

## BLUE BOX ON THE WHITE ISLE

Blue Box London set up office in Ibiza this year, distributing Pioneer equipment to world famous DJs and nightclubs across the Mediterranean island and working with Pioneer on installations at world-famous venues such as Cafe Mambo, Pacha and Space. Their activity in Ibiza has included a much talked about Funktion One installation at Space (see NIGHT's September issue) and a contract to supply the Red Bull Battle of Kings event at San Rafael Hippodrome with a quality audio solution. Blue Box furthermore fitted out Jason Bull's lavish Es Vive hotel terrace with Turbosound Impact 50s loudspeakers, a system powered by QSC amplifiers. Judicious speaker placement and precision power handling resulted in a problem-free season at the hotel, and Jason Bull also invested in a Pioneer DJM-600 mixer and two Pioneer CDJ-1000MKIIs, while his Fusion restaurant in the harbour benefited from the installation of two Funktion One F88 speakers. Blue Box's spell in the Ibizan sunshine was capped at various parties, supporting legendary club Space at its closing fiesta, as well as DC10's closing party, and the SOS and Ibiza-Voice.com soiree at El Ayoun in San Rafael. Blue Box fitted out the DJ booths at Space with the full complement of Pioneer's landmark digital range,

including DJM-1000 mixers, DVJ-X1 DVD/CD players and EFX-1000 effectors.

The key strength of Pioneer's new series is in their integration into a single digital chain, answering the demand from DJs for the integrity and quality that is provided by a completely digital set up at the DJ booth.

Hugo Quintanilla Cons, who runs the Ibiza branch of Blue Box, reports: "The owner of Space, Pepe Rosello, loves the sound system and the crowd love the new terrace. The promoters at Space are some of the best, and always focus on the sound system. It all sounds, feels and looks perfect."

Fellow Ibizan club Pacha has also taken delivery of such a set up, installed by Sonivisa and supplied by Blue Box. In the raised DJ booth, overlooking the dancefloor, a DJM-1000 mixer, an EFX-1000 effector and a DVJ-X1 DVD/CD player has been installed.

"It was inevitable that we would have to change the mixer we had for over 20 years, so we may as well go for the latest and the best," said Pacha's programming director, Mark Netto.

"People who want rotary pots are happy with Pioneer, people who want isolators are happy, people who enjoy playing CDs or those who like to use the new EFX-1000 heavily, they're all happy. Sliding

faders, rotary pots - the DJM-1000's got it all. We haven't had any problems this year, Pioneer has caused a revelation here."

The DJM-1000 six-channel digital mixer boasts a choice of rotaries or faders and three-band master isolator. A well built, professional mixer, providing the quality digital audio (using a 24-bit/96kHz digital sampling rate and a 32-bit/96kHz digital sound processor), the DJM-1000 offers broad connectivity and precise control, and can digitise analogue input with no reduction in sound quality. Working digitally with the DJM-1000, the EFX-1000 provides an innovative hands-on tool with which DJs can alter and manipulate tracks live via a library of stored techniques and effects.

Completing the range of new Pioneer products, the world's first DVD/CD turntable - the DVJ-X1 - offers synchronised audio, visuals and graphics, and is certain to alter the nature of DJing on the White Isle.

"It's a whole new thing for people to see and they respond well," said Netto. "It does add something more to the night."

Pacha's brand director, Danny Whittle, concluded: "Every DJ has fallen in love with the mixer. This is also true of the Global Room - with the new DJM-909 and CDJ-1000s - because the hip-hip DJs are all about Pioneer, so it's working really well!"

