

O'Brien Industries



Photo by Crystl

O'Brien Industries is your source for the finest quality sound installations and immersive sonic art creations. Buy fast yet feel secure, safe in the knowledge that we are your key to aesthetic sublimity. O'Brien Industries is the industry leader for effectiveness, performance and the optimisation of your art-presentation activities. Envelop your client in immersive environments from which they may never want to emerge—swinging through clouds of balloons, crawling through fur-lined tunnels, drifting through moonlit waters. Your mindshare is our marketshare and we take that responsibility seriously—every work is painstakingly produced by award-

winning professionals and designed for thorough globalisation, allowing the intimacy and immensity of the world to blossom into consciousness through the marketisation of aesthetic forces and the aesthetic glorification of market forces. *We are your sublime supplier!* The wide range of user-friendly products and services available from O'Brien Industries includes:

***Field Recordings*©**, our world-famous subterranean sound installation that pushes your installation experience to the extreme. “Am I the hunter....or the hunted?” That’s for you to decide as you navigate a subterranean system of tunnels, crawl through bombasts of sound, and burrow through fur-lined



passages which offer no safe retreat. Overloaded with “guerrilla-style” recordings of fox-holes made with O’Brien Industries’ unique, cutting-edge technology, *Field Recordings*© provides an adrenaline-filled art excursion you’ll never forget.

Our patented *Sub-Aqua-Sonic*© “liquid art”™ system. Originally developed to train the Irish Synchronised Swimming Team for the 2004 Olympics, the *Sub-Aqua-Sonic*© system has produced a wide variety of installation environments in swimming pools ranging from the Clondalkin Leisure Centre to the Jackie Skelly Swimming Pool in Rathfarnham. Sounds are deployed underwater, enwombing swimmers in energising sonic environments as diverse as the pounding of horses’ hooves at the Fettercairn Youth Horse Project, the hums and beeps of bodies and machines in the intensive care unit at Tallaght Hospital, and the crack and rasp of skateboards in Griffeen Valley Park.

The award-winning range of *Belly of the Beast*™ accordion- and bagpipe-based sound installations. In *Belly of the Beast*™, you thread

your way through a tight labyrinth constructed from eight giant, mechanically-operated accordions. The accordions play at different speeds, all incredibly slow, sawing out traditional Irish melodies such as “A Mile from Dublin”, “Bean Phaidín” and “Parisienne Walkways”. You’ll be blasted by air from huge bellows and lathered with grinding reeds and lurid chordings, a rejuvenating disorientation which will make you think you’ve entered into the microscopic tilt and whirl of sound itself.

O’Brien Industries’ patented *Radiophonic*© series. O’Brien Industries’ *Radiophonic*© series are available in a wide variety of formats, from CDs for the radio presenter to LPs for the professional DJ. **Our best-selling *Radiophonic*© series, the *In Time*™ collection, will soon be available as a box-set from Milker Records.** The *In Time*™ collection continues O’Brien Industries’ exploration of guerrilla-style recording, in this case using obsolete spy technologies bought wholesale from Cold War suppliers to record the latent dynamics of social situations in present-day Ireland.

In a 3© features two fortune-tellers reading the same palm, strangely concurring and disagreeing, unfurling meaning and subterfuge, guess-work and fact. *In a 4*© exploits recordings made exclusively on Saturday night buses from Dublin city centre to Templeogue over a series of four months—from the initial wash of sound a cast of characters gradually emerge, relationships bloom and fade, assignments are made, drink is taken.

With O’Brien Industries *Noisy Noises for Noisy People*© (winner of the 2006 Irish Digg’d Prize), the beleaguered neighbours of noisy households finally have a chance to take revenge. With this product, you get an exclusive O’Brien Industries intervention. An O’Brien Industries employee meets with you for an initial consultation to help you pick a band from O’Brien Industries’ impressive roster. Choose from punk, “punk”, hardcore, gabba and oi!core, and the rest is easy. Simply go away for the night (or multiple

nights, for a slight fee), and O’Brien Industries guarantees a night without sleep for your neighbours. By installing your band of choice and stadium-quality amplification in your house, we promise a night you’ll enjoy and they’ll never forget. With the *Noisy Noises for Noisy People*© guarantee, you sleep sound, knowing your neighbours will be blasted with a minimum nine hours of maximum-decibel music, exacting sweet sonic revenge.

For luxury tastes, don’t stop until you’ve *Nested*™. Travel to Kerry and allow the *Nested*™ experience to lull you into another realm of peace and serenity through the exclusive use of theta and delta brainwave cycles. *Nested*™ combines elements of both sonic and performative installations to provide an unparalleled synergistic aesthetic experience. At twilight, you meet your assigned crew on a beach at Tuosist in west Kerry. There, you’ll be bedded securely within exquisitely soft cushions and blankets made



Photo by Whisky Mac

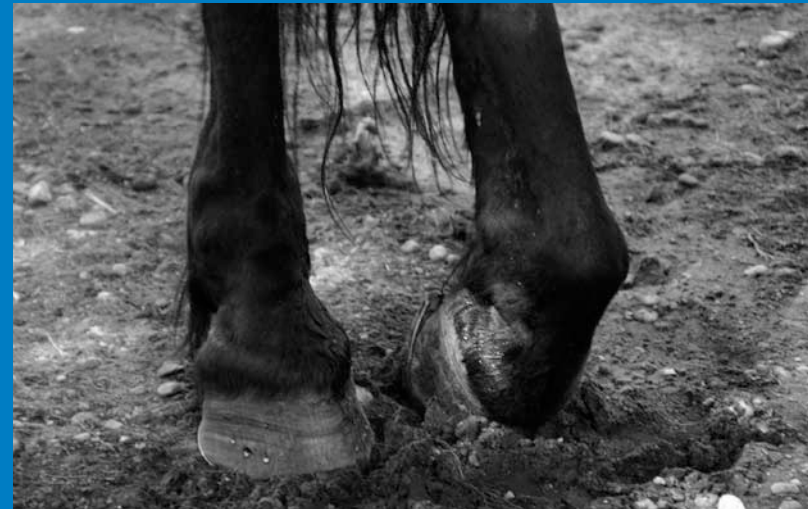


Photo by Roxeteer

from 100% organic cotton in our 20-foot currach, *Leoithne*. *Leoithne* was made from indigenously-sourced, sustainable materials by local artisan-craftsmen, and is manned by two experienced sailors who are also native Irish speakers. As darkness falls, the currach moves into Kenmare river, gently threading its way through a plot of floating speakers that emit soft drones recorded from church-organs in Clondalkin and Knocklyon, while the oarsmen whisper fragments of Irish and sing snatches of seannós melodies. Meanwhile, you gaze up at the sky, drinking in a view unblemished by city glare, allowing the gentle rhythms of water, sound and voice to lull you into another mind-state.





Top: Photo by El Floz

Bottom left: Photo by Piblet

Bottom right: Photo by Jan The Manson