

SOUND



LOS ANGELES, USA
THE AMERICAS

Muse Lifestyle Group announced a new addition to its portfolio in the latter part of last year. Sound occupies the venue formerly known as Element at 1642 Las Palmas Avenue, Los Angeles, but it has undergone a major renovation to transform the space into a nightclubbing experience with a difference. Founder and COO of Muse Lifestyle Group, Rob Vinokur said: "I felt a void in the market on this specific venue concept and wanted to create a space to fill that void. By creating this new, always-changing restaurant and nightclub, we will be introducing a novel nightlife format to the Hollywood scene.

"Sound's environment was designed to be an ever-evolving one, so that each visit to the space will present a new experience to the club-goer. One night, they could experience the club as an under-water party, the next, it might be an enchanted forest."

iCrave Design created the perfect setting at Sound by infusing the modern décor with a hint of raw industrialism. Taking inspiration from the history of the building, originally an old market storehouse and later a classic Hollywood theatre, iCrave clad the venue in a mixture of industrial textures and baroque accents. "Basically, I conveyed our

vision to Lionel Ohayan of iCrave. He put together a talented, hand-picked team of designers and architects, who constantly communicated with us and realised our dream design after a long process of collaboration between us and iCrave," continued Rob.

Along with Lionel the dream team comprised sound expert Todd Konecny of Sound Investment, visual master Vello Virkhaus from V Squared Labs, lighting guru Steve Lieberman of SJ Lighting, and cryogenics pioneer Alejandro Gonzalez from Kryogenifex.

Having worked on a number of Rob's venues to date - most notably Playhouse in Hollywood (reviewed in *mondo*dr* 20.1) - Sound Investment was an obvious choice when it came to sound design. Rob said: "The sound system was a key element in the club, especially given the name we chose. We are making some musical format choices that demand a major, clean, balanced sound and the system reflects that need."

From the outset the aim of the audio system at Sound was to create an even higher standard of sound reproduction, in comparison to the critically acclaimed system at Playhouse. Todd Konecny of Sound Investment explained: The design for the system at Sound is based around a new range of full-range components that Funktion One has been working on for a while now. These components have an extremely predictable directivity factor and high sensitivity, so it is

straightforward to arrange the system for ideal coverage and SPL in the room.”

The main system comprises four Funktion One Resolution 6 loudspeakers for the mid / high range, two Funktion One Resolution 2 loudspeakers and three Funktion One F315 speakers for the mid-bass frequencies. Todd said: “The full range speakers are flown at the four corners and a new concept in subwoofers at the floor. The venue is a nice open room and this layout has an ideal coverage pattern.”

Todd used four Funktion One F221 dual 21-inch subwoofers and four Funktion One custom ultra subwoofers, plus a further eight Funktion One F101 compact, wide dispersion angle loudspeakers were used as zone fillers throughout the venue.

Todd continued: “Since the specification on the sound system was to blow the doors off anything existing in terms of fidelity and range, Funktion One was on the shortlist of contenders. A dancefloor environment differs dramatically from, say, a shed or arena, in two major ways. First, the entire listening audience is essentially in the extreme near field. Some reviews will be from people that are six feet from the sound system. This precludes the use of products that are designed to work in very large spaces or require a high number of devices to reach a specified SPL, but the system still must be capable of producing 120dB nightly.

“Second, the spectral content of EDM is dramatically different from conventional music, and the amount of fidelity that is required in the low frequency ranges is greater. Modern day EDM has multiple layers of kick and bass lines that are extremely difficult for conventional subwoofers to accurately reproduce, since they are designed around self-resonance. Associated with that challenge is the fact that floor space is heavily monetised so there is a limit to how many subs you can put in the room. Fortunately, Funktion One excels at all of these issues. They sound great even when you’re right up on them and the low frequency devices have as much fidelity as the mid and high end speakers, and handle tremendous amounts of power with high sensitivity.”

To power the system Todd turned to MC2 Audio, a company, which constantly tops the amplification market through the transparency and dynamics of its products. Todd selected six MC2 E90 amplifiers, “the new E90 amp is something that needs to be heard to be appreciated,” he said. The other eight amplifiers are from the MC2 T Series, three T1500’s, two T3500’s, two T2000’s and one T1000. All of the T Series models feature the company’s unique current driven floating drive stage and Class AB bipolar topology, both of which help to produce high power performance.

When it came to specifying DSP, the requirements differed from the ►

average criteria. Sound called for a high degree of flexibility combined with the best possible fidelity, criteria at opposite ends of the device spectrum and not readily available on the market. Therefore Todd devised a processing platform that was capable of achieving high levels of control and excellent sonics. And as the processing unit is specifically catered to Sound's environment and is still undergoing experiment, the exact components are being kept under wraps for now. The decision to appoint Steve Lieberman as Lighting Designer stems from the same reasoning as Sound Investment, Steve and his company SJ Lighting have been working with Muse Lifestyle Group since its inception. Steve commented: "Muse brought its concept to us at the very beginning stages of the project. They wanted to create a more visually immersive environment that would engage the customer no matter where you are situated in the room."

Steve and his lighting design team were instructed to create a 3D environment, mapping the club to bring the venue to life. As is usual certain aspects were dictated by the interior designers - iCrave on this occasion - in terms of themes, concepts, and the overall feeling of the space. It was then up to Steve to incorporate those details into his lighting design. Steve continued: "We are big believers in balance. All things in balance - lighting, video, effects, interior design finishes - everything ties together."

For the main lighting rig over the dancefloor, Steve converted a number of what were deemed as 'negative spaces' into more attractive areas through the use of light. All the typical types of fixtures were considered, moving heads, strobes, LED and effect lighting, however, Steve selected the Elation Platinum Spot 5R Pro as his primary intelligent lighting product. The moving head is equipped with a CMY colour mixing system and has a variable zoom, which allowed ample lighting coverage over the dancefloor area. In order to avoid intrusion of the overall interior design and atmosphere, unistrut - a discreet



and flexible metal framing structure - was used to mount the fixtures in the desired areas of the club.

Alongside the Platinum Spot 5R Pro moving heads, Steve specified Elation Opti Quad Par RGBW LED fixtures. They have built in strobe and dimming effects, which adds another dimension to the light shows at the club night after night. These also 'float' on the ceiling to create a more seamless integrated effect. Martin Professional Atomic 3000 strobes further enhance the effects inventory, while Acclaim Pixel Sticks accentuate various details of the venue.

To help create the immersive 3D environment Steve chose products from High End Systems (HES) and Benq. The DLV digital lights from HES have an in-built media server with their own content library but they operate just as simply as a regular moving head fixture. Original content can also be loaded onto the DLVs, allowing the visual outputs to change as and when the club requires.

Steve said: "The [Benq] video projectors were a critical element for the space. We chose an ultra short throw projector in order to minimise the amount of light that needed to be thrown from the lens to the surface. This was critical in order to maintain control of the light levels in the club. We are able to get very wide images from an extremely short throw distance."

The lighting fixtures are controlled via a MA Lighting MA onPC command wing and a Window-based LED lighting control software package from Madrix.

V Squared Labs took on the role of 3D mapping system developer and content creator. Vello Virkhaus developed a customised visual system to meet the complex needs of the venue. Vello said: "We proposed some initial storyboard ideas based on interior reference, and developed a base art direction style for the visual work. We reviewed the style boards and crafted content and system development accordingly. Our main brief was to make something amazing, starting from what we had done in Amon Tobin's cutting edge ISAM live show, and then adapt it to the nightclub environment."

Vello used VJ tools Derivative Touch Designer, Adobe After Effects, SketchUp and Rhino 3D to create the system. "Touch Designer is an ideal development product for this type of installation in that it is extremely powerful and flexible. We were able to adapt our existing 3D mapping and VJ performance tool EPIC into a new 3D layout, without significant re-programming of core functionality. It also allowed us to create a master / slave based configuration in order to facilitate four HD outputs per server," continued Vello.

The visual content had to fall in line with the shape of the screen surface, which in the case of Sound is a semi transparent metal mesh, welded onto steel box frames around the perimeter of the club. This dictated the creation of 3D scenes that were crafted to enhance



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Photos by Guiliano Bekor





and add depth and illusory effects to the atmosphere. The content itself takes on many forms through the use of the 3D mapping technology, it can be stark, minimal, geographic or organic, producing a rather flexible system.

VJs perform live at Sound on a nightly basis. Vello explained the running of the day-to-day system: "The core of the live performances is our EPIC server that combines generative, audio reactive synth's with pre-rendered content in 3D space. Various geometries are selected, lit and wrapped with video as a surface texture. The parameters of the texture, frequency, orientation, tiling, shading and movement are all-controllable by MIDI. We use the Akai APC-40 [performance controller] and an Apple iPad with a OSC control surface. The great flexibility and the fly design ability will allow the space to constantly take on different looks throughout the operation of the club." 📄

TECHNICAL INFORMATION

SOUND

4 x Funktion One Resolution 6 loudspeaker; 2 x Funktion One Resolution 2 loudspeaker; 3 x Funktion One F315 speaker; 4 x Funktion One F221 dual 21-inch subwoofer; 4 x Funktion One Custom Ultra subwoofer; 8 x Funktion One F101 compact loudspeaker; 6 x MC2 Audio E90 amplifier; 3 x MC2 Audio T1500 amplifier; 2 x MC2 Audio T3500 amplifier; 2 x MC2 Audio T2000 amplifier; 1 x MC2 Audio T1000 amplifier

LIGHTING & VISUAL

Elation Platinum Spot 5R Pro moving heads; Elation Opti Quad Par RGBW LED fixtures; Martin Professional Atomic 3000 strobes; Acclaim Pixel Sticks; High End Systems DLV digital lights; Benq video projectors; MA Lighting MA onPC command wing; Madrix lighting controller software

VJ: Derivative Touch Designer visual development platform; Adobe After Effects visual effects software; SketchUp software; Rhino modelling software; EPIC VJ performance tool; Akai APC-40 performance controller; Apple iPad with OSC control surface

www.soundnightclub.com

FRANÇAIS

Le Muse Lifestyle Group de Los Angeles a présenté une nouvelle acquisition dans son portefeuille, soit la discothèque Sound d' Hollywood. Elle occupe les lieux de l'ancien club Element au 1642 Las Palmas Avenue dont on a prolongé la vie en lui prodiguant une cure de rajeunissement. Rob Vinokur, le fondateur et PDG de Muse Lifestyle Group, s'est tourné vers des experts en technologie qu'il a embauché dans le passé pour rénover ces lieux. Pour la conception et l'installation du son, il a choisi Sound Investment AV qui ont opté pour le système Funktion One menu d'amplificateurs MC2. Stephen Lieberman de SJ Lighting était responsable de la conception de la lumière, Vello Virkhaus de V Squared Labs a élaboré l'élément visuel et le pionier des cryogéniques Alejandro Gonzalez de Kryogenifex a fourni les effets spéciaux. Lionel Ohayan de iCrave Design a, pour sa part, pris en charge la coordination du projet ainsi que l'achèvement de l'ensemble de la décoration intérieure. Rob a dit « En Sound, nous avons créé une destination de prédilection de la vie nocturne qui invite ses visiteurs dans un environnement de mouvement et d'énergie. Sound n'est pas une place où les gens observent seulement, c'est un endroit conçu pour qu'un groupe select de gens raffinés, des initiés de l'industrie, des célébrités et des amateurs de musique puissent venir pour se détendre et profiter de moments précieux ».

DEUTSCH

Die in Los Angeles ansässige Muse Lifestyle Group hat ihr Portfolio durch den Sound Nachtclub in Hollywood erweitert. Sound liegt im Treff, der zuvor unter dem Namen Element in 1642 Las Palmas Avenue bekannt war, aber durch die komplette Renovierung wurde er wieder in Schuss gebracht. Gründer und CEO der Muse Lifestyle Group, Rob Vinokur, wandte sich an einige Technologieexperten, mit denen er in der Vergangenheit zusammengearbeitet hat, um seinen neuen Treff auszustatten. Für Design und Installation des Sounds entschied er sich für Sound Investment AV, die ein Funktion One Sound System bestimmt haben, welches durch MC2 Verstärker angetrieben wird. Stephen Lieberman von SJ Lighting wurde mit dem Beleuchtungsdesign beauftragt, während V Squared Labs' Vello Virkhaus das visuelle Element ausarbeitete und der Kryotechnik-Pionier Alejandro Gonzalez von Kryogenifex lieferte die Spezialeffekte. Lionel Ohayan von iCrave Design übernahm die Leitung und wurde mit der Koordination des Projekts sowie mit der Fertigstellung des allgemeinen Innendesigns beauftragt. Rob erklärte: „Mit dem Sound haben wir ein exklusives Ziel für das Nachtleben erschaffen, das die Gäste in ein Umfeld von Bewegung und Energie versetzt. Der Sound ist kein Ort, an dem man nur Leute beobachtet, es ist ein Ort für eine exklusive Gruppe von stilprägenden Personen, Industriemachern, Prominenten und Musikfans, um ihren Stress abzubauen und einen ganz besonderen Moment zu erleben.“

ITALIANO

Muse Lifestyle Group, con base a Los Angeles, ha introdotto un'aggiunta al suo portfolio con il club notturno Sound a Hollywood. Sound ora occupa la sede precedentemente conosciuta come Element al numero 1642 di Las Palmas Avenue, e dopo essere stato sottoposto ad una totale ristrutturazione, ha assunto una nuova forma di vita. Il fondatore e Direttore Generale del Muse Lifestyle Group, Rob Vinokur si è rivolto ad alcuni degli esperti di tecnologia utilizzati nel passato per organizzare il suo nuovo locale. Per il progetto del suono e la sua installazione Vinokur ha scelto Sound Investment AV, installando un sistema audio Funktion One alimentato da amplificatori MC2. Stephen Lieberman di SJ Lighting si è fatto carico del progetto di illuminazione, V Squared Labs' Vello Virkhaus si è occupato dell'elemento visivo mentre il pioniere della criogenica Alejandro Gonzalez di Kryogenifex ha fornito gli effetti speciali. Lionel Ohayan di iCrave Design ha coordinato il progetto e completato il design interno di tutto il locale. Rob dice: " Con Sound abbiamo creato un locale notturno esclusivo destinato ad intrattenere ospiti in un ambiente dove regna il movimento e l'energia. Sound non è un luogo dove semplicemente osservare la gente, ma un luogo per un gruppo esclusivo di tendenza, per addetti ai lavori dell'industria, celebrità e fedeli della musica che si spogliano delle loro tensioni e si divertono un mondo".

ESPAÑOL

Muse Lifestyle Group, con base en Los Angeles, introdujo una nueva adición a su portfolio en la discoteca Sound en Hollywood. Sound ocupa el sitio conocido anteriormente como Element en 1642 Las Palmas Avenue pero, luego de una renovación completa, ha revivido. El fundador y CEO de Muse Lifestyle Group, Rob Vinokur, se volcó hacia algunos de los expertos en tecnología que él había utilizado en el pasado para equipar este nuevo sitio. Para el diseño e instalación del sonido se quedó con Sound Investment AV, que especificaron un sistema de sonido de Funktion One potenciado por amplificadores MC2. Stephen Lieberman de SJ Lighting estuvo a cargo del diseño de iluminación, mientras que Vello Virkhaus de V Squared Labs trabajó sobre los elementos visuales y el pionero en criogenética, Alejandro Gonzalez de Kryogenifex, suministró los efectos especiales. Lionel Ohayan de iCrave Design tomó las riendas y estuvo a cargo de coordinar el proyecto así como también de completar el diseño general del interior. Rob dijo: "Con Sound hemos creado una discoteca exclusiva que lleva a los invitados a un ambiente de movimiento y energía. Sound no es un lugar para que simplemente la gente observe, es un lugar para que un grupo exclusivo de líderes de tendencia, personas de la industria, celebridades y fanáticos de la música se despojen de su stress y vivan el momento de sus vidas".