLORING IN VIBRANT WAYS HOW WE CAN LISTEN USING OUR SENSES.

WE DO SO WITH THE MISSION TO RAISE AWARENESS OF SOUND'S IMPACT ON OUR WELL BEING AND ON THE WORLD WE LIVE IN.

ENTERTAINMENT



WELLNESS

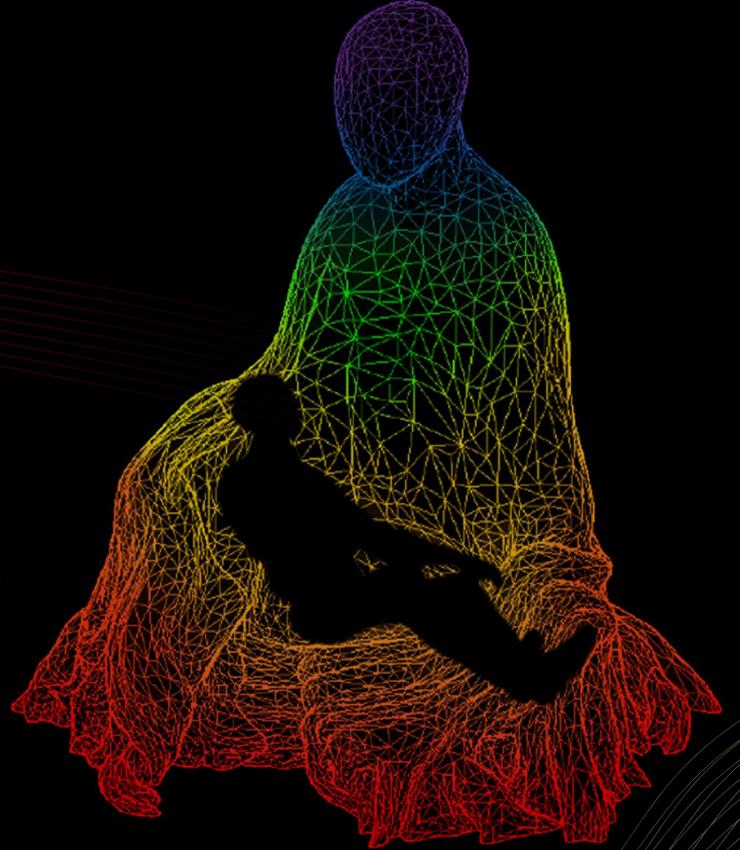
*SCIENCE
OF SOUND*

MAKE
SOME
NOISE

**OUR FIRST
PRODUCT**

THE HUM

**RAISE YOUR VIBE
ON THE GO...**



LAUNCHED AT SXSW 2022

THE EXPERIENCE

FULL BODY SENSORIAL ACOUSTIC SYSTEM THAT ALLOWS TO RELAX AND RESET MIND BODY AND SOUL VIA A UNIQUE IMMERSIVE EXPERIENCE.

AS YOU LISTEN TO A CUSTOM MADE SOUNDSCAPE, ITS SOUND FREQUENCIES HEARD AND UNHEARD ARE AMPLIFIED VIA TRANSDUCERS THAT ARE POSITIONED ON THE SEATING PART OF THE INSTALLATION, ALLOWING OUR ENTIRE BODY TO CONNECT AND VIBRATE TO THOSE FREQUENCIES AND BENEFIT FROM THEM IN REAL TIME.





The first spacial-360-sonic-full body-vibro-haptic-experience that combines:

- Music Therapy
- Sound Therapy
- Psychoacoustics
- Binaural Therapy
- Vibro Acoustic Therapy

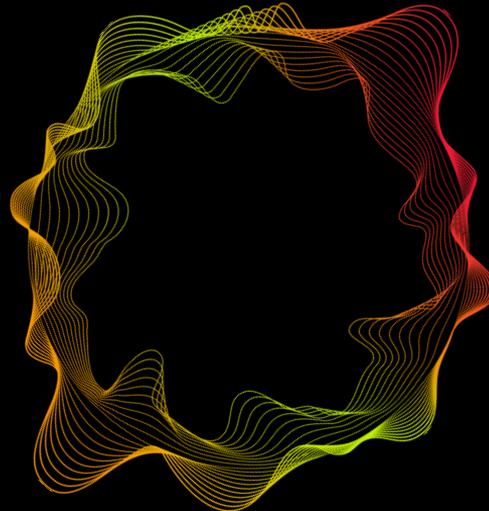
as it uses the power of storytelling through music meant to be listened to via the entire body..

VIBRATIONAL BENEFITS RECEIVED THROUGH OUR BODY

1. The Limbic System is signaled to return to a calm state, and over time helps the body to become better at self-regulation and more resilient to stressors.

2. The Relaxation Response is activated, which creates a cascade of positive physical and emotional health benefits.

3. The heart rate slows and heart rate variability (HRV) improves, which is an indicator of stress resilience.



4. Blood pressure lowers, which reduces the risk of stroke and heart attack.

5. Muscles relax, which in turn can reduce pain from tension and spasms.

6. Pain lessens through a combination of increased relaxation and an increase of “happy” hormones.

7. Circulation increases, which nourishes the cells and organs.

8. Brings homeostasis: A state of balance among all the body systems needed for the body to survive and function correctly

SOUND CAN HEAL, UNITE, TRANSFORM

*...HOW TO LISTEN TO SOUND
BEYOND HEARING...
BECAUSE SOUND IS SO MUCH MORE
THAN WHAT WE HEAR*

For centuries, sound has been used to help people to crack from isolation, to break from anxiety and mental illness and to connect with one another as with the world that surrounds us.

Sound, just like food, can nourish our bodies with “nutrients”, aka frequencies, that our body can absorb, vibrate to and benefit from.

And the more we open ourselves and receive sound by using our entire body, the more we can benefit and even start recognizing the right frequencies, “the nutrients”, that we need on a daily basis so we can be balanced, healthy and live our best life!

**Humans are made of a least 60% of water.
All frequencies that we connect with on a daily base can
affect us as it can agitate or calm our water mass.**

SOUND TRAVELLING IN WATER

Sound waves travel at a speed of 340m per second in air, but they travel at 1500m per second within water. Even more, they travel at more than 5000m per second within solids, such as metals and bones.

Within the mediums that allow fast transmission, sound waves are more likely to retain their energies and travel to their surroundings. As human bodies are made up of bones and about 70% water, they are great mediums for sound resonance.

Sounds that enter into the body ripple through body cells, one by one, in the form of waves and travel through bones and body fluids. In other words, the sounds massage the body at the cell level with high quality sonic vibrations of 20 to 2000 times per second. Sounds of low frequencies at about 27.5Hz to 220Hz resonate better in the chest, abdomen, and lower limbs, as compared to the head.

For example, sounds of the cello that move listeners' hearts are resonating at this low frequency range. Therefore, cellists themselves not only receive sound information from their ears via air vibration, they also receive information through their bones and the water within the hands and other body parts that are in direct contact with the cello via body-sonic vibrations.

Sound therefore has the capacity to connect with our organs, what cannot be done with the human touch through physical massages for example.

THE EXPERIENCE

WHAT IF we gave you 5 minutes to unplug, to reset, to refresh, to recharge...

WHAT IF we gave you 5 minutes to connect with yourself, with your thoughts, with your body, with your own vibrations...

WHAT IF we gave you 5 minutes to raise your vibe...

As you sit on the HUM, we invite you to put on headphones, as well as an eye mask.

Once comfortably seated on the installation, you surrender to the synchronized frequencies of a soundscape, to sounds that are heard and unheard, that you listen to via your entire body. You connect with the HUM of the earth to the cosmos, to the vibrations that surrounds you that can benefit you on physical and psychological levels. All that as we entertain you through a unique spatial 360 audio experience.

You get to disconnect from your reality for a few moments as you connect with yourself, as you receive and connect fully with your vibrations and with the vibrations of the sound.

THE CONTENT

Traveling Through 360 Sensorial Sound Experiences... as we connect with the virtues of sound beyond hearing...

We pay tribute to and connect with our ancestors by creating original soundscapes that feature the HUMS of the world, as we explore and amplify the powerful chants and sounds of different tribes from around the world.

The HUM experience allows us to take a moment to reset, to surrender to sound and to let ourselves be immersed inside its frequencies, as we travel to the Amazonian jungles, as we connect with Inuits from the Icy lands, as we feel the rhythms of the Australians Abrogenious tribes, as we vibrate to the frequencies of the Tamil tribes of India, or explore Japan through the chants of the Ainu tribe...

Every HUM experience is set to be in tune with the tribes and the culture of the country, or the territory it is set in.



CORE TEAM

MAKE
SOME
NOISE

A circular black and white portrait of Gen Cleary, a woman with shoulder-length hair, wearing a dark top and large hoop earrings. The portrait is set against a white background and is framed by a thin orange border.

GEN CLEARY

FOUNDER & CEO

Exploring Sound...Gen Cleary's Creative Driving Force

Gen Cleary is an award-winning creative director, choreographer, and live show producer creating sensory experiences that captivate audiences around the world. Cleary is the founder and CEO of Make Some Noise Productions and founder and creative director of Belluscious. Her visionary approach to immersive experiences brings together the world of cinema, technological innovation, movement, and theatrical magic—the result is a unique experience that aims to surprise, delight, and heighten the audience's emotional connection to the moment, themselves, and each other.

Her pioneering production and choreographic work through her company Belluscious has received acclaim from international audiences with a roster of clients as diverse as Cirque du Soleil, the Olympics, Eurovision and Mercedes, to So You Think You Can Dance and Disney, among others. Cleary has also applied her explosive creative vision to residencies and touring productions for marquee music acts such as Calvin Harris, Paul Oakenfold, Stevie Wonder, Rhianna, Beyonce and Steve Aoki, to name a few.

Named one of the most influential women in Las Vegas's vibrant and cutting edge nightlife scene by Vegas Rated Magazine, Cleary has acted as the in-house creative director for productions at world-renowned venues such as MGM Grand, Palms Hotel, Virgin Hotels, Hakkasan, Marquee and The Cosmopolitan Hotel of Las Vegas, attracting sold out crowds and raising the bar of the city's premium experiences.

Cleary's disruptive approach has deep roots in her hometown of Montreal, the creative center that also birthed many creative and innovative world recognized companies in the entertainment industry such as Cirque du Soleil.

Her talent to connect music, movement and spectacle was further cemented at 14 when she was scouted for a prestigious tap dancing company in Manhattan. From there her passion only grew, and what started as a hobby quickly became her personal mission to push the boundaries of live performance and create true emotional connections with the audience, and in doing so perhaps change the world—one mind-blowing experience at a time.

A few years ago, Cleary was producing a theatrical experience that featured the story of a DJ who lost his hearing, and who had to learn how to re-connect with sound.

Through research, she had the occasion to work with many amazing musicians and activists from the D/deaf and HOH community. This totally changed her life as she realized HOW they had been pioneers in leveraging the multidimensions of sound.

Always looking to expand her creative palette, Cleary founded Make Some Noise. She is now bringing her years of experience and combining her expertise to create sensorial immersive sonic productions to craft destination-worthy experiences, exploring the power of sound. The result promises to be another unforgettable experience that brings the audience on a personal journey, one where they can heal, unite and transform, through the magical world she creates. She is also studying at the prestigious Berklee Music College in Sound Therapy.



Diane Michioka

EXECUTIVE PRODUCER

Walt Disney Imagineering Director for creative management of projects such as Disneyland Paris, Disney's MGM Studios, and Animal Kingdom.

Director of the locally-based Imagineering team and Executive Strategic Planning Team at the Disneyland Resort. Senior Producer of a Dreamworks theme park concept at Hettema Group and Vice President of Production for over 60 immersive projects including museums, brand centers, studio tours and theme parks at Thinkwell Group.



John A. Laraio

VIBE AND VIBRO TECH PRODUCER

The consummate futurist, entertainer, producer, inventor and designer.

After creating his own interactive special instrument to control electronic sounds, music, lights, lasers and video, John toured and performed as Mobius8 with Justin Timberlake/ NSYNC, Cee-Lo Green, FloRida, Pitbull, Armin Van Buuren, Deadmau5 and Bedouin. John also performed a show at the foot of the great pyramids of Giza with Riverdance and Mariah Carey as well as a Christmas special with the Muppets, Rod Steward and Cee-Lo Green.

John's music writing and production credits go back to the 90's creating music for Black Ops entertainment's "Black Dawn" & "Treasures of the Deep" Game works "Home Run Derby" & "Kick It" Sony Pictures "Dream for an Insomniac" and various electronic music cues with Trevor Rabin for "Armageddon" "Kangaroo Jack" and "Enemy of the State".

He has also co-created and composed music for Guy Laliberté's Py1 show, "Through The Echos".



Snow Raven

FREQUENCIES/SOUND PRODUCER

Born in Arctic Siberia, The Republic of Sakha (Yakutia), Snow Raven was steeped in traditional music and local Indigenous shamanic cultural practices from a young age.

She is the author of "Neoshamanic Healing" and a facilitator of sacred healing utilizing transformational shamanic trance, song and wisdom teachings. Founder of OLOX records and Kut-Sür: Temple of Shamanism and Science.

Millions of people have been following Snow Raven on social medias, mostly due to a very powerful performance at America's Got Talent right before the pandemic with OLOX.





ARI PERALTA

Chief Sensory
Innovation/
NeuroScience

Ari Peralta is a Forbes recognised and 40 under 40 award researcher working alongside a network of scientists, immersive technologists, and designers developing wellness-led sensory initiatives across a wide range of industries. He has been dedicated to helping organisations build healthier and happier environments.

From marketing, to immersive tech to immersive wellness, he has quickly risen as a go-to provider for Wellness & Innovation Intelligence within healthcare, retail, hospitality, automotive. Ari's professional and philanthropic work has been featured in over 100 publications across 22 countries. Ari has worked with organisations including United Nations, NASA, Nielsen, Marriott International and Nissan. Ari also serves on multiple non-profit boards including SciArt Exchange, Transformative Tech and Dominican Expats.

Honors-Awards

2022 Neurobiology and behaviour diploma Harvard University

2021 Retail - 40 Under 40 Award

2021 SABRE Automotive Award

2021 Sensory Design

2019 GBEA Entrepreneur (London) Nielsen Next CEO Award



BRIAN OWENS

Brand Development/
Strategy

Recognized by AdAge as one of the top 100 Marketers in the U.S., Brian Owens is a uniquely skilled executive with 25 years of experience building and revitalizing iconic global brands. His career includes key assignments in strategy, marketing, and innovation at Nestle, the world's largest food company, at FOX, the #1 television network for young adults, and at eBay Inc..

Brian was also the President of Red Bull Media House North America, and the EVP, Chief Marketing Officer for Red Bull North America.

Before joining the Red Bull team, Brian led brand strategy for eBay Inc.'s global portfolio of brands, and guided the development of new products, marketing, and communications. eBay Inc.'s brands included Stub Hub, PayPal, eBay Enterprise, and eBay.

At Nestle his scope included brand management, product innovation, marketing, and promotion for brands including Disney, Wonka, Nestle Crunch, and Butterfinger. He developed major initiatives with the NBA, Disney, and Warner Bros, including the blockbuster film Charlie and the Chocolate Factory, one of the most successful entertainment partnerships of all time.

He is a member of the Academy of Television Arts & Sciences and the founder of The Consiglio Group, developing strategies for pioneer companies such as SpaceX.

OUR ADVISORY BOARD CO CHAIRS



**Louise (aka Lou)
Murray**

Lou is a strategic change-maker and top-tier global innovator. She has achieved unprecedented success in media, entertainment, sports and hospitality industries by reinventing operational and creative strategies for international matrixed organizations, leveraging her transformative leadership style and proven business management acumen to inspire sustainable revenue growth and world class customer experiences.

Lou has been instrumental in building brands and overseeing executive entertainment operations for such companies as Cirque du Soleil, The Walt Disney Company, the Canadian Open Tennis Championships, TD Garden in Boston home of the Boston Bruins and Boston Celtics), and the award winning Thinkwell Group in Los Angeles, California. She is now CEO of Lemuria Dreamer LLC, Chairwoman of the Board for Trio-Tech and Venture Partner at Zu MTL.

Lou's intuition and collaborative nature is legendary among her many colleagues in the entertainment industry. Her commitment to bringing together the needs of stakeholders, investors, creative authors and production teams under one cohesive vision has resulted in the successful delivery of literally thousands of events for mass audiences that number in the millions.



Endo Yoichi

Born in Shizuoka prefecture, Japan in 1964, Yoichi Endo immigrated to Montreal, Canada in 1980. After returning to Japan in 1987, he worked at the Indian Embassy in Japan before joining Epic Sony Record. In 1989, he moved back to Montreal, and was rehired by Epic Sony Record in 1990. In 1994, he was transferred to Sony Computer Entertainment, where he was in charge of the products management of PlayStation overseas and domestic software products, and later worked as a member of the anti-piracy team in Asia. In 2014, he moved to the Corporate Marketing Division of Sony music Entertainment, where he is in charge of new overseas business. In 2020, he took on a dual appointment at Sony AI, where he is in charge of the gastronomy field. He is Currently the Vice President of Sony Entertainment Japan and is the exclusive agent for the Asian territory for some of the most disruptive tech companies in the entertainment such as Moment Factory.



Dame Evelyn Glennie

VIRTUOSO PERCUSSIONISTS

Dame Evelyn Glennie has been profoundly deaf since the age of 12, having started to lose her hearing at the age of 8. She taught herself to hear with parts of her body other than her ears. In response to what she described as mostly inaccurate reporting by the media, Glennie published "Hearing Essay" in which she discusses her condition. Glennie also discusses how she feels music in different parts of her body in her TED talk "How To Truly Listen", published in 2003.

Evelyn Glennie is the first person in history to successfully create and sustain a full-time career as a solo percussionist, performing worldwide with the greatest orchestras, conductors and artists. Evelyn paved the way for orchestras globally to feature percussion concerti when she played the first percussion concerto in the history of the Proms at the Royal Albert Hall in 1992.

A leading commissioner of new works, Evelyn has vastly expanded the solo percussion repertoire with more than 200 pieces to her name from many of the world's most eminent composers. "It's important that I continue to commission and collaborate with a diverse range of composers whilst recognising the young talent coming through". Evelyn composes music for film, television, theatre and music library companies and is a double GRAMMY award winner and BAFTA nominee.

She regularly provides masterclasses and consultations to inspire the next generation of musicians. The film "[Touch the Sound](#)" and her enlightening [TED speech](#) remain key testimonies to her innovative approach to sound-creation.

Leading 1000 drummers, Evelyn had the honour of a prominent role in the Opening Ceremony of the London 2012 Olympic Games.

"Playing at an event like that was proof that music really affects all of us, connecting us in ways that the spoken word cannot". Evelyn's solo recordings, which now exceed **40 CDs**, are as diverse as her career on-stage. These range from original improvisations, collaborations, percussion concerti and groundbreaking modern solo percussion projects.

Evelyn was awarded an OBE in 1993 and now has over 100 international awards to date, including the Polar Music Prize and the Companion of Honour. She was recently appointed the first female President of [Help Musicians](#), only the third person to hold the title since Sir Edward Elgar and Sir Peter Maxwell Davies and will take the mantle of Chancellor of Robert Gordon University, Aberdeen, Scotland from July 2021.

[The Evelyn Glennie Podcast](#) was launched in 2020 featuring popular personalities from the worlds of music, television and academia. The episodes centred around what listening means to different people and its importance in everyday life. Subsequent series are being planned with a wider range of guests. Evelyn is currently creating **The Evelyn Glennie Collection** with a vision to open a centre that embodies her mission to Teach the World to Listen. She aims to 'improve communication and social cohesion by encouraging everyone to discover new ways of listening as proven in her book 'Listen World!'. We want to inspire, to create, to engage and to empower'.



Dame Evelyn Glennie talks about Make Some Noise



TED TALK

MILESTONES

- **Launch of The HUM - SXSW March 2022**
**Sony Entertainment Japan names The HUM "Leader for the Entertainment of the Future"*
 - **Pop Up Las Vegas - May/June 2022**
 - **Pop Up Montreal - July/August 2022**
 - **Future Travelers Expo - September 2022**
 - **RnD and MVP production- Oct/Dec 2022**
- **CES Launch of the MVP 2 seaters - Jan 2023**
**Special guest as "Pioneer in the Entertainment for Space Tourism" via Stellar Access (NASA affiliate)*
 - **Pilot of the Hum Lounge - Jan 2023**
**featuring the HUM Experience and the Vibe Wellness Bar- Las Vegas*
 - **SXSW- 2023**
**Special guest as "Pioneer in the Entertainment for Space Tourism" via Stellar Access (NASA affiliate)*
- **Launch of the HUM Lounge- Airport entry - March 2023**
Passenger Terminal Expo Show - Airports and Airlines
- **Pilot of the HUM Lounge- Airport/Airline - June 2023**
- **Opening of the HUM Lounge - Airport/Airline - January 2024**

BECAUSE WE WANT TO HUM TOGETHER...

The HUM allows us to celebrate the power of the voices and the sounds of different cultures.

It is the ultimate way to traveling through a 360 Sensorial Sound Experiences... as we connect with the virtues of sound beyond hearing...

We pay tribute to and connect with our ancestors by creating original soundscapes that feature the HUMS of the world, as we explore and amplify the powerful chants and sounds of different tribes from around the world.

The HUM experience allows us to take a moment to reset, to surrender to sound and to let ourselves be immersed inside its frequencies, as we travel to the Amazonian jungles, as we connect with Inuits from the icy lands, as we feel the rhythms of the Australians Abrogenious tribes, as we vibrate to the frequencies of the Tamil tribes of India, or perhaps explore Japan through the chants of the Ainu tribe...

Therefore, every HUM experience is set to be in tune with the tribes and the culture of the country, the city, or the territory it is set in.



Options:

A) Available immediately

* Based in Vegas

1 seater

The purple HUM

150 Square feet

Includes Eye Masks with Logo of the Client

Includes a small rest area for the post/experience

Operation via 2 people from Make Some Noise

*extras: back projections/ floor projections - tbd with the client

TECH RIDER
Forklift Rental - 4' (width more than 4")
Pallet Jacks - 6' - 9' (x2)
LABOR - Install (3 people)
LABOR - disassemble (3 people)
Drayage (storage)
POWER (120 V - 20 amps)
LED Lighting (8 lights, TBC)

** Possibility to add extra seats for extra

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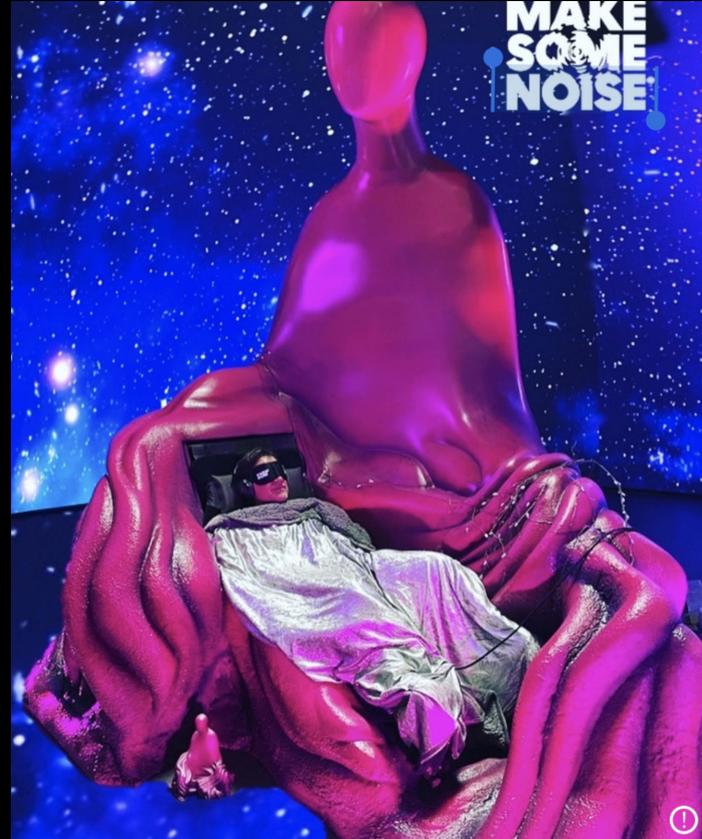
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With Projections - extra



Inside a dome or a tent (Not included)



Without Anyone on the seat



With someone on the seat

Possible without the Figure

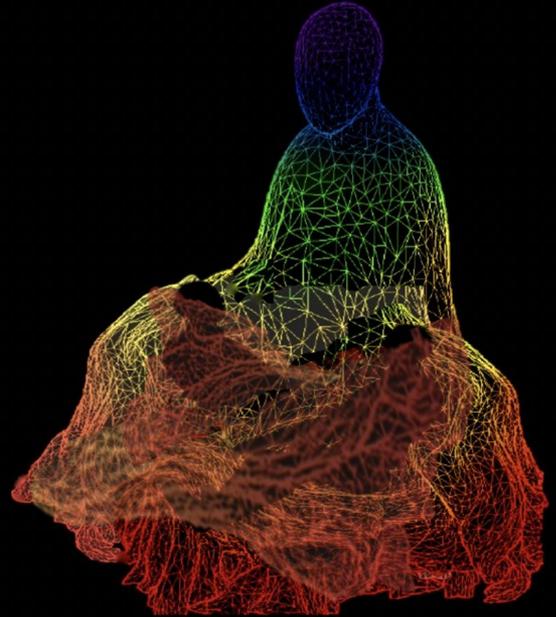
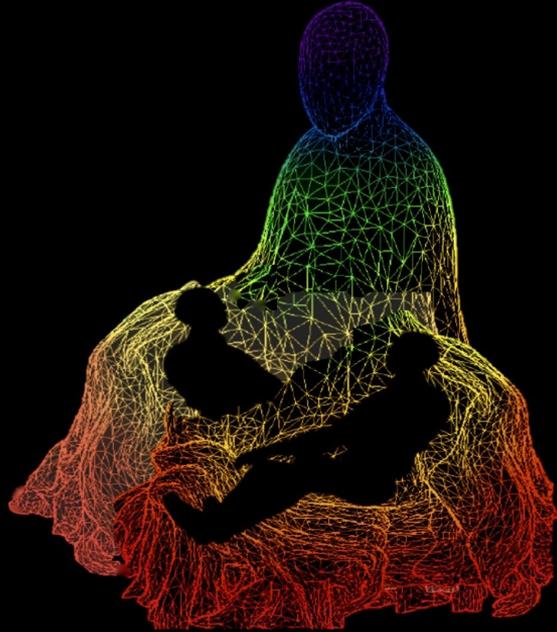


Option:

B) 2 Seaters

Tech Rider TBC

Launch CES 2023



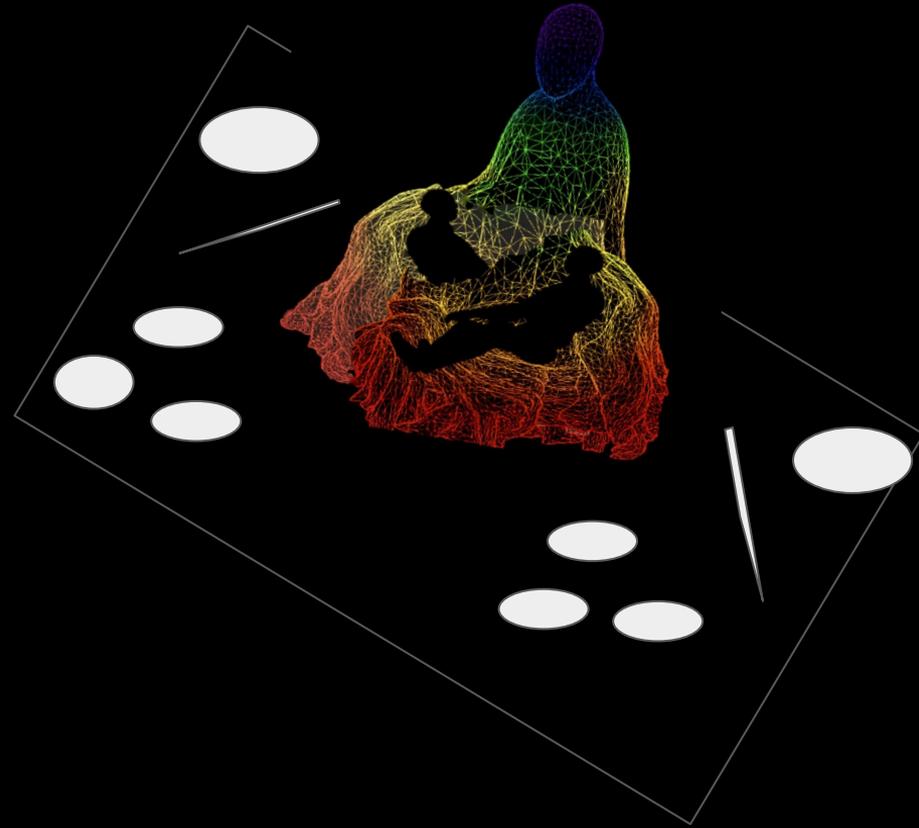
Option:

C) The HUM Lounge

With 2 Seaters/The HUM Exp.

With 2 decompression pods

Cacao/Wellness Drink Bar



Option:

D) Custom Made and Logo Integration Possible





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CONTACT US:
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