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THE LUCKMAN



LOS ANGELES, USA
THE AMERICAS

The Luckman is a new, exclusive club situated in Soho House West Hollywood, LA, which was in need of a high-quality audio setup that Sensorium AVR and VUE Audiotechnik worked together to provide.

Situated on the penthouse floor of Soho House West Hollywood, a posh members-only club on Sunset Boulevard that is a go-to destination for A-listers and dealmakers, The Luckman is perhaps best described as a club within a club. Built to add to the overall star appeal of Soho House, the venue itself is an intimate lounge that offers members a place to eat, drink and relax late into the night, all while enjoying a spectacular view of Los Angeles.

Guests who were lucky enough to be at The Luckman opening in January 2016 were treated to live performances by Rita Ora and Charlie XCX, along with a somewhat unlikely duet from Chris Martin and James Corden. However, The Luckman's charm doesn't derive from guest appearances alone, as it's the style that really makes it stand out. Influenced by the striking architecture of the 1970s building it is housed inside, The Luckman offers an almost home-like environment, which allows guests to fully relax and enjoy themselves.



In a bid to complete the impressive venue, Soho House West Hollywood enlisted the help of New York-based Sensorium AVR, specialists in custom audio installations. Having worked with Soho House on a previous project, in which founder, Bryan Bilgore, provided a creative audio solution to an ongoing issue, Sensorium AVR were the go-to choice when it came to providing The Luckman with the perfect audio setup.

Sensorium AVR got to work on creating an audio installation that would fit in with The Luckman's style, as well as providing the right atmosphere for the clientele. Bryan takes up the story: "Our principal mission was to create the best multi-sensory experience possible, where enough data is transmitted through the system so that the listener's brain does not need work to fill information gaps through interpolation."

"Moreover, the experience should simulate a live, unreinforced soundscape, where one doesn't realise that technology is involved in creating the experience," added Bryan. "We applied the best available technologies to maximise what we call Applied Virtual Reality or AVR. So, that was the goal with The Luckman - lifelike, seamless sound in a small attractive package and on budget."

The Luckman holds a wide variety of performances, from movie screenings to multi-piece bands and DJ sets, so the audio setup had to be able to offer an exceptional performance, but also be able to adapt. In the end, Bryan decided on a VUE Audiotechnik system for the venue.

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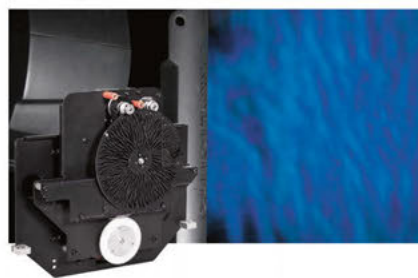
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INSIDER INSIGHTS

NAME: Bryan Bilgore

JOB TITLE: President of Sensorium AVR

LIKES ABOUT TECHNOLOGY: VUE offers a range of speakers that are both compact and powerful with plenty of input, monitoring, and remote configuration options.

DISLIKES ABOUT TECHNOLOGY: We work with some of the top interior designers, so the call for smaller loudspeakers and better ways to hide them is persistent. Perhaps some décor options for custom panels would be a nice touch in that area.

THE NEXT BIG THING IN TECHNOLOGY WORLD: I'm looking at the amazing possibilities of multi-dimensional audio, with loudspeakers covering a space, to create the ultimate club environment. The technology is here, so we just need to educate and demonstrate.

He explained: "We used a VUE Audiotechnik system for the size to performance ratio - their products produce an incredible amount of coherent SPL in a small footprint. It is a perfect fit, as we consult on a range of projects from residential to commercial spaces.

"In 2015, I was recommended by some industry veteran colleagues to go check out the VUE Audiotechnik demo room at the AES convention in NYC. I visited and was instantly impressed with the attention to sonic detail and their passion for technology and innovation in line with our company philosophy. I later familiarised myself with their house sound and full product line-up during an in-depth factory visit at their head office in Southern California."

The installation was a complex one due to the busy, popular nature of the private club, meaning that time allocated for the project was only a few weeks before the opening night. The audio and video was scheduled to go in last, however, due to time constraints, the Sensorium AVR team were forced to start before construction was completed. This added an additional layer of complexity due to the presence of dust, therefore, at the end of each day, all the audiovisual equipment had to be wrapped in plastic to avoid the damage of any sensitive products.

Bryan also had to take into consideration that there were no rugs, two glass walls, two thick wood panelled walls, as well as the fact that acoustic treatment was not allowed.

Despite the complications and hurdles, the Sensorium AVR team continued with the install, implementing two h-12 loudspeakers, six i-8a loudspeakers and two h-8 loudspeakers from VUE Audiotechnik as a full wall of sound.

"The pair of h-8 loudspeakers were used as the fold-back system, as well as ambient speakers, as sometimes tables and chairs populate the stage. The DJ booth is also located on the stage, but folds away - and a fold back h-8 becomes the DJ monitor when in use," added Bryan.

"The design called for a pair of balancing VUE Audiotechnik is-26 subwoofers at the opposite end to augment the ultra powerful pair of hs-28 subwoofers sitting on the right and left of the floor in front of the slightly elevated stage. Only one balancing subwoofer was installed due to décor constraints. The is-26 is carefully bandwidth and dynamic range limited to give the right amount of fullness to the far back end of the room."

There are both digital and analogue connections run to every active loudspeaker, which are carefully sequenced on dedicated circuits based on power consumption. There are very specific limiters on the speakers, so they will never clip. Both shielded and unshielded Ethernet cable runs to every speaker as an upgrade path available for digital signal and currently allows the speakers to be configured and controlled remotely via SystemVUE Software.

A four-channel Ashly NXE-4004 amplifier, which is designed to meet the most demanding fixed installation sound systems in performance venues such as The Luckman, runs up to four VUE Audiotechnik hm-112 floor monitors on-stage, which are stored away when not in use. There is also an Allen & Heath Qu-24 mixing desk, which provides all the latest digital features - and expansion options - required for The Luckman. The Qu-24 mixing desk from Allen & Heath combines innovative design and functionality to create a professional