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TINY PODCAST STUDIO PROVIDES FULL RECORDING FACILITIES

 TELECOMMUNICATIONS

London's Fathom Architects created the Pod, a mobile recording studio for businesses and individuals in west London's White City Place.

Based on the shape of loudspeakers and incorporating the movement of sound into its façade, the **Fathom Architect**-designed Pod seats six people and can be used as a private meeting space, for interviews, live broadcasts and recordings. Circular windows allow broadcasters and passersby to see in and out of the studio. The 12 square meter structure was constructed off-site and then winched into place overnight. Available free of charge and open to the public, sessions in the Pod can be booked via the White City Place website.

Podcasts continue to grow in popularity, especially as connectivity and mobility increase on a global scale. In Sweden, a **service recommends a podcast** based on a user's commute time, and a new advertising platform tracks podcast listeners' habits and preferences to **provide the most relevant sponsorship slots** to companies and further recommendations to individuals.

How might the power of podcasts be put to use for social change campaigns?

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