

SOUND

AFTER SECURING THE 2010 TITLE FOR BEST INTERNATIONAL PROJECT AT THE UK LIGHTING DESIGN AWARDS, AND BEST LIGHTING SCHEME AT THE RESTAURANT AND BAR AWARDS, SOUND'S SPECTACULAR DESIGN TEAMED WITH HIGH CLASS TECHNOLOGY IS WITHOUT DOUBT A WINNING COMBINATION...



PHUKET, THAILAND ASIA/PACIFIC/OCEANIA

Phuket, arguably one of Asia's most popular beach destinations with its idyllic coastlines, tropical forests, and the abundance of exhilarating adventures to be had, is home to new nightclub Sound, which is one of the latest additions to Phuket's vibrant nightlife scene.

Opened earlier this year by experienced operator Bed Management Company, which is also the brains behind the infamous Bed Supperclub in Bangkok, Sound is located in the Patong area of Phuket and can accommodate up to 700 clubbers.

The concept behind this project was to create a venue that would attract a lot of visitors who are looking for a unique and contemporary



clubbing experience, and over time would become the club to visit when in Phuket. In order to create this amazing experience, Sound's operators together with the interior design team, Orbit Design Studio, came up with an intriguing theme for the club. Bernhard Bstieler of Inverse Lighting, who was in charge of the lighting design (along with colleague Filip Vermeiren) for the project, described the design process: "The team of Orbit and Bed Management found inspiration for the interior design from the human ear, hence the organic shape and lines in the space. They also wanted to create a new 'out-of-body' experience of light, sound and space. We started off with the architectural lighting and then put in another dimension by linking volume of the space with the rhythm and pitch of the music."

The initial design brief, when Inverse was brought in on the project, was to provide lighting which was, "simple to operate, robust and



Photos: Orbit Design Co. Ltd, Basil Childers

good quality, locally available with good support and cost effective," said Bstieler. In order to highlight the organic forms within the space to their full potential, the lighting had to be planned out very carefully, much of this was achieved by concealed lighting strategically placed around shape perimeters and curve edges, which further enhanced the curvaceous interior. It was also important that the lighting manipulated the perception of space, and was able to create conceptual boundaries. Inverse opted for Neowave Technology LED lighting strips in amber and blue, by using the contrasting colours along the perimeter walls indicates and defines different spaces within the club. During the installation the biggest challenge was, "to complement the architectural lighting with the entertainment lighting, as well as to link these elements to the sound. Bearing in mind that it needed to be a simple interface for the DJ, VJ, and LJ," explained Bstieler.

And there was a number of ways in which Inverse managed to overcome this major challenge. The entrance lobby is decorated with floor to ceiling LED strips imbedded into the wall panels, these change and intensify in colour, creating a sense of movement which has been likened to sound waves, thrusting the audio and lighting together. Different lighting effects are also available to LJ and VJ, so that each can create the desired mood depending on the style of music. Next Inverse tackled the lighting for seating and table areas. The seating pods have concealed lights along the base, which make them appear to be floating off the ground while the tables are provided with accent lighting through a narrow beam 2W LED. The lighting in this area responds to the rhythm and beats of the music which again streamlines the user experience. This is a similar case for the dance-floor lighting, in terms of reaction to music, however, here 400 ►



LED uplights have been used alongside the entertainment lighting, which was supplied by Dynamic Source. Chalermchai S of Dynamic Source said: “[The] arrangement of the moving heads and scanners in axes between the tree structures provide the maximum projection area... [While] the strobe lights and colour lasers are arranged in the length axis to the DJ booth to cover the entire dancefloor area.” Dynamic Source used four Robe Color Spot 250AT’s, two Robe Scanner 250XT’s, two CR-Laser Super 3S’s, two Antari Z- 1500 II smoke machines, and two Hungaro-flash EUDMX strobes to compile the intelligent lighting rig at Sound. The fixtures were controlled using a “Sunlite controller joined to Entec, which is equipped to increase the number of universes, this is linked to a Dynalite system, and gives more control of all circuits from the Sunlite software,” explained Chalermchai S.

Behind the bar is probably the most striking and prominent lighting feature in the venue, and this comes in the form of a 19 metre LED screen, which has been designed and developed by Orbit along with the owners, Bed Management and supplied by Neo-Neon. The LED screen creates a blank canvas onto which LJ and VJ can express their creativity within the confinements of the club’s interior. The screen works as a graphics equaliser, which means any visual effects created by the LJ or VJ interact with the music.

Bstieler described how the visual elements work throughout the club: “I think the visual and acoustic experience starts from the reception entrance walkway, a tunnel-like space with concealed animated lighting, leading to the main space with the seating pods and performance stage with integrated lighting linked to the beat and rhythm. Then there’s the bar with its 19 metres long LED screen as backdrop, which acts as graphic equaliser or canvas for art performance.”

When it came to the audio equipment for Sound, the organic smooth lines and integration were deemed just as important. Project Manager of Mahajek Professional, Ian Schofield, was in charge of the audio installation at Sound. He explained the original sound specification and its difficulties: “We had very limited ceiling space areas when deciding where to locate the JBL VRX932LA speakers. The seating pods were to be left clear of any audio and lighting fixtures so as to maintain their smooth curved lines and surfaces (a theme throughout the whole club). The tops of the ‘pod trees’ also extended quite a distance, so clear ceiling space was not available in the areas where we would have liked to position the speak-

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ers for uniform sound coverage. Also, we could not just simply hang the speakers on cables through the (1.8 metres) false ceiling, as we would have been committed to these fixing points with no control of directional adjustment.”

In order to overcome these challenges Schofield said: “We had to design a custom telescopic pole-mount which offered 360° of rotation as well as vertical tilt once the speakers were in place, this offered unlimited ‘post-installation’ directional adjustment. Also, as the VRX speakers were in double arrays, we could utilise their long-throw capabilities to achieve the required sound coverage.”

The VRX line arrays are coupled with four JBL ASB6118 sub-woofers, the audio system is powered by two Crown MA5002VZ amplifiers and processing looked after by a dbx 260 V controller. It is, in fact, the amplifier / processing rack which Schofield described as a prominent part of the audio system. He said: “A stand-out feature would be the amplifier / processor rack, which is housed in a cylindrical cabinet and located in a public area near the roof terrace. It is almost floor to ceiling in height and fitted with curved black ▶



Perspex doors for access to the front and rear of the equipment. It is very futuristic in appearance with the red, green and blue LEDs on the equipment visible through the Perspex. We worked a lot with the interior designers in order to achieve the required space-age look. Air-conditioning had to be supplied to the rack from the ceiling, and directed so that the air-flow entered the front of the equipment and was drawn out the rear using extraction fans."

Praising the equipment used for Sound, and why in particular the specific products were ideally suited to an installation project such as Sound, Schofield when on to say: "As it's the client's requirement to have the venue pumped up with high SPL levels with minimal distortion, there's no better speaker that can do a good job at it. As for the selection of Crown amplifiers, MA series is itself a legend on its own for its sonic qualities as well as reliability." 

TECHNICAL INFORMATION

SOUND

4 x JBL VRX932LA line array system; 4 x JBL ASB6118 subwoofer; 1 x JBL EON10-G2/230 power speaker; 2 x Crown MA5002VZ amplifier; 1 x dbx dbx2231V graphic equaliser; 1 x dbx dbx260V processor controller

LIGHTING

4 x Robe Color Spot 250AT moving head; 2 x Robe Scanner 250XT; 2 x CR-Laser Super 3S; 2 x Antari Z-1500 II smoke machine; 2 x Hungaroflash EUDMX strobe; Neowave Technology LED lighting; Neo-Neon LED screen; L+E general lighting; Sunlite DMX controller; Dynalite / Philips dimming control system

www.soundphuket.com

FRANÇAIS

Phuket, certainement une des destinations d'Asie les plus célèbres pour leurs plages, compte désormais le nouveau nightclub Sound, qui est un des derniers éléments de cette vibrante scène nocturne. Bed Management Company dirige les opérations de Sound, et l'équipe de design intérieur, Orbit Design Studio, a eu l'idée d'un thème étonnant pour le club, à savoir l'oreille humaine, laquelle transpire à travers des formes incurvées organiques. Les designers d'éclairage Inverse Lighting offrent la technologie LED Neowave, afin de moduler la perception de l'espace, et de créer une sensation de mouvement en incluant les rampes de LED verticalement dans les panneaux muraux. Dynamic Source utilise des projecteurs pivotants et scanners Robe, des lasers CR, des machines à fumée Antari et des stroboscopes Hungaroflash pour un éclairage intelligent de Sound. Et derrière le bar, un écran LED de 10 mètres servant de toile sur laquelle LJ's et VJ's peuvent exprimer leur créativité dans l'intimité du club. Le chef de projet de Mahajek Professional, Ian Schofield était en charge de l'installation audio de Sound. Il a ainsi choisi des enceintes JBL VRX932LA. Les tableaux de ligne VRX sont couplés à des subwoofers JBL ASB6118 subwoofers, le système audio est signé Crown MA5002VZ, les amplis et les processeurs sont contrôlés par un dbx 260V.

DEUTSCH

Phuket, unbestreitbar eines der populärsten Strandziele Asiens, beherbergt den neuen Nachtclub Sound, einer der letzten Neuzugänge zum vibrierenden Nachtleben. Die Betreiber des Sounds, Bed Management Company, und das Innenarchitektenteam Orbit Design Studio brachten ein verblüffendes Thema für den Club hervor, das menschliche Ohr als organische üppige Formen. Die Beleuchtungsdesigner Inverse Lighting schlugen Neowave Technology LED Beleuchtungsstreifen vor, um die Wahrnehmung des Raumes zu manipulieren und eine Bewegungsrichtung durch die vertikale Verankerung der LED Streifen in die Wandverkleidungen zu erzeugen. Dynamic Source verwendete Robe Moving Heads und Scanner, CR Laser, Antari Rauchmaschinen und Hungaroflash Stroboskope für die Erstellung der intelligenten Beleuchtungsanlage im Sound. Und hinter der Bar befindet sich eine 19 Meter lange LED Leinwand, die einen leeren Raum erzeugt, in dem LJs und VJs ihre Kreativität innerhalb der Einschränkungen des Innenbereichs vom Club zum Ausdruck bringen können. Projektmanager von Mahajek Professional, Ian Schofield, war mit der Audioinstallation im Sound beauftragt, er wählte JBL VRX932LA Lautsprecher dafür. Die VRX Line Arrays wurden mit JBL ASB6118 Subwoofern verkoppelt, das Audiosystem wird durch Crown MA5002VZ Verstärker betrieben und das Processing durch einen dbx 260V Controller überwacht.

ITALIANO

Phuket, considerata da molti una delle più ambite mete balneabili dell'Asia, ospita ora un nuovo club notturno, il Sound, un'aggiunta recente alla vibrante vita notturna dell'isola. La Bed Management Company e il team di interior design, Orbit Design Studio, hanno realizzato un tema intrigante per il club, un orecchio umano che prende le sembianze di figure organiche formose. I progettisti dell'illuminazione Inverse Lighting hanno proposto un'illuminazione al LED della Neowave Technology per gestire la percezione dello spazio e per creare un senso del movimento inserendo delle fasce al LED verticalmente all'interno del muro. La Dynamic Source ha utilizzato teste mobili e scanner Robe, laser CR, macchine da fumo Antari e strobi Hungaroflash a completamento dell'illuminazione intelligente del Sound. Dietro la barra è presente uno schermo LED di 19 metri di grandezza, una tela bianca dove gli LJ e i VJ possono esprimere la loro creatività entro i confini degli spazi del club. Il Responsabile di Progetto della Mahajek Professional, Ian Schofield è stato a capo dell'installazione audio nel Sound, selezionando a tal fine degli altoparlanti JBL VRX932LA. Gli array VRX sono combinati con subwoofer JBL ASB6118, il sistema audio viene alimentato da amplificatori Crown MA5002VZ, ed il tutto viene gestito da un controller dbx 260V.

ESPAÑOL

Phuket, sin duda una de las playas más populares de Asia, es hogar del nuevo club nocturno Sound, el cual forma parte de las últimas novedades de la vibrante vida nocturna del lugar. Bed Management Company, operadores de sonido de Sound, y Orbit Design Studio, equipo de diseño interior, presentaron un intrigante tema para el club, el oído humano, el cual se transformó en orgánicas formas curvas. Inverse Lighting, los diseñadores de iluminación, propusieron franjas de iluminación de Neowave Technology LED a fin de manipular la percepción del espacio y de crear una sensación de movimiento al integrar las franjas LED de manera vertical dentro de los paneles de la pared. Dynamic Source utilizó cabezas móviles y escáneres Robe, láseres CR, máquinas generadoras de humo Antari y máquinas generadoras de flash Hungaroflash para compilar la plataforma de iluminación en Sound. Detrás del bar hay una pantalla LED de 19 metros, la cual crea un lienzo negro en el que los disc-jockeys y los video-jockeys pueden expresar su creatividad en el interior del club. Ian Schofield, director de proyecto de Mahajek Professional, estuvo a cargo de la instalación de audio en Sound. Seleccionó altavoces JBL VRX932LA para el trabajo. Los arreglos en serie se complementan con subwoofers JBL ASB6118. Amplificadores Crown MA5002VZ le dan fuerza al sistema de audio y un controlador dbx 260V regula el procesamiento.