

# Silence: The secret ingredient to sound design in advertising

By [Nathan Lively](#)

---



In this episode of the Sound Design Live podcast I talk with [Munzie Thind](#), post-production sound designer at [GCRS](#) in London. Thind received the Creative Circle Silver Award in Sound Design for the project [National Autistic Society: Sensory Overload](#). We discuss the career path of a London sound designer in the advertising industry, and the production process of TV commercials.

*“If I can get silence into a piece of work, that’s half of my job done.”*



Show notes:

1. All music in this episode by [Steve Knots](#) except for Heer Di Kali by [Kuldeep Manak](#).