

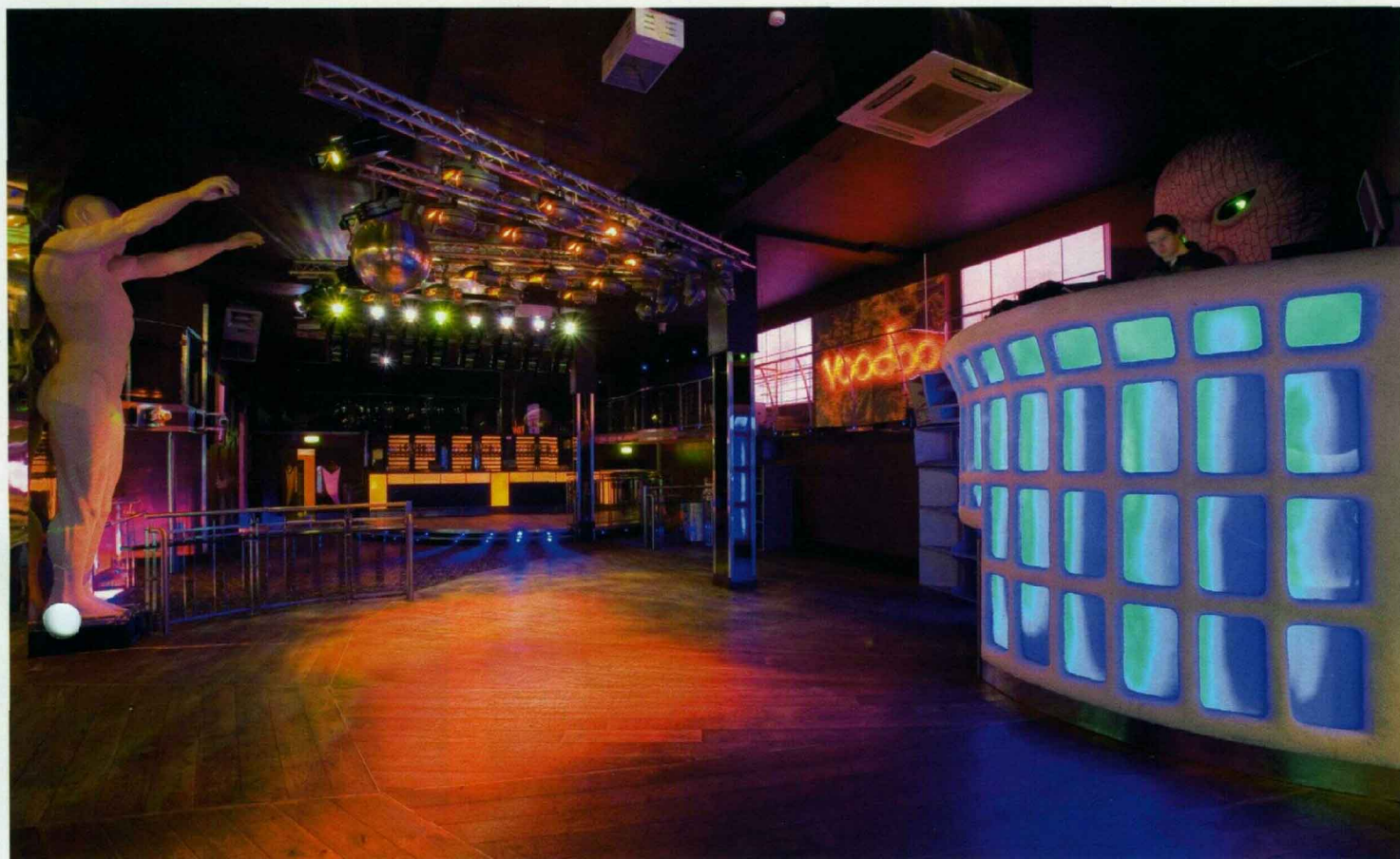
Voodoo

Night Magazine APRIL 2007

Page 1 of 3

WORDS: ALEX EYRE
(a.eyre@mondiale.co.uk)PHOTOS: JIM ELLAM
(jimellam@btinternet.com)

VENUE REVIEW



LOCATION: LETTERKENNY VENUE TYPE: CLUB

Voodoo

State of the art club venue casts a spell over Irish dance scene



Mauro Piccotto's performance at the opening of Club Voodoo set an appropriate tone for a club that's made a massive impact on the Irish dance music scene.

The club opened at the end of 2006 after a multi-million euro investment by owner Jason Black, a local entrepreneur who made his first foray into late night entertainment with Letterkenny's purpose built live music venue Voodoo Lounge in April 2006.

Club Voodoo was the second part of the refurbishment, a 1,000 square foot site situated above and at the back of the Lounge that had formerly traded as Bar Mono.

As part of the 12 week fit out, the premises were extended through extensive structural work to the inside of the building to create a large open space with a central dancefloor overlooked by a balcony. Upstairs, an independent dancefloor and DJ booth are split from the main space by a glass wall. Adjacent to the second dance space - 200 capacity to the main room's 800 - are three plush VIP rooms, for between 20 and 100 people, two of

which overlook the main dancefloor; one of which is sponsored by Moët.

The layout plays a critical role in meeting the brief set by Black for his chosen interior designers, the Armagh-based Deluxe Group.

"He wanted a multi purpose venue that would become the best venue in the country," says Deluxe's Richard Carron, with no hint of exaggeration in his voice. "He wanted something different that would wow any person coming through the doors, not only to give them a one off fantastic experience and a memorable night, but to make the discerning clientele leaving feeling they want to come back."

Acting as designer, quantity surveyor, project manager and foreman on the project, Deluxe saw initial concepts through to completion.

They've designed the club to cater for a wide range of clientele: from 'proper' clubbers to label-loving bar flies, as well as a range of corporate clients. Explains the manager Pat; "Jason didn't just want a nightclub, he wanted an entertainment complex as well as dance music you could host car

launches, video game launches, conferences and fashion shows." To accommodate, the numerous areas in the venue vary in size and style ("so there's something for everyone," says Darren. The main room's wide spaces and hard surfaces make it the perfect place for a full-on night of dancing. At the other end of the scale, the VIP areas are more comfortable and plush with luxurious wall fabrics, quality seating and grand light fittings creating a real sense of occasion. In the two VIP that rooms overlook the dancefloor, guests can choose to hide behind curtains in their own little world - or pull the curtains back for a great view of the club below.

Even the smoking area is impressive, with its own bar, a gas censored heating system, a bespoke joinery feature as a focal point (manufactured by Deluxe), outdoor plasma TVs and LED lighting used to create a welcoming ambience. The facility is shared by customers from both the Lounge and the club, and a good example of how a well planned smoking terrace can make a positive contribution to customer experience on a night out.

Black's desire for quality was something

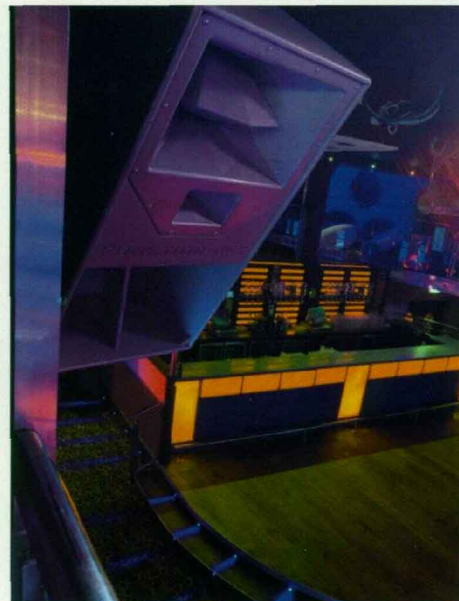


Voodoo

Night Magazine APRIL 2007

Page 2 of 3

VENUE REVIEW



► that he reiterated to all of the involved contractors. He wanted the best for his state of the art club, and nowhere was this more evident than the sound, light and video systems, which comprise a bewildering array of equipment intelligently deployed and integrated by installers Reynolds of Raphoe.

"The sound and lighting brief for Voodoo was simple," remembers company MD Declan Reynolds. "To create a world class nightclub to rival any in Europe: a club to attract customers from all over Northern Ireland as well as those from the local area."

He worked closely with the Deluxe design team from the very start to ensure that the lighting and video complemented and enhanced the interior design: resulting in a stunning outcome.

Pulsar Chroma range products, ARC colour changing and single colour LEDs and Reynolds' own brand of LED rope light have been used off the

dancefloor to highlight the various features of the club and create an appropriate atmosphere.

"The lighting is absolutely essential to the finished look of the club," confirms Deluxe's Richard Carron.

On the dancefloor, a Pulsar Masterpiece controls 16 Clay Paky Golden Scans, 16 Genius Next scans and various PR lighting moving heads to create a dramatic lighting effect, improving the dancefloor experience for clubbers.

"Because the club is open so many nights, we needed fixtures with total reliability and real power," says Declan. "So we chose Clay Paky as the main lighting on the rig. Having used Golden Scans so successfully another recent installation at the Velvet Rooms in Sligo, these fixtures were the obvious choice."

Closer to the dancefloor is yet another dramatic lighting feature: a four-metre DJ box with LED panel front, which elevates the DJ puts him

unquestionably at centre stage.

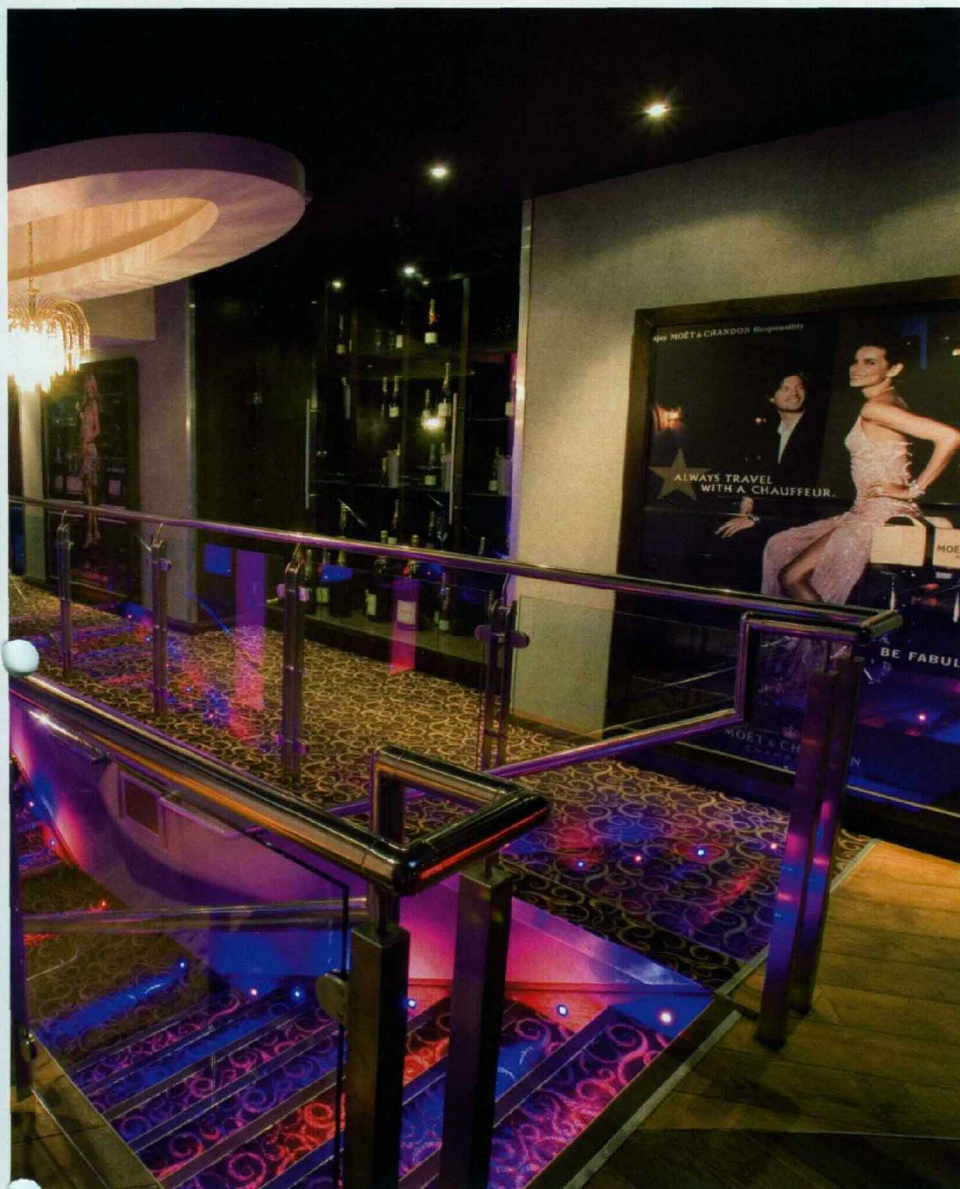
Lots of video effects - including Oxtron video graphics and various plasmas and projectors - complete the AV line up.

When it came to the sound system, Voodoo's hands-on owner had a clear idea of what he wanted. In certain sections of the dance music community, Funktion One has become short hand for serious intentions - and after visiting the Performance Audio & Light/Funktion One demo room at Irish trade show V intra in Feb 2006, he decided it was a perfect fit for the club.

Thus Irish function one dealers Performance Audio & Light became involved in the project, working to design and install the dancefloor sound system in conjunction with Reynolds of Raphoe.

"Dancestack was the natural choice for the venue as it ticked all the required boxes, from the visual impact to the unparalleled sonic performance of the system," says PALs Derek O'Sullivan. After

VENUE REVIEW



▶ visiting the club he designed, specified and commissioned the main dancefloor sound system, working in conjunction with Funktion One's John Newsham to complete the final system tuning prior to opening.

"Club Voodoo's owners have brought some very big names to play the venue and the sound installation has definitely made the venue more appealing to them," says Derek of the prestige installation.

Off the main dancefloor, Declan Reynolds needed to create a coherent audio package to suit the club's other seven zones: another dancefloor, three zones of fill in audio, plus two party rooms and toilets. The solution came in the shape of BSS Soundweb, the control of which allows the various zones to operate as a single system, or independently, each within different parameters and at different levels. On the first floor dancefloor, which acts as a friendly, smaller counterpoint to the serious clubbing experience on offer in the main

room, DAS Audio speakers were selected for their "performance and value for money." More DAS Audio products were used for in-fill, along with high quality JBL 24CT Micro ceiling speakers.

By offering both a full on experience in the main room and a premium experience in the VIPs (where customers can book a la carte dining as well as premium drinks and even limos to take them to and from the club), Club Voodoo has had a massive impact on the area.

Says General Manager Pat: "At the moment the club scene is quite busy after being in a lull for the past few years, in Letterkenny and Donegal in particular. The feedback we'd had from a lot of the clubbers and DJs is that we've brought the 'big night out ethos' back to North West Ireland - we've got people from Derry, Belfast Colrairie, even as far as Limerick and Cork coming up the club. It's worth traveling for: it's the perfect club." •

VITAL STATISTICS

Voodoo
21 Main Street
Letterkenny
Co. Donegal
Ireland
Tel: 00353 7491 777 04
Owner: Jason Black

Key Contractors

Interior Designer: Deluxe Group // Light, Sound and Visual Installation: Reynolds of Raphoe // EPoS: Abbeycrest Traders/Q Systems

Technology

Sound system: 2 x Funktion One Infrabass, 1 x Funktion One Infrahorn, 3 x MC2 Audio / Funktion One E45 amplifier, 3 x MC2 Audio / Funktion One E25 amplifier, 2 x MC2 Audio / Funktion One E15 amplifier, 2 x Funktion One X01 processor, 2 x Funktion One Res 2, 1 x Formula Sound FF-6000 mixer, 3 x Pioneer CDJ-1000 MK3 CD players, 2 x Technics SL1210 turntables, 1 x Pioneer EFX-1000, 1 x BSS Soundweb Lite, 1 x BSS 9012 Shrimp control, 1 x TOA / RCF 120 watt amplifiers, 2 x Crown XLS 402 power amp, 3 x Crown XS 900 power amps, 3 x Crown XS 700 power amps, 3 x Crown XS 500 power amps, 12 x DAS RF 8 Fill In speaker, 4 x DAS Sub 15 bass ban, 4 x DAS RF12 top cabinets, 8 x JBL 24CT Micro ceiling speakers // Lighting: 16 x Clay Paky Golden Scan 3, 16 x Genius Next Scans RG, 4 x Genius Motor show 150 RG, 12 x Pearl River Pilot moving heads, 4 x Genius Super Quark Scan MSD250, 2 x 4 mtr sections of Litestructures rigging, 2 x 3 mtr sections of Litestructures rigging, 2 x 2 mtr sections of Litestructures rigging, 3 x Martin Atomic Strobe, 30" mirror ball, 1 x extra heavy duty motor, 6 x Batmink 1 watt par cans for stage, 1 x Jem ZR33 smoke machine, 1 x Jem 24/7 Haze machine, 1 x Pulsar Masterpiece, 2 x Masterpiece replay units // LED lighting: 80 x Red Venus Arc LED 1 Watt LED lights, 120 Blue Venue Arc LED 1 watt LED lights, 12 x Pulsar Chroma Panels, 1 x Chroma Zone 12, 12 x LED colour change cubes, 2 x Controllers, 6 x Arc LED mini ring LED colour changes, 1 x Driver box, 1 x 18 channel datapack, 1 x 12 channel datapack, 1 x OS1 Lighting Controller, 2 x Lasers for mask, 1 x 2.5 watt laser system // Visuals: 1 x 24 cell dream panel wall, 15 x 42" Panasonic and Samsung plasmas, 2 x 32" Sony V Series LCD screen, 11 x 15" LCD for toilets and stairs, 1 x Optron full system, 1 x Optron Artmaster system, 1 x Outdoor plasmas for smoking area, 4 x Mitsubishi projectors, 1 x Chroma Zone 12 (china white), 12 x Chroma Strip