

Night

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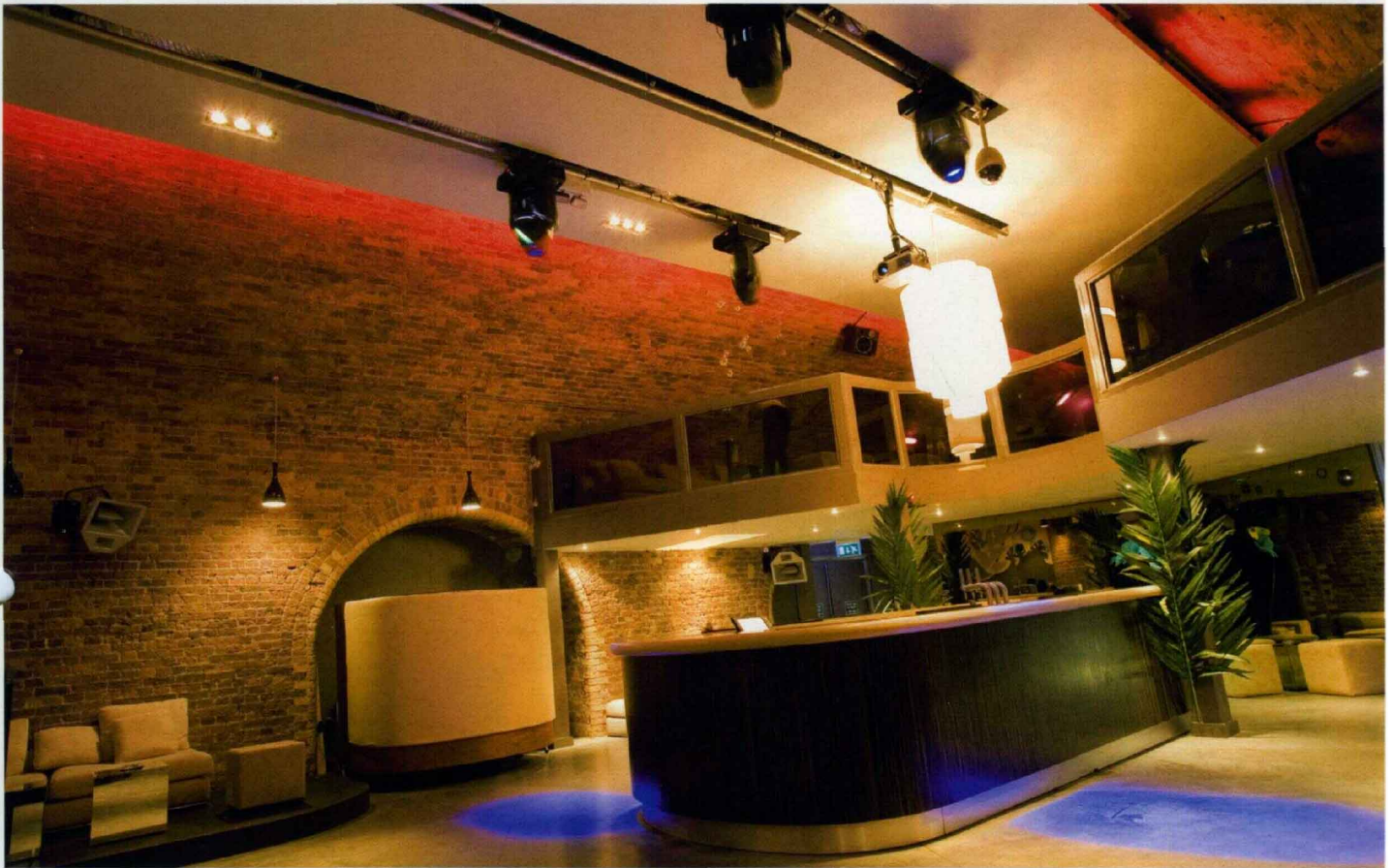
URBAN OASIS HEAVENLY HIDEAWAY IN CHARING CROSS



INSIDE JUNE 2007

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VENUE REVIEW

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LOCATION: CHARING CROSS VENUE TYPE: MEMBER'S CLUB

The Island

Business class from the operators of the legendary Heaven nightclub

Once a part of the world famous Heaven nightclub, the Pure Group's latest 300 capacity bar The Island opened in April for the benefit of London's elite clubbers and business professionals. The venue is the second Pure Group unit to be called The Island - the other is in Manchester's Printworks - the VIP sister venue to the group's Pure Nightclub. The venue joins a growing portfolio from Pure, an operator and club management company who acquired the Heaven venue from Virgin Hotels in 2003, and are currently looking to expand their operation with a new unit in Ibiza.

Unlike its busy, centrally located Manchester counterpart, The Island has been given a mysterious identity both within and without - hidden as it is in a secretive enclave off Hungerford Lane away from the typical hubbub of Heaven's Villiers Street entrance (the tagline for the venue is "what is said and done never leaves".) This secretive lone matches the venue's understated nature: with a stripped down décor created by Barcelona-based designer Francisco Anorti and a member's only

door policy, the venue provides its members with a protective privacy and a high standard of customer service.

Needless to say, despite the proximity The Island has an identity very distinct from Heaven. The atmosphere is created with bare brick walls and low hanging mood lighting, while the central bar, loose furniture and mezzanine balustrade is clad in a cream-finished design, off-setting the venue's industrial feel with retro curves and dashes of plant life. The mezzanine has been carefully constructed to retain the sightlines of the venue's moody railway arches, and provides extra capacity and comfort with low reclining sofas and deep cushions providing a cosy perch from which to watch the action below.

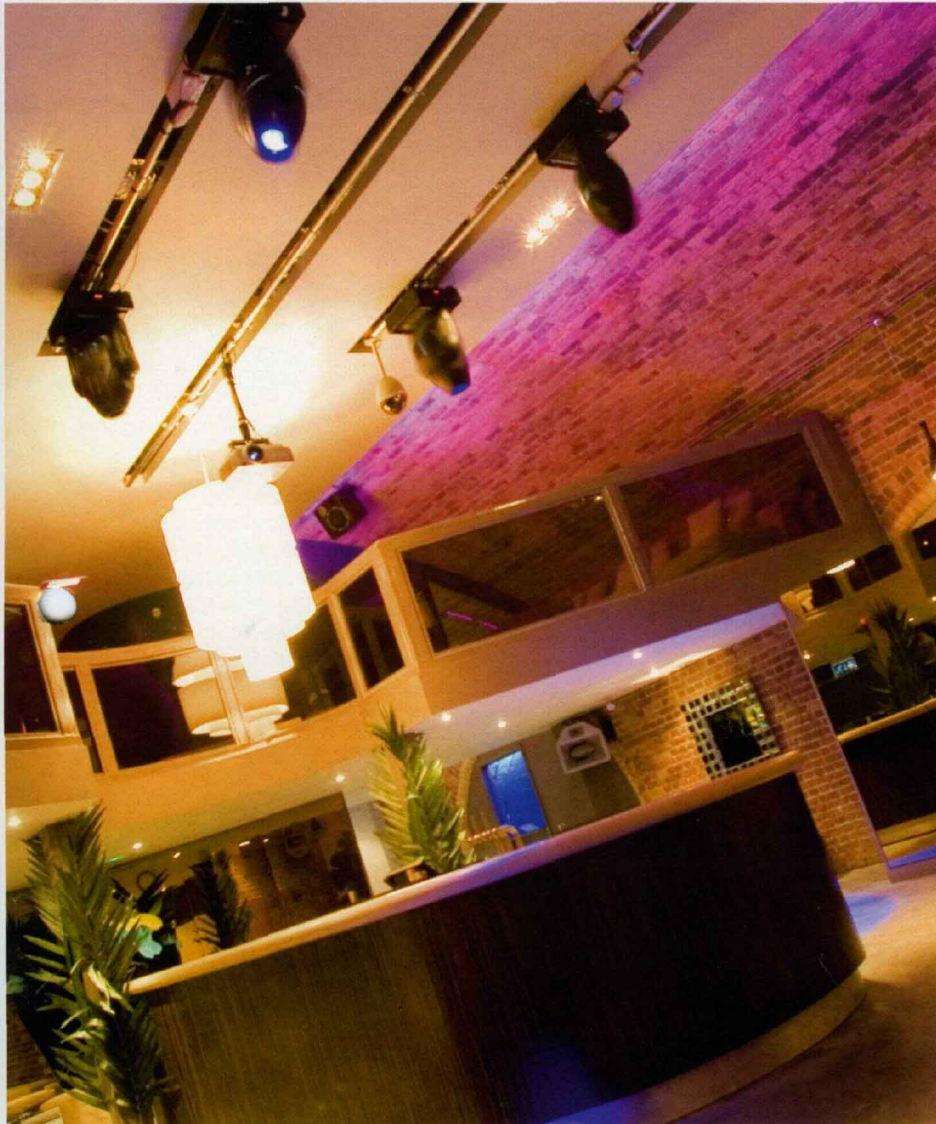
The Island's other critical appeal is the 6am licence - the only venue (along with Heaven) in Westminster to have one. Consequently, the Island reaches far beyond its retiring character, explains MD of Pure Group Jeremy Millins.

"We're not the kind of bar that needs to shout about ourselves and the fact that the venue is

discrete and elusive adds value for our existing members. As a member's club the Island is aimed at a unique niche of customers in London: the kind of people who would typically go to Boujis, Amika or Chinawhite. We have a selective door policy, a minimum bar spend and a team of high end waitresses. Our 6am licence makes us the only place in Westminster for our members to socialise into the small hours, and our membership requirements make sure that the venue is filled with complimentary minded people."

The venue operates a two tier membership system (you can be either a 'black' or 'white' member) designed to provide users with a customisable space for corporate entertainment or socialising away from the beaten track. Black membership, for example, allows entry for five guests and provides you with your own Maitre'd to handle bookings, priority reservations, table service and entry to the other venues in the Pure Group. But the venue is not simply a lounge for London business professionals, it's also a dark music box with a powerful Funktion One sound system,

VENUE REVIEW



installed by Blue Box-London.

The main sound cover is provided by a traditional four point installation of the compact and discrete Funktion One Res 2SH mid/hi units, with four F218s discretely positioned by the main arch and opposite the mezzanine level.

Upstairs, three Funktion One F88s provide high levels of clarity at an easy listening level, befitting the mezzanine's chilled out vibe. The main system is powered by MC2 E45 and E25 amps, as well as two QSC PL236 Powerlight amps for the peripherals. The sound is carefully managed thanks to the signal processing power of an XTA DP226, while a Formula Sound Guardian and Canford source switcher complete the installation. Behind the DJ booth, a Pioneer DJM-800 mediates between a pair of Pioneer CDJ-1000 MK3s and two Technics SL 1210 Mk2 decks, while Marin Audio F12s are used as monitors and powered by a further QSC PL236.

The venue is not primarily a dance club, says Blue Box-London's Mark Metcalf, but the punch of the Res 2SH's tends to bring people to their feet.

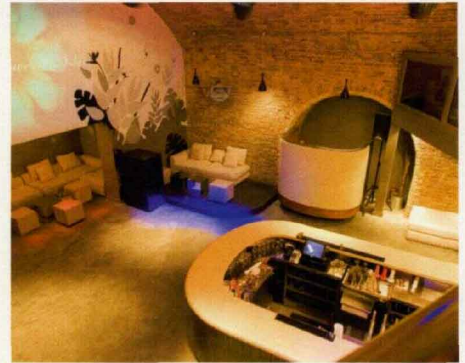
"The Res2 SH is a discrete box but capable of creating a club feel, thanks to the ability of Funktion One to provide a highly audible clarity and relatively low sound pressure levels. 'It's so efficient you don't need a lot of power to make a high quality sound. There's no dance floor, but the traditional four point configuration is suited to a dance feel, and there's a good music policy of electro and trendy dance to get your teeth into."

The peripheral speakers are also capable of raising the atmosphere at low sound levels.

"People have commented a lot on the ability of the F88s, which are a small but highly flexible kit. We wanted to put something into Island that wasn't just a generic eight inch driver buried in the ceiling. The F88s have a stunning sound quality, and like the Res 2SHs have a discrete look that makes them perfect for this kind of application."

The installation fits well with the club's overall identity - discrete but high power, and capable of impressing with very little effort - and has contributed a perfectly pitched ambience to a subtle, compelling design.

LEFT: Pure Group's The Island is a member's club boasting a 6am licence. BELOW: The main sound installation and peripheral installation is based on Funktion One speakers and installed by Blue Box-London



VITAL STATISTICS

The Island
Hungerford Lane
Charing Cross
WC2N 5NG
Tel: 0207 389 66 22
Owner: The Pure Group

Hours
Fri-Sat 11pm-6am // Sun 11pm-6am

Key Contractors
Interior Designer: In house // Audio Installation: Blue Box-London

Drinks
Pouring brands: Stolichnaya vodka, Beafeater gin, Jack Daniels whisky, Havana Club Rum // Lead PPL: £3.70 (Staropramen) // Lead PPS: £3.90 (Smirnoff Ice) // Cocktail list: Yes

Technology
Sound system (ground floor): 4 x Funktion One Res 2SH speakers, 4 x Funktion One F218 bass speakers, 3 x Funktion One F88 peripheral speakers. 1 Mc2 E45 amp, 1 x Mc2 E25 amp, 1 x XTA DP226, 1 x Formula Sound Guardian, 1 x Canford source switcher, 2 x QSC PL236 amps // DJ Equipment: 1 x Pioneer DJM 800 mixer, 2 x Pioneer CDJ-1000 MK3 decks, 2 x Technics SL1210 MK2 decks, 2 x Martin Audio 12 monitors, 1 x QSC PL236 amp