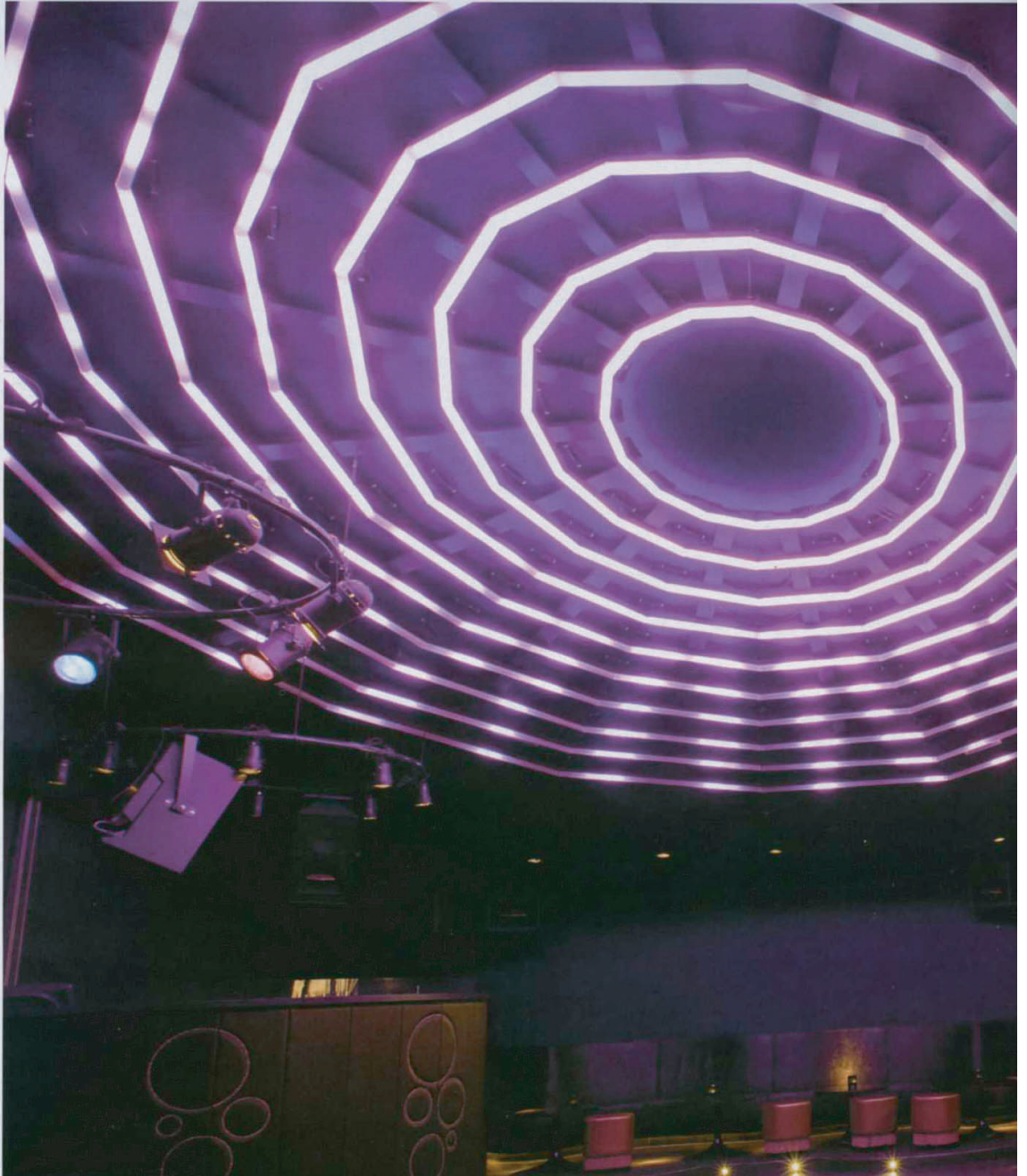


VENUE

## HILVERSUM

NETHERLANDS



Opened last November, Rex is the second Hilversum venue from operator Marco van Velthooven. His first, Musk, a lounge-restaurant situated just down the road from its new sibling, has proved a huge success since its launch four years ago. With Rex, van Velthooven hopes to repeat the trick on a slightly grander scale.

Originally built as a cinema, for the last 15 years the venue has operated as a private museum for slot machines and jukeboxes. "It's a great spot; a monument right in the centre of Hilversum," says van Velthooven. "Everyone wanted to have it, but the owner wasn't interested in selling or renting it. When it came on the market, we knew it was too great an opportunity to miss."

Having successfully acquired the building, van Velthooven set

about totally remodelling the interior. Whereas Musk operates as a combined club and restaurant space, Rex keeps both elements apart with separate entrances and two very different styles. Thus the groundfloor houses a tasteful restaurant space, while upstairs lies the more extravagant nightclub.

The club's interior was designed by Eric Kuster of b.inc, the man also responsible for Amsterdam's iconic Jimmy Woo (*mondo\*dr* issue 14.3). For Rex, he took inspiration from the dark world of Batman's Gotham City. Purple, black and gold are used liberally throughout the main room while in the VIP area on the mezzanine level, gold leather couches and deep carpets add an extra layer of extravagance.

Undoubtable the most striking element is the main room's circular LED lighting feature. Designed and installed by DEP and





inspired by the music video for Lenny Kravitz's *Are You Gonna Go My Way*, this was perhaps the most challenging part of the install. The DEP team was headed by Robert Burgstad.

"The brief was to create a cosmopolitan club with an international feel," says Burgstad. "Apart from creating an eccentric but pleasant ambience in the club and the restaurant, we definitely wanted to create the wow-sensation that you get from the LED-ceiling."

To make the process as quick as possible, the custom-made mounting frame, rectangular shaped profiles and corresponding wires were all prefabricated so that the final install took just under one week.

DEP chose to combine the LEDs with warm halogen lighting and, to create the right mixed of the two, a Lightec dimmer

system was installed and programmed so that any member of staff can easily adjust the light levels and therefore the ambience of the room.

In the main room, the LED ceiling is set up so that it can be operated either by a light jockey or set to automatic and take triggers from the music being played. To achieve this, DEP opted for a combination of a Martin Maxedia Mediaserver, Martin Lightjockey and a Fingers controller.

The remaining light effects - Martin Atomics and high power blinder effects - were hidden behind decorative two-way mirror circles on the wall, leaving the LED ceiling free from clutter.

For the audio side of the install, van Velthooven turned to Michel van de Beek of PB Audio, a Dutch company who had ▶

© Jim Elham



## VENUE

## NETHERLANDS



© Rachel Dubber



► previously worked on Musk and Jimmy Woo. As with both those projects, PB Audio chose a Funktion One system. "Funktion One is the only system that gives me that really big smile on my face or goosebumps when the right track is played on them," explains van de Beek.

Being brought in late in the design process meant placing the subs was initially a little challenging - the final solution involved mounting them on stands behind the benches in the back corners of the room with R4S's flown above.

At the other end of the room, the team suspended two R2SH's from the balcony. These are processed as surround-speakers, making everyone on the dancefloor feel totally immersed in sound. For balcony fills, two more R2SH's were used with two F88's for the bar.

"I always try to design the system in such a way that all the sound seems to come from one source, true to the philosophy of Funktion One: striving for that optimum transient response," says van de Beek. "This doesn't only make the sound better, but helps in controlling the levels and even in preventing sound-pollution."

With the right mix of audio and lighting in place, Rex seems set to become the new king in town. **M**

## TECHNICAL INFORMATION

## LIGHTING

Custom made LED ceiling with extruded aluminum profile black coated 3200 DMX channels (11 universes); 1 x Martin Pro Maxedia Mediaserver + Martin Pro Lightjockey control combination; 1 x Martin Pro Fingers lighting controller; 2 x Martin Atomic; 2 x Martin Pro LED exterior (outdoor); 1 x Martin Pro 2000 smoke machine with fan; 2 x 2-way blinder effect (120-650W DWE); 1 x Lightec digital dimmer system; 8 x Par 56 long black 300W MFL; 1 x Tailormade DEP-Rail Circle (stage lighting); 250 x downlight fixtures AR111 and MR16

## SOUND

2 x Funktion One R4S; 4 x Funktion One R2SH; 2 x Funktion One F221; 2 x Funktion One F88; 2 x Funktion One R1 (monitoring); 3 x Pioneer-CDJ-1000; 1 x Pioneer-DJM-800; 1 x Midas Venice 160; 1 x AudioTechnica ATW-3141 Wireless microphone + receiver; 1 x Funktion One XD4; 2 x Funktion One XO2; 1 x Funktion One E45; 1 x Funktion One Q30; 3 x MC2 T 2000

[www.rexhilversum.nl](http://www.rexhilversum.nl)

## FRANÇAIS

Le REX est un nouveau club situé à Hilversum, aux Pays-Bas, et dirigé par Marco van Velthooven. L'édifice était autrefois un cinéma, bien qu'il soit depuis 15 ans utilisé comme musée privé de machines à sous et de jukebox. Lorsque le bâtiment a été mis en vente, Velthooven a tout de suite saisi l'énorme potentiel du lieu. Il a décidé de remodeler complètement l'intérieur en créant deux espaces clairement séparés pour la restauration et le club. La décoration intérieure du club a été conçue par Eric Kuster de binc, l'homme en charge du mythique club Jimmy Woo à Amsterdam. Pour le REX, celui-ci s'est inspiré de l'univers sombre de Gotham City de Batman: les teintes pourpre, noir et or sont utilisées abondamment dans la pièce, qui comprend un luxueux salon VIP situé dans un balcon en hauteur; meublé de canapés en cuir doré et d'épais tapis. La caractéristique la plus frappante de la salle principale est sa plate-forme lumineuse de forme circulaire installée sur le plafond. Celle-ci a été conçue et mise en place par DEP, qui s'est inspiré du clip vidéo "Are You Gonna Go My Way" de Lenny Kravitz. Pour la partie audio, Michel van de Beek de PB Audio a installé un système Funktion One.

## DEUTSCH

REX ist ein neuer Club in Hilversum, in den Niederlanden, und gehört zum Besitz des Unternehmers Marco van Velthooven. Das Gebäude ist ein ehemaliges Kino, wurde aber während der letzten 15 Jahre als privates Museum für Spielautomaten und Jukeboxes benutzt. Als die Räumlichkeiten auf den Markt kamen, erkannte Velthooven sofort das enorme Potential. Er machte sich daran, die Innenausstattung komplett umzugestalten und zwei klar von einander abgetrennte Bereiche für Restaurant und Club zu schaffen. Die Innenausstattung des Clubs ist von Eric Kuster von binc entworfen worden, dem Mann hinter dem ikonischen Jimmy Woo Club in Amsterdam. Für REX inspirierte er sich in der dunklen Welt von Batmans Gotham City: lila, Schwarz und Gold werden großzügig im ganzen Raum verwendet, mit einem luxuriösen VIP Bereich auf dem oberen Balkon, geschmückt mit goldfarbenen Ledercouchen und dicken Teppichböden. Das auffälligste Merkmal im Hauptraum ist die ringförmige Beleuchtungsanlage an der Decke. Sie wurde entworfen und konzipiert durch DEP und inspiriert durch ein Video-Clip von Lenny Kravitz "Are You Gonna Go My Way". Für das Audio hat Michel van de Beek von PB Audio ein Funktion One System installiert.

## ITALIANO

REX è un nuovo club sito nella città di Hilversum, nei Paesi Bassi, e posseduto dall'imprenditore Marco van Velthooven. La costruzione, un tempo cinema, veniva utilizzata negli ultimi 15 anni come museo privato di slot machines e juke boxes. Quando i locali sono stati introdotti sul mercato, Velthooven ha subito previsto il loro potenziale. Ha così dato il via ad una ristrutturazione completa degli interni creando due distinti spazi: l'uno riservato al ristorante e l'altro allo stesso club. La progettazione degli interni del club è stata affidata ad Eric Kuster di binc, l'uomo che si trovava dietro al club iconico Jimmy Woo di Amsterdam. Per la ristrutturazione del REX, egli si è ispirato al mondo oscuro della città di Batman, Gotham City: viola, nero ed oro vengono usati generosamente attraverso tutta la stanza, con una lussuosa area VIP situata sulla terrazza soprastante ed arredata con divani in pelle dorata e moquette spessa. La caratteristica che più colpisce della stanza principale è rappresentata dall'impianto di illuminazione circolare sul soffitto, progettato e installato da DEP e ispirato al video clip di Lenny Kravitz "Are You gonna Go Away". Per quanto riguarda l'impianto audio, Michel van de Beek di PB Audio ha installato un Sistema Funktion One.

## ESPAÑOL

REX es un nuevo club en Hilversum, Países Bajos, cuyo propietario es Marco van Velthooven. El edificio fue un teatro, pero en los últimos 15 años ha sido utilizado como museo privado de tragaperras y máquinas de discos. Cuando la edificación salió al mercado, Velthooven de inmediato vio el inmenso potencial. Se embarcó en la tarea de remodelar completamente el interior para crear dos espacios claramente separados para un restaurante y un club. El diseño de interiores del club estuvo a cargo de Eric Kuster de binc, el nombre detrás del icónico club de Amsterdam, Jimmy Woo. Para REX, se inspiró en el mundo oscuro de Ciudad Gótica de Batman: el púrpura, el negro y el dorado se usan abundantemente por todo el salón, que cuenta con una lujosa zona VIP en el balcón superior; amoblada con sofás de cuero dorado y una gruesa alfombra. La característica más llamativa del salón principal es la plataforma de luces circular en el cielorraso. Diseñada e instalada por DEP e inspirada en el video de la canción de Lenny Kravitz "Are You Gonna Go My Way". El audio, un sistema Funktion One, estuvo a cargo de Michel van de Beek de la firma PB Audio.