



## IN BRAZIL, A NIGHT OF MUSIC FOR THE HEARING-IMPAIRED



PUBLISHING & MEDIA

**In Brazil, entertainment venue the Clash Club recently held a night of music specifically for the hearing-impaired.**

The virtual ink had scarcely dried on our story about the [MyVoice](#) device for those with hearing disabilities when we got word of another effort aimed at the same audience. Set this time in Brazil, entertainment venue the [Clash Club](#) recently held a night of music specifically for the hearing-impaired. Set in the Barra Funda district of São Paulo, Clash Club offers three interior spaces with a capacity of 500 patrons. During its recent “Sinta o Som” night – which translates roughly to “Feel the Sound” – the club served up music via a sound system with strengthened bass to help those with hearing disabilities feel the sound waves, according to an [Obaoba.com report](#). Visual projections, meanwhile, were highlighted with lasers and brighter lighting. Interpreter service was available as well, and Clash’s own staff [reportedly](#) underwent training with a speech therapist and specialist in public health. Nearly 10 million people are hard of hearing and close to one million are functionally deaf in the United States alone, according to the [Journal of Deaf Studies and Deaf Education](#). Time for your brand to take action to better accommodate them? Spotted by: Denise Kuperman

20th July 2012

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