



DY5, Dudley

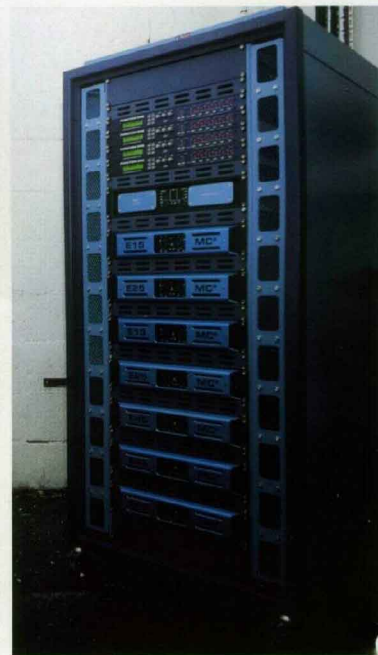
High fidelity on the Waterfront

Situated between Birmingham and Wolverhampton, Dudley's Waterfront Business Centre seems an unlikely home for a music driven nightclub that is both imaginatively designed and operated with real heart. The complex of business offices, hotels and civic centre, whilst deeply functional, is blessed with continual re-investment, a thriving business culture and a thatch of transport routes. Dean Rock and Alan Foxhall, owners and operators of DY5, had their hearts set on a number of sites within the complex before winning the leasehold of the former Rumba nightclub. Thus DY5 takes its place on the Waterfront amongst a series of leisure and business venues - a Chinese restaurant; a 90s themed

bar (called Boom!) and an IRS office upstairs. But the mighty ambitions of DY5 reach far beyond its unassuming surrounds. Foxhall and Rock's plans for DY5 have matured over several years. The single-room venue has been created to renew customers' passion about clubbing and music - and will dispel the misperception of Dudley as the poor cultural relation to Birmingham. As is often the case with good operators, Rock and Foxhall's passion for their club has had a trickle down effect on the collective talents of the contractors. An inspired design scheme by club Lorrain Stokes complements Sound2Light's mixture of scans, washes, animated gobos and wall projections: a system that whirls

about in a series of meticulously choreographed and pre-patched displays. Everyone involved in the project was excited about the audio: Kelco UK Ltd's flexible arrangement of modified Funktion-One Dance Stacks and Resolution-4s fills every inch of the 500 capacity venue with the truly exceptional reproduction for which Funktion-One is known. "The Funktion-One system is a great toy and the dance stacks look like some kind of sonic weapon," says Foxhall, whose love of high fidelity has grown out of ten years of operational experience. "This is a dance venue for serious, trendy clubgoers, and the DJs and ourselves get a lot of pleasure out of the kit. We absolutely love the Res 4s. As for the customers, they tend to stop

and stare at the Dance Stacks in disbelief when they walk in." With a working relationship spanning ten years, Kelco's Dave Kelland was aware of Foxhall's passion for high fidelity sound. "I knew that the DY5 project would be both demanding and rewarding," says Kelland. "Our approach with all customers is of a collaborative nature. We listen to the customers requirements, suggest equipment combinations, then carry out demonstrations and listening tests." "By the time the equipment schedule is finalized, the client has pretty much chosen his own system. Until he changes his mind or adds extras." So it was with DY5. When Kelland was approached by the DY5 team, Foxhall was originally keen on the



AUDIO @ DY5

David Kelland of Kelco UK Ltd explains the ins and outs of the considerable Funktion-One installation and toy-laden DJ console at DY5.

"We worked hard to incorporate the visually impressive look of Funktion-One with a total audio solution which would sound as good as it looked and arrived at two ground stacks of loudspeakers each fitted around existing columns.

Ground stacking is always a problem with customers often trying to push the stack over or just unplugging loudspeakers. We overcame this by fitting aluminium braces behind the stacks to tie all the components together and then anchoring these into the columns. We also brought all the cabling down inside the columns exiting through custom steel flex plates and modified the loudspeakers to accept steel glands - meaning that every cable has been encased within shiny steel and no connectors.

"Alan Foxhall and Dean Rock changed the fill loudspeakers from the original Funktion One F-88s to Resolution-1s which are flown on custom brackets. These cover the areas to the rear of the ground stacks, while the amplifier rack

currently resides at the rear of the beer cellar where it's nice and cold.

"The rack is a 800x800 unit which is built specifically to our own specification and has our own mains distribution system fitted. All inputs and outputs are plug-ins.

"Each of the eight amplifiers are by MC2 while processing is by four Funktion One X0-1s. These have been chosen for superior sonic quality and reliability.

The DJ console should have been a tardis: a lot of equipment and not quite enough space. Mounted centrally, the Funktion-one FF6000 mixer is superb, while a pioneer FX500 was mounted above the speaker for DJ toys.

"Two Technics 5LDZ-1200 cd players are mounted above the technics turntables on spacetek brackets, with a third turntable mounted independently. All the turntables were installed on mr wobbly isolation units.

"Finally, a pair of EM acoustics EM-121 DJ monitors were fitted on poles into the worktop, and a custom dado trunk was fitted around the DJ console with phono outlets and power so that guest equipment can be easily be introduced."

visually impressive Funktion-One Dance S stacks. After listening tests the operators also chose the Funktion-One Resolution-4 system, and a less aggressive sounding F218 bass for the peripheral bar to compliment the authority of the Infrabass at the bottom of the Dance S stack. The resultant frequencies are such that some of the back bar surfaces have been finished with rubber to prevent glass bottles 'walking' off.

The Funktion-One installation provides a focal point for the action on the dance floor, which is flanked on each side by a bottle bar and a champagne bar, directing pressure away from a large, oval shaped central bar. The space has been decked out in Stokes' black and chrome finishes and design fixtures. These include a cast of Kylie Minogue's legs, chrome masks and signage and a series of large ballbearing fixtures. These kooky design flourishes are part of DY5's well thought out and tightly observed brand

identity. "We offer a credible dance venue, and that credibility leans heavily on the brand design," says Foxhall. "The brand boasts great music as well as a design that is stylish and funky, but which is squarely focused on the comfort and experience of the customer." The club's finer touches attest to this philosophy: from the relentlessly tweaked sound system to the individually mirrored toilet cubicles, Foxhall and Dean are keen to make the customer their priority. A large part of this is the desire to get people on the floor. "We have tried to establish the right kind of environment by keeping seating and tables to a minimum. Where a lot of clubs imitate sit-down bars we're determined to get people dancing again. With the right kit and the right sounds, we're doing just that."

With publicity handling itself through word of mouth, the club's catchment stretches right across Wolverhampton and

Birmingham. Having turned away more people than they have allowed in, the operators have come up with a minor classic with DY5. Smaller and more intimate than the music driven superclubs of yore, the venue nonetheless has shaken the drinking public of the West Midlands out of their seats - and back once again onto the dance floor.

CREDITS

DY5
 The Waterfront
 Briery Hill Dudley DY5 1XE
 T : 01384 344 277
 Owner : Dean Rock, Alan Foxhall
 Interior Design : Oswald Charles
 Main Contractors : Buildmaster Corporation Ltd.
 Sound Installation : Kelco UK Ltd
 Light Installation : Sound2Light

DY5 - WALSALL

Audio Installation: Kelco UK

3 x Technics SL-1210 turntables f/w Stanton 890SA carls; 3 x Mr Wobbly turntable isolators; 2 x Technics SL-DZ1200 CD players; 2 x Spaceteck CD brackets; 1 x Funktion-one FF6000 DJ Mixer; 1 x Pioneer EFX500 effects unit. DJ monitor system: 2 x EM Acoustics EM121 DJ Monitors; 1 x Funktion-one XO-1 loudspeaker management device; 1 x MC2 T2000 amplifier Main System: 4 x Funktion-one Resolution-4 low-mid/hi-mid/hi; 4 x Funktion-one F218 Bass; 2 x Funktion-one Infrabass; 1 x Kelco Custom equipment rack c/w mains distro system and temperature management; 2 x Funktion-one XO-1 loudspeaker management devices; 1 x MC2 E-15 amplifier; MC2 E-25 amplifier; 3 x MC2 E-45 amplifiers. Fill System: 2 x Funktion-one Resolution-1

loudspeakers; 2 x Funktion-one custom flying bars; 1 x Funktion-one XO-1 loudspeaker management device; 1 x MC2 E15 amplifier; 1 x MC2 E25 amplifier

Hire equipment supplied by Kelco for live event on opening night: 1 x 12'x12' litedeck stage with skirts; 2 x Funktion-one Resolution-2 loudspeakers; 2 x Funktion-one F218 Bass; 1 x XTA DP226; 1 x Kelco 3way amplifier rack; 1 x Soundcraft Mixer; 5 x Sennheiser EW335 radio mics; 1 x Technics SL1200DZ CD playback.

