



## **Sonic Identity - Concept & Creation**

Presenting the progress of the sonic and musical development process.



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## Project Description

Founded in 1900, in Paris (France), the Union Cycliste Internationale (UCI) is the worldwide governing body for cycling. It develops and oversees cycling in all its forms and for all people, as a competitive sport, a healthy leisure activity and a sustainable means of transport, but also as a way to have fun.

UCI is responsible for 10 different cycling disciplines and their respective World Series, World Cups and World Championships. The UCI also oversees World Championship events for amateur riders and puts a lot of resources into promoting cycling as a recreational, sustainable activity and a means of transport. They want to unite people thanks to cycling and make it the inclusive and universal activity of tomorrow. For sport, for fun, for a better life.

To build on the brand identity UCI set out to develop a new sonic identity that should represent the vision, values and principles of UCI. Unmute was given the task of creating "The Sound of UCI" and together with the brand experience agency WORKS they have sonically brought the UCI brand to life.



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The sonic identity is centered around a sonic logo and a UCI Anthem which serves as the overall unifying piece of music for the whole organisation, used across events, media, disciplines, for podium ceremonies and much more.

The UCI Anthem is an orchestral piece that sets out to be music for the moment - both capturing the passion, seriousness, liveliness, intensity, sense of community, celebratory and at times solemn nature. To name a few. Written to capture both the legacy, present and future of the sport in musical moments relatable for riders, fans and anyone getting in touch with the sport.

And finally the UCI Anthem serves as the musical DNA across disciplines - just as the colored stripes define the iconic design of the Rainbow Jersey and tie a global connection between nations in shape and color.



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To match the unique character of each of the many disciplines under UCI, such as road, track, cross, MTB, BMX, freestyle and trials, the UCI Anthem serves as the musical DNA for musical and stylistic variations. As an example the version made for Road Cycling is best described as a powerful amalgamation of electronic and orchestral cinematic music - unlike the main Anthem which is held in a pure orchestral style with a contemporary aesthetic and timeless harmonic approach. Overall the UCI Anthem is serving as the common compositional and thematic DNA for all stylistic variations to come.

The UCI sonic identity will be heard at the upcoming UCI World Cycling Championships in Scotland where the audience will meet the sound of UCI across the board - and most importantly when the new world champions in their respective disciplines will receive their well deserved praise at the podium ceremony as they will be given the iconic Rainbow Jersey to wear as a symbol of their excellence.

As cycling being a global sport UCI is compelled to use a universal language in their communication. And what better way to do that than through sound and music. Nothing breaks down barriers like music and UCI now has its own unique sonic identity to do just that. A sonic brand that they can use for many years to come in order to unify all aspects of their organisation and the cycling sport in general.



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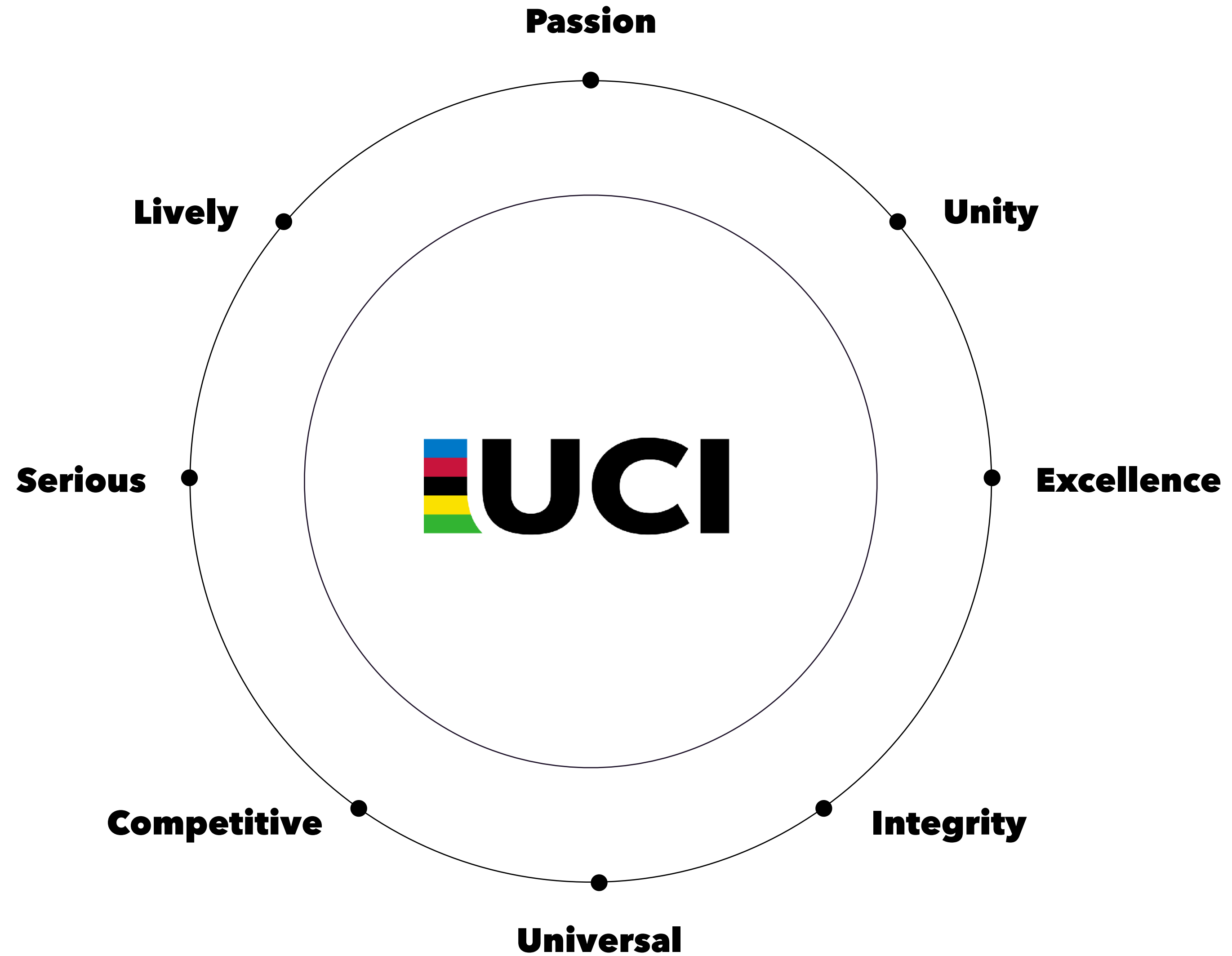
## Expressional Mapping

In order to define the UCI Sound World and define the musical expression for the UCI Anthem and the individual disciplines we've taken a close look at all the words and descriptors from the brief and other materials that somehow inspires or carries music expressional value.

By categorising the descriptors we've created an expressional map to guide the creative process and continuously evaluate whether the desired expression is being created.

# KEY EXPRESSIONAL DESCRIPTORS

SOUND & MUSIC CREATION





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## The Discipline Stylescape

In order to create a unified and recognisable, yet unique and tailored expression for the individual disciplines we've created the UCI Discipline Stylescape Map.

The stylescape map shows how the different disciplines relate and differentiate from each other - and works as a stylistic guide for how music can be created for the disciplines while maintaining a strong unified sonic identity.

The stylescape map serves as a creative guide as each discipline should have its own unique take on a style or genre - and not the other way round.

CONTROLLED

Esport

UCI

Artistic

Road

Track

Cycle Ball

Ceremonious  
**Orchestral**  
Celebratory

Energetic  
**Electro**  
Bold

Accessible  
**Billboard**  
Fun



POWERFUL

PLAYFUL

Cyclo Cross

Aggressive  
**Indie Rock**  
Intense

Rough  
**Punk**  
Fearless

Independent  
**Urban**  
Assertive

Trials

MTB

BMX Freestyle

BMX Racing

REBELLIOUS





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The UCI Anthem

### **Heart & Passion**

The musical introduction. Capturing a sense of passion, heart and commitment.

**0:00 - 0:18 sec.**

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### **Joy & Excitement**

*Reflecting the pure joy and positive nature of cycling whether you're an enthusiast, committed amateur or pro.*

**0:19 - 0:52 sec.**

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### **Integrity & Excellence**

*A moment to think back on the pioneers, champions and legends that made the sport greater - and the ones who will moving forward.*

**0:53 - 1:25 sec.**

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### **Intensity & Competition**

*In the middle of the race - on the limit - pushing, fighting, suffering - trying to find that extra edge before the finish line.*

**1:26 - 1:42 sec.**

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### **Victory**

*Crossing the finish line. First. Arms aloft. The feeling of everything coming together - the training, work and sacrifices all worth it.*

**1:43 - 2:22 sec.**

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## The UCI Road Soundtrack

Drawing on rhythmic, harmonic and melodic material from the UCI Anthem - yet entirely a track that stands its own. Combining style elements from electronic music and film score techniques - the UCI Road Sonic ID Version is created to capture the intense and powerful sport that is road cycling.

The track has been written in four main parts - each reflecting a certain energy and dynamic of a road race - no matter if it's the lower or upper tiers of competition. The UCI Road Sonic ID Music follows the build-up below.

