

mondodr

the international publication for technology in entertainment

march / april 2011

club class

pasquale quadri • cruise ships
smoke machines + special effects



A MATTER OF CONCEPT

.....

A NEW AGE OF ENTERTAINMENT SPACES HAS ARRIVED IN SHANGHAI. SENNHEISER CHINA HAS EQUIPPED A NUMBER OF RESTAURANTS, BARS AND CLUBS LABELLING THEM 'NEW CONCEPT' VENUES. SENNHEISER CHINA WORKED WITH CONSULTANCY COMPANY YIN TOUCH LTD TO DESIGN THE INDIVIDUAL SPACES, SPECIFYING K-ARRAY SOUND SYSTEMS, WITH ACCOMPANYING ACCESSORIES FROM SENNHEISER. HERE MONDO*DR TAKES A LOOK AT SOME OF THESE NEW OFFERINGS WHICH ARE SPICING UP THE SHANGHAI NIGHTLIFE.

.....

TECHNICAL INFORMATION

SOUND

10 x K-array KK50 miniature line array; 2 x K-array KL18 single 18-inch compact subwoofer; 2 x K-array KL 12 single 12-inch compact subwoofer; 2 x K-array KA10-10 quad channel amplifier (500W per channel); 1 x Sennheiser EW135 wireless microphone

www.el-coctel.com



and therefore fulfilling the initial design brief.

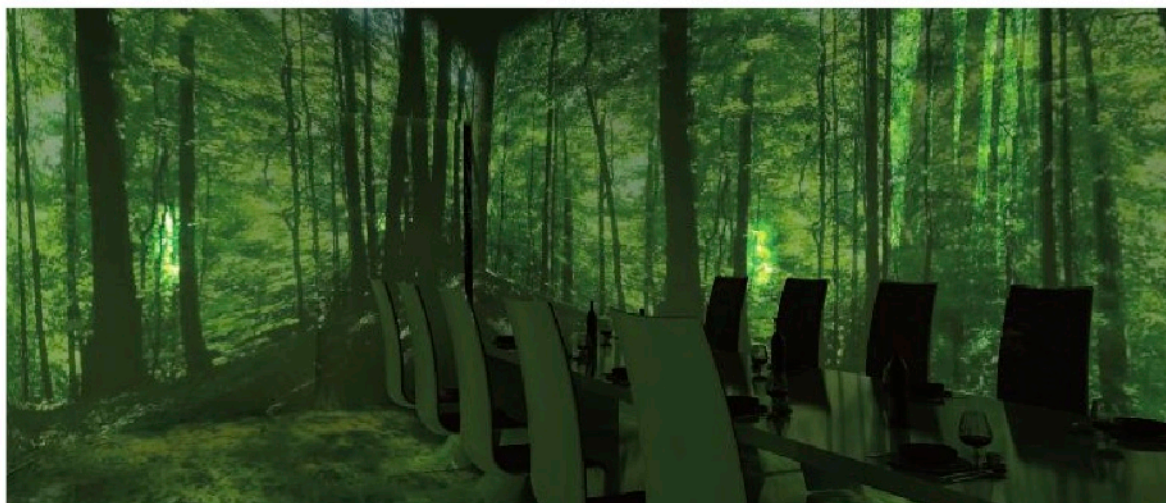
Adjacent to the main room, there is another lounge area, which can accommodate up to 40 guests. This section's audio is handled by a further four K-array KK50's and a pair of K-array KL12 single 12-inch subwoofers. The continuity between the two spaces means the audio experience remains the same throughout the venue.

Two K-array KA10-10 quad channel amplifiers, each delivering 500W per channel with onboard DSP, power the system.

Marty continued: "The KK50 speaker design matched well with our

interior. We chose an exposed mount, which showcases their unique style. The 12-inch and 18-inch subs were easily installed discreetly to match our furniture layout - hidden within the custom-built waiters station.

"As ever more bars and nightspots adopt the Kobras, K-array is becoming a statement of intent for new venues in Shanghai, as El C6ctel itself promises, 'every bar owner or music enthusiast in Shanghai will want one of these'." 



ULTRAVIOLET


Another first of its kind, is a new restaurant concept due to open in Autumn 2011, called Ultraviolet. It is described as an experimental restaurant, which has a single table of 10 seats, so all the guests sit together and are served a selection of food from a 20 course Avant-Garde set menu.

But it's not only about the food. The concept of this restaurant is to experience food through all five senses. So guests not only taste the food, they also hear it through accompanying music, smell it through the influence of scent, see it with relevant lighting and music, and feel it by immersive projection.

The inspiration behind Ultraviolet is chef and creator Paul Pairet. He is well known for his work at Jade on 36 at the Shangri-La Hotel in Shanghai and more recently his success for the VOL Group's Mr & Mrs Bund. Ultraviolet is his latest challenge.

Paul's aim is to create ultimate luxury dining with the influence of 'psycho taste', playing on food, taste and ambience immersion. Paul is working with Yin Touch Ltd and Sennheiser China to design and install the audio solution, one of the key elements of Ultraviolet. The main audio system will include a combination of K-array KK200 and KK50 line array speakers, coupled with K-array KL12 subwoofer and powered by K-array KA10-10 quad channel amplifiers. The audio solution in the kitchen and office spaces will be

provided by Sennheiser's SMS 62 TB surface mount loudspeakers and CMS 62T B ceiling speakers.

This unique concept will intrigue both locals and tourists. With the whereabouts of the venue currently under wraps, they'll need to be on the look out for Ultraviolet at all times. 

TECHNICAL INFORMATION

SOUND

4 x K-array KK20 line array speaker; 6 x K-array KL12 subwoofer system; 6 x K-array KT 20 MA speaker system; 1 x K-array KL 18 MA subwoofer system; 3 x K-array KA10-10 quad channel amplifier; 4 x K-array KK50 line array speaker; 2 x K-array KK 50 VB line array speaker system; 12 x K-array K22 full range speaker system; 5 x K-array KU36 subwoofer system; 2 x K-array KA7-7 quad channel amplifier; 1 x K-array KA1-1 amplifier; 1 x DP48 processor; 10 x Sennheiser Audio Beam speaker; 4 x Sennheiser SMS 62 T B surface mount loudspeaker; 2 x Sennheiser CMS 62T B ceiling speaker; 2 x Sennheiser EW135 wireless microphone

www.uvbypp.cc