



FLUXX



SAN DIEGO, USA
THE AMERICAS

The taking over a space formerly known as Aubergine, represents a new era of dance club in San Diego. Fluxx, located at 500 4th Avenue in San Diego's Gaslamp Quarter, which opened earlier this year in March, is owned by a syndicate of local businessmen under the name of 500 4th LLC and is managed by industry veterans the RMB Group. Housed in a historic building, with a number of long standing businesses located by it side, many of which describe 500 4th Avenue as their home, Fluxx was keen to fit into its surroundings,

while at the same time stand out amongst the nightlife scene. "The name Fluxx is a tribute to the ever-changing nature of the venue," said 500 4th LLC Managing Partner Jeffrey Fink. "With the new venue, we'll introduce monthly changes that keep Fluxx in an exciting, constant state of change; attracting new crowds of stylish, chic clientele and keeping it the hottest nightlife destination in the city."

Although located in one of the city's top entertainment districts, the Gaslamp Quarter, typically San Diego is not really regarded as a clubbing hotspot, when you compare it to Miami, New York, or Los Angeles, but the RMB Group, run by entertainment entrepreneurs Rodrigo Iglesias, Mike Georgopoulos and Dave Renzella, wanted to



THE PERFECT RECIPE FOR A SAN DIEGO NIGHTCLUB TO RIVAL ITS LARGER CITY NEIGHBOURS, REQUIRES CAREFULLY SELECTED INGREDIENTS. FORTUNATELY IT SEEMS FLUXX GOT IT RIGHT...

change that perception with 11,000sq ft venue, Fluxx. Renzella said: "Our goal with Fluxx is to attract national talent and give our guests an all-encompassing club experience unlike any other. A lot of big name DJs are hesitant to book gigs in San Diego because there is a perception that facilities can't support the level of technology they are using in their performances in other venues across the globe. We wanted to change that perception and create the exception to the rule."

Having worked with Davis Krumins on previous projects, his design company Davis Ink was the obvious choice to complete the interior design at Fluxx. Renzella said: "Having worked with Davis many times over the years, we have a very collaborative relationship and together

are able to come at it with a creative, yet operationally practical standpoint."

Clubbers enter the venue through a 13ft long tunnel and what awaits them on the other side is nothing short of mesmerising. A stunning 15ft custom rope chandelier dangles above the DJ booth while the enormous central dancefloor is encased by tables and bar areas on all sides, so no matter where you are in the venue, you always feel part of the action. There are also a number of textural surprises, including a moss covered ceiling and modern rock gardens recessed into the floor, backlit acrylic marble and miniature wood logs intermingled amongst the quirky art installations, and even a large-scale tree house designed to house one of the VIP tables. Choosing such a combi- ►

nation of materials and textures triggers curiosity and encourages guests to get fully involved with the venue.

Lighting design and installation at Fluxx was carried out by Steve Lieberman of SJ Lighting Inc, and with a catalogue of successful venues under his belt, including Liv Miami (see *mondo*dr* issue 19.3) and Playhouse LA (see *mondo*dr* issue 20.1), Lieberman and his team were given the freedom and trust to make the appropriate lighting specifications for Fluxx.

Creating a club, which could rival the hottest clubs in Vegas, LA, or NYC meant this was no straight forward lighting design, but with Lieberman's expertise, Fluxx has been transformed to spectacular effect. Lieberman said: "We wanted the system to complement the interior design and the radial patterns that they created for the flow of the club. Over the dancefloor we designed a custom structure to create the look of a spider web. Six individual pieces curved on two axes are hung over the dancefloor to accommodate the theatrical lighting. Peaked in the middle, it gives the dancefloor a sense of height and gives the system an additional dynamic for the lighting."

As with all projects, Fluxx wasn't completed without some difficulty, and it was actually the custom made spider web that houses nearly 1,000 linear feet of LED lighting, designed specifically to suit the needs of this project, which posed the first problem, as Lieberman explained: "The hanging of the pipe structure posed a unique prob-



lem, since the pipes were curved on multiple axis, getting the system levelled off was a tedious process. Over the stage, there were parts of the FF&E package that impeded some of our fixtures, so we had to come up with some custom rigging solutions to get the fixtures where they needed to be." Next came the vast amount of Color Kinetics LEDs used for the project and obstacles arose when it came to mounting the LEDs on the pipe structure. Lieberman continued: "Since there are a very high number of LED fixtures hung onto the pipe structure, the DMX patch became a bit overwhelming... the fixture wiring and power supply's positions had to be adjusted in the field. This made the existing patch completely useless. It took about four hours to remap the LED system and get it repatched into the system."

When it comes to selecting the correct products for individual proj-

**"I'm a big believer in 'the right product for the job'; it doesn't really matter to me who makes it."
- Steve Lieberman**

ects, Lieberman has a very fresh approach, in that he doesn't always opt for the same fixtures. He truly believes the equipment should be tailored to the specific venue; each space is unique and therefore requires a personally designed lighting system. He said: "I'm a big believer in 'the right product for the job'; it doesn't really matter to me who makes it. Martin Professional had the strobes and the foggers I needed, Elation had the movers, and HES DL.2's never looked so good in a venue, Color Kinetics LED fixtures highlight the entire venue, e:cue for architectural control, and of course, MA Lighting is my control choice for theatrical systems. It all just made sense to me."

The lighting system as a whole has been developed to work to create spectacular effects at the club, so while the intelligent lighting fixtures generally take centre stage on the dancefloor, in the case of Fluxx the LEDs fixtures join the likes of the moving heads and strobes to produce a fabulous showcase. Lieberman explained: "The entire system is made to work together. Multiple fixture types in combination with the various hanging positions offer the operator a plethora of effects. The LEDs that highlight the curved pipe structure are an amazing effect. We have enough moving lights over the dancefloor to be able to keep it wiggling and do specials without taking away from the intended look. We built some custom designed LED infinite mirrors. When you peer into the mirror, it's a complete mind twist. With the ability to build and layer effects throughout the night, you're only limited by your own imagination."

Expressing appreciation for the work Lieberman and his team carried out at the venue, General Manager Renzella said: "The crown jewel of the club are three enormous, custom designed circular lighting installations on stage, two housing cut out stages for the Fluxx dancers, each of which flank the central DJ booth. Each has the ability ▶





to shift colour and various visual elements and can even be choreographed to the music.”

When it came to the sound system the RMB Group carried out a lot of research on sound systems and different companies. During this process a recommendation was made to them in the form of Sound Investment AV. Co-founder of Sound Investment AV, Dean McNaughton told how, despite not having worked with the RMB Group before, they were hired for the job. “A meeting was set up with 500 4th LLC Managing Partner Jeffrey Fink, who’s one of the primary investors and we had a meeting to go through what we do, what Funktion One is, the venues we’ve been a part of across the United States, and he seemed to be really keen to it. And then we went through the bit process, competing against the other companies and fortunately we were awarded the project.”

The sound system needed to be flexible as Fluxx is not only a dance club but also a venue for live performance, so the system needed to be configured with a multi-purpose use in mind. McNaughton knew he would be able to achieve desired effect with a Funktion One sound system. McNaughton continued: “They allowed us to really consult and guide them in a direction to get the most out of the sound system. Once the job turned over to us we were able to make suggestions, that they took, both in what we were doing with the sound system, the speaker placements, and the room acoustics. They allowed us to consult them on the acoustical side of the room. It’s a very large room, so we helped them with the acoustical treatments, and then we went with Funktion One top to bottom in the venue.”

Being located in the Gaslamp area of San Diego, which is home to a very large number of bars and restaurant type establishments, it was important to make Fluxx a real stand-out establishment, amongst the other entertainment style venues. Crowds were pretty much a guarantee as the Gaslamp area is busy all week long; people go there for dinner, for drinks, and to party with friends. The key was


to attract them from their usual haunts in the district to Fluxx. “They really listened to us for the advice to make the most of it, because they really wanted to make an impression in San Diego. This was a new larger venue in San Diego right in the heart of Gaslamp district, so they wanted it to be above and beyond, so they were really open to our suggestions on the audio side. They almost wanted to bring a Las Vegas nightclub to San Diego because there just wasn’t anything of that calibre, design wise, lighting wise, and sound wise.” said McNaughton.

Sound Investment AV opted for a Funktion One sound system, which is powered by MC² amplifiers with processing courtesy of BSS. The sound system has been customised to, “envelope guests in sound from the ground up, courtesy of an all-wood dancefloor designed to enhance the bass and vibrations of the music. Comprised of 14 21-inch subwoofers and over 50,000W of high fidelity power, combined with carefully tuned Funktion One equipment, yields a system that is unmatched in quality and performance,” said GM of Fluxx Renzella. During the course of the install at Fluxx there were some obstacles to overcome as McNaughton explained: “Because the audio team are pretty much putting large rectangular boxes in locations that the designers don’t want to see them, there’s always some kind of compromise. So there were several compromises that we worked through but it ended up being the best result for the venue, both visual and sonically. They were very open, probably one of the most open clients I’ve ever worked with, in listening to real world solution to make the room sound as good as it does, and that’s really benefitted the venue.”

To further enhance the sound experience at Fluxx, Sound Investment made the suggestion to install a floating dancefloor. The dancefloor area is fairly large, so bringing an extra special feature to it, makes the experience for people on the dancefloor even better. McNaughton explained: “A lot of clients will choose not to do that but this client ►



did it and we were really happy with that especially being such a large dancefloor, and it's really made that area something unique, especially in San Diego, I don't think there's that kind of dancefloor in that area, certainly as far as I know."

McNaughton concluded: "They were very pleased with the total outcome, I know that there had been a little hesitation because our office for California is in Los Angeles but I think after everything we've done, and after they've experienced what we offer to a project they are extremely happy and I would like to think we would get the call if they were to do another project in the future." 

TECHNICAL INFORMATION

SOUND

4 x Funktion One F221 loudspeaker; 6 x Funktion One R4S-C loudspeaker; 2 x Funktion One F221 loudspeaker; 2 x Funktion One F215 loudspeaker; 4 x Funktion One AX88 loudspeaker; 1 x Funktion One F221 (8 Ohm) loudspeaker; 2 x Funktion One Res 3 loudspeaker; 11 x Funktion One F101 loudspeaker; 3 x Funktion One F118 Mk2 loudspeaker; 4 x Funktion One F88 loudspeaker; 3 x MC² E90 amp; 1 x MC² E25 amp; 2 x MC² E45 amp; 4 x MC² T2000 amp; 5 x MC² T1500 amp; 2 x MC² T1000 amp; 2 x MC² T3500 amp; 2 x Turbosound TQ-310 loudspeaker; 1 x Community i-118S loudspeaker; 2 x Crest Audio Pro9200 amp; 1 x Crest Audio Pro8200 amp; 1 x Crest Audio Pro5200 amp; 3 x QSC AD-Ci52ST loudspeaker; 1 x Crest Audio CD1000 amp; 1 x BSS BLU160 digital signal processor; 3 x BSS BLU120 digital audio I/O expander; 1 x BSS BLU10-BLK remote control; 1 x Pioneer DJM-800 DJ mixer; 2 x Pioneer CDJ-1000 Mk3 CD player; 2 x Technics 1200 Mk5 turntable; 1 x Rane TTM57SL DJ mixer with Serato; 1 x Yamaha LS9-16 console; 2 x Turbosound TFM-212 stage monitor

LIGHTING

26 x Elation Design Spot 300 moving head; 41 x Elation Opti Tri Par; 10 x Martin Pro Atomic strobe; 2 x HES DL.2 moving luminaire; 2 x Martin Pro Jem ZR-33 fog machine; 1 x MA Lighting grandMA2 light console; 48 x LED X-Dome; 4 x X PD 150 II; 572 x Color Kinetics iCove QLX Med; 31 x Color Kinetics SPDS 60ca; 7 x Doug Fleenor splitter; 1 x e:cue Butler XT; 3 x e:cue glass touch

www.fluxsd.com



FRANÇAIS

Repoussant les limites de la vie nocturne de San Diego, le nouveau dance club Fluxx est né. Lancé par RMB Group, vétérans du secteur, l'idée a été de créer un nouveau standard pour les dance clubs du secteur de San Diego. RMB Group a recruté pour l'expertise, le designer Davis Ink pour l'intérieur, un équipement audio Professional Sound Investment AV, et un éclairage dernier cri conçu par SJ Lighting Inc. Le nom de Fluxx évoque l'humeur et le motif de la salle, symbolisant l'évolution constante du lieu. Afin d'équiper cette salle dynamique, un système audio sur-mesure, signé Sound Investment AV, comprenant des subwoofers de 14 à 21 pouces subwoofers et plus de 50 000W de puissance haute-fidélité, combinée à un équipement Funktion One soigneusement réglé. L'éclairage est un mélange de LED Color Kinetics, et d'installations de lumières par Martin Professional, Elation et HES, toutes contrôlées par e:cue et via une console d'éclairage MA. Le principal objectif de ce projet était d'assurer que l'acoustique, l'esthétique et le design s'accordent entre eux mais aussi en harmonie avec la technologie, et RMD Group Partner et le Directeur général de Fluxx, Dave Renzella, sont convaincus d'avoir réussi leur projet Fluxx.

DEUTSCH

Der Tanzclub der neuen Ära namens Fluxx setzt neue Maßstäbe im Nachtleben von San Diego. Betrieben wird der Fluxx von den Industrieveteranen der RMB Group und die Idee von ihm besteht darin, einen neuen Standard für Tanzclubs im San Diego Markt zu setzen. Die RMB Group setzte auf die Erfahrung der Davis Ink Designer für das Innen-, Audio Professional Sound Investment AV und das hochmoderne Beleuchtungsdesign von SJ Lighting Inc. Der Name Fluxx ist bezeichnend für die Stimmung und das Motiv des Treffs und symbolisiert, dass der Treff konstant im Wechsel sein wird. Um sich diesem dynamischen Treff anzupassen, wurde ein kundenspezifisches Soundsystem durch Sound Investment AV entworfen mit 14 21-Inch Subwoofern und mehr als 50.000W Hi-Fi-Power, zusammen mit einer sorgfältig getunten Funktion One Ausrüstung. Die Beleuchtung ist eine Mischung aus Color Kinetics LEDs und intelligenten Beleuchtungsbelegungen von Martin Professional, Elation und HES, die alle von e:cue und einer MA Lichtorgel kontrolliert werden. Das wesentliche Ziel dieses Projekts bestand darin, die Akustik, Ästhetik und das Design zu gewährleisten, die alle harmonisch mit der Technologie zusammenarbeiten und RMD Group Partner und Fluxx Generalmanager Dave Renzella ist wirklich der Überzeugung, dass dies für Fluxx erreicht worden ist.

ITALIANO

A rottura delle barriere della vita notturna di San Diego, è sorto un club esclusivo chiamato Fluxx. Messo in opera dal Gruppo RMB, veterani dell'industria, l'idea principale presente dietro al Fluxx è stata quella di creare un nuovo standard di disco club sul mercato di San Diego. Il Gruppo RMB si è affidato alla competenza della Davis Ink designers per la decorazione d'interni, alla Sound Investment AV per il sistema audio, nonché alla SJ Lighting Inc per progettare un'illuminazione all'avanguardia. Il nome Fluxx è indicativo dell'umore e del tema del locale, simbolo dei continui cambiamenti a cui sarà sottoposto. Per adattarsi alla dinamicità del luogo, la Sound Investment AV ha installato al suo interno un sistema audio ad hoc comprensivo di subwoofer da 14 21 pollici e di oltre 50,000W di suono ad alta fedeltà, in combinazione con attrezzature Funktion One perfettamente sintonizzate. L'illuminazione è stata composta invece da LED della Color Kinetics, dispositivi intelligenti della Martin Professional, Elation e HES, tutti controllati utilizzando console della MA e e:cue. L'obiettivo principale del progetto è stato quello di assicurare una perfetta armonia tra l'acustica, l'estetica, il design e la tecnologia presenti all'interno del locale; il Socio del Gruppo RMD nonché il Direttore Generale del Fluxx Dave Renzella sono pienamente convinti di averlo realizzato.

ESPAÑOL

Rompiendo con las fronteras en el ámbito de vida nocturna en San Diego, tenemos a un nuevo club llamado Fluxx. A cargo del Grupo RMB, veteranos en la industria, la idea tras Fluxx era la de crear una nueva norma para los clubes en el mercado de San Diego. El Grupo RMB emprendió su idea con la experiencia de Davis Ink en el diseño de interiores, los profesionales de audio Sound Investment AV y el moderno diseño de iluminación de SJ Lighting Inc. El nombre Fluxx indica la atmósfera y el tema del local y simboliza que éste estará siempre cambiando. Sound Investment AV diseñó un sistema de sonido personalizado para cumplir con los requisitos del dinámico local. El sistema cuenta con 14 subwoofers de 21 pulgadas y más de 50.000 W de potencia de alta fidelidad combinado con un equipo Funktion One muy bien puesto a punto. La iluminación la conformó una mezcla de LEDs de Color Kinetics junto con luminarias inteligentes de Martin Professional, Elation y HES, todas controladas por medio de e:cue y una consola MA Lighting. El objetivo principal de este proyecto era asegurar que la acústica, la estética y el diseño se fusionaran bien y en armonía con la tecnología. Dave Renzella, socio del Grupo RMD y director general de Fluxx verdaderamente cree que lo lograron.