

Pure

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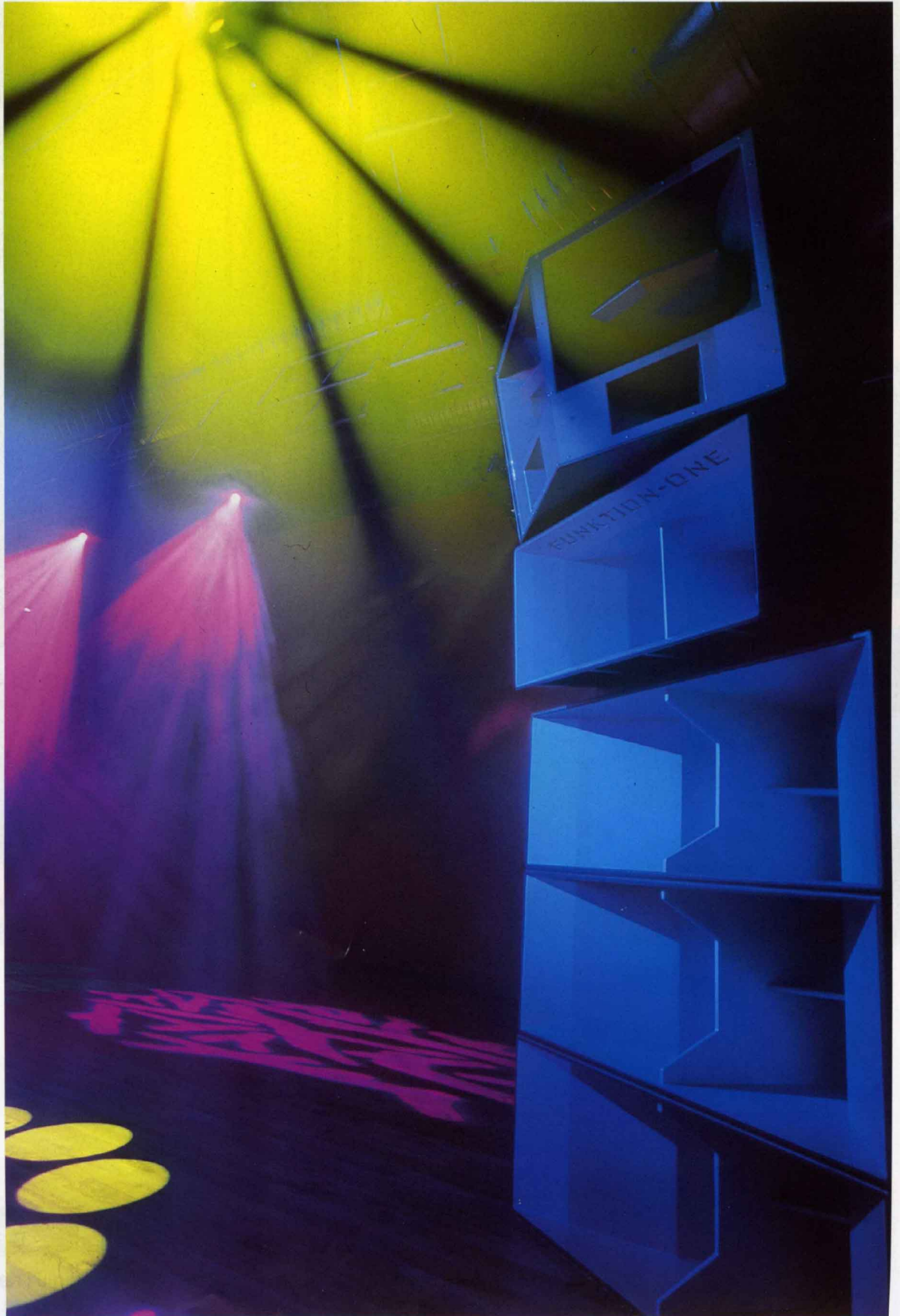
Page 1 of 4

# PURE

VENUE

MANCHESTER

UK







Central Manchester's late night scene breaks down into seven main circuits that offer the region's disparate tribes plenty of options for a night out. Of these the Printworks, a large leisure development located to the north of the city centre, is arguably the most accessible option. The former newspaper printing facility was redeveloped following the IRA bomb in 1996. It has since become the popular home to a range of mainstream leisure businesses, including Tiger Tiger, Hard Rock Cafe, an Odeon cinema, Holmes Place gym, Norwegian Blue, Nandos and Wagamama, and on a Saturday night attracts a crowd of between forty and fifty thousand people to its collective charms.

Its newest tenant, which roared into life on 30 June, hopes to increase those numbers further - capitalising on the existing Saturday night crowds and attracting new customers through the rest of the week. On its opening night, Pure played host to 3 100 people and the Printworks registered its highest visitor levels for six months, much to the delight of neighbouring business, most of whom benefited from the thronging pre-club trade.

Pure is situated in the shell of the former Lucid, a multifaceted entertainment venue in the Printworks' basement that incorporated a bowling alley and restaurants as well as bars, big screens for sports, and dancefloors. Lucid developed a reputation for trouble and in March 2005 it closed following the non-renewal of its liquor licence. The site lay empty for nine months until it was brought to the attention of the Pure Group, whose MD Jeremy Millins arrived on site in December to assess the project. He agreed to take it on in January 2006 and thus a rapid redevelopment of the venue's huge, subterranean square footage began. Despite Manchester's infamous music snobbery and its strong existing club scene, he felt confident that there was a gap in the market for a large scale nightclub. "The venue in its previous incarnation was such a wasted opportunity," says Millins. "I actually think The Printworks is a great location for a club. We can bring credible clubbing to the area without alienating the public. Clubbing in Manchester is much more exciting than clubbing in London at the moment. The city was crying out for a venture of this type."

Millins may well be right. Pure's offer of a massive main room experience, three levels of VIP, a £300,000 Funktion One sound system and relationships with well known dance brands such as Hed Kandi and Gatecrasher is unique in the city, and he hopes the initial

excitement that greeted the venture will continue.

Fuelling Millins' confidence is almost two decades' experience in the entertainment and events industries - during which time he has worked on licensed raves and Labour party election campaigns, with much in between. As well as Pure, this Summer will see Millins launch private members club The Island, situated off the back of Heaven in Westminster - which, like Pure, is the only club in its area licensed to sell alcohol until 6am.

But giving customers the chance to drink late isn't Pure's only USP. Mentioned in all the pre-launch marketing was the club's huge, Funktion One sound system - a speaker brand that customers as well as the trade recognise as code for quality.

With a high level of technical competence, Millins personally managed much of the technical purchasing - and the decision to have Funktion One was no accident. His relationship with the systems' installers, Blue Box, goes back over a decade, and he used Mark Metcalf's company - and the tried and tested Funktion One / MC2 / XTA combination system - when upgrading his flagship club Heaven in 2005. "The system's quality is exceptional," he says. Having Funktion One's Dance Stacks installed at the Renaissance Rooms was the final factor in the Pure decision. Millins wanted to make a statement about the high production values of the new venture, and he knew from experience that the visual and sonic impact of the Dance Stacks in the main room would do just that.

His brief to Metcalf thus specified the iconic speakers for the club - also requiring that the system Metcalf created be multifaceted, to accommodate changing moods through Pure's various different rooms; and flexible, to accommodate live music as well as DJs in the main room.

"The Dance Stacks offered a good fit for the main room," confirms Metcalf, who was one of the first contractors onto the site in January. Though with VIP areas occupying prime space to the left and right of the sometime-stage area and pillars punctuating the dancefloor, Blue Box were forced to be a little creative in the speakers' deployment. "The room is a difficult shape and usually we would look to form a square from the Dance Stacks, but this was not possible at Pure," explains Mark. "However both Jeremy and ourselves are very happy with the result: coverage is good when using all four stacks and we have found this set up works well in Hammersmith Palais for live events, where they usually turn the rear stacks down rather than ►



## VENUE

UK



► off to help balance the sound at the back of the room. This will be even more critical in Pure to help compensate for the pillars. It's a sign of the quality of the system that it manages to fill this difficult space so effortlessly."

Elsewhere, Blue Box have used a combination of Funktion One and Martin Audio to meet Millins' requirements - which demanded a very versatile systems, the configuration of which could be changed with minimum fuss.

"As well as being a club venue it is envisaged that Pure will host corporate events and private parties which will require more subtle sound designs," explains Metcalf. "Other than the main room, which will stay in its current format, the Funktion Room and the Blue Room have semi mobile systems within which the speakers and mobile amp racks can be relocated and re-rigged with ease." The Funktion Room, which hosts the venue's second largest dancefloor, has two stacks each of two Res 2s and three F218s. "We originally envisaged four stacks here, but placing rear stacks in front of the bar proved a problem so we reached a compromise." Speaker connection points in front of the bar area would allow a four stack system to be implemented in the future if circumstances require or allow.

In the main lounge areas and ground floor feeder bar - where magicians entertain drinkers with card tricks - smaller wall-mounted Funktion One F88 speakers are used, with Martin Audio AQ Series cabinets in the three 60 capacity VIP rooms.

Blue Box also installed zoners at each VIP and lounge bar area, ►

## TECHNICAL INFORMATION

## PURE - LIGHTING

Room 1: 10 x Robe Colorwash 575E AT; 10 x Robe Colorspot 575E AT; 10 x Robe Scan 1200XT; 1 x Showcad Artist; Room 2: 4 x Robe ColorWash 575E AT; 6 x Robe ColorSpot 575E AT; 4 x Robe Scan 1200XT; 2 x Fog 1500FT; 1 x Q Commander

## PURE - SOUND

Main Room: 4 x Funktion One 'Blue Box' Dance Stacks c/w 3 F218, 1 DS15, 1 OS210 per stack; 4 x MC2 E45, 4 x MC2 E25; 2 x MC2 E15 amplifiers; 2 x XTA DP226 processors; Funktion Room: 6 x Funktion One F218s; 6 x Funktion One Res 2; 2 x MC2 E45 amplifiers; 2 x MC2 E25 amplifiers; 1 x XTA DP226 processor; Blue Room: 4 x Funktion One F218; 4 x Funktion One Res 2; 1 x MC2 E45 amplifier; 2 x 25 amplifier; 1 x XTA DP226 processor; Lounge Bar: 4 x Funktion One F88; 2 x Funktion One F118; 2 x QSC PL 236 amplifier; 1 x XTA DP224 processor; The Island: 3 x Funktion One F88; 1 x QSC PL236 amplifier; Magic Bar: 4 x Funktion One F88; 1 x QSC PL236 amplifier; VIP 1: 4 x Martin Audio AQ8; 1 x Martin Audio AQ210; 1 x QSC CX 404 amplifier; VIP 2: 2 x Martin Audio AQ8; 1 x QSC CX502 amplifier; VIP 3: 4 x Martin Audio AQ8; 1 x QSC CX502 amplifier; 3 DJ set ups comprising: 1 x Pioneer DJM 800; 2 x Pioneer CDJ1000MK3; 2 x Technics SL1210MKV; 2 x Ortofon Nightclub S cartridges; 2 x Martin Audio F12; 1 x QSC PL236 amplifier; Auxiliary equipment: Formula Sound Guardians; Cloud zoners+remotes; Drawmer DA6 distribution amplifiers



# VENUE UK UK

► feeding a source from the two main rooms via 2 Drawmer DA6 line amplifiers in the DJ booth - allowing music from the main rooms to be played anywhere in the building.

Electrical engineers and lighting design / installation company for Pure were Romford-based Intelligent Lighting Services Ltd (ILS). Paul Gould and Marc Tozer, who worked jointly on the project, first developed a relationship with Pure's operator Jeremy Millins through his London club Heaven, and have since gone on to work on other Pure venues such as the Renaissance Rooms and The New Players Theatre in Charing Cross.

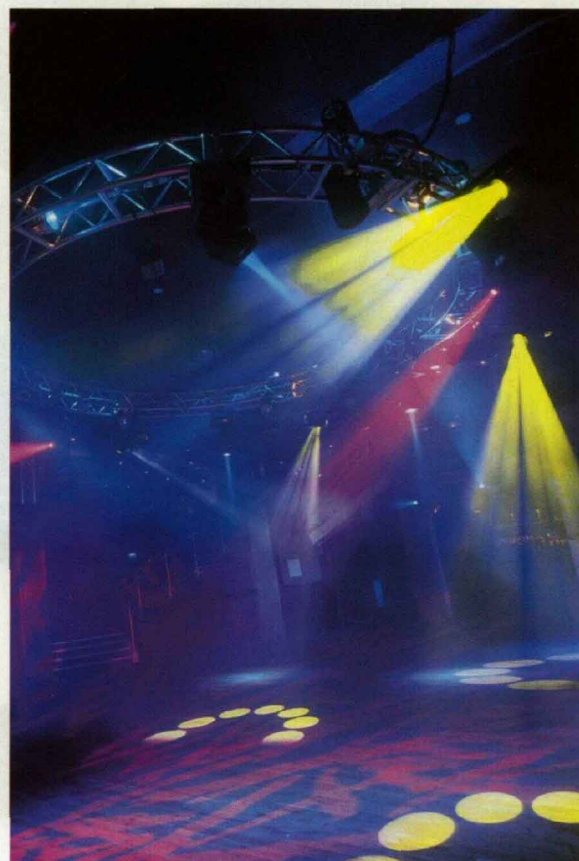
Crucial to the electrical installation was that it allowed Millins the opportunity to build on the lighting systems as the club evolved. He wanted the capacity to run intelligent lighting in the club's three main dance rooms, although at the moment the third room remains fixture-free. He also wanted the flexibility to stage live stage shows - with enough steel deck at Pure to custom create stages in any of the rooms for numerous different events.

"As well as being able to supply the club's own lighting, we needed to take into consideration the possibility of touring bands or large scale shows," adds Paul Gould. "Our system is designed for every eventuality - we can supply power to touring bands of any size. If their requirements went beyond those our system is set up to accommodate, we are privileged with an incoming 1250 amp, three-phase supply that we can tap into, if required."

Setting up the system, Gould and Tozer used over a kilometre of multicore cabling to feed 35 socapex outlets throughout the entire club, giving Millins the potential to run 132 independently fed fixtures - plus 166 dimming channels. Millins' spec required that each cable be capable of supplying 16 amps of power which, given the size of the venue and long cable runs, required some complex calculations to ascertain voltage drop and load capacity. Tozer was responsible for this, along with ensuring that the entire electrical installation complied with BS7671.

Gould and Tozer were also responsible for designing the lighting system using Robe fixtures selected by Millins and sourced direct from Robe UK. They positioned the main room's ten Colorwash 575E ATs, ten Colorspot 575E AT and ten Scan 1200XTs to ensure even distribution across the asymmetric dancefloor - again bearing in mind that the system had to be capable of lighting stage shows.

The lights went onto a motorised circular truss built by James Thomas Engineering and rigged with the assistance of Adlib Audio that drops down for re-rigging and maintenance. The system was then programmed on a Showcad Artist. In the second room, Millins specified four Robe ColorWash 575E ATs, six ColorSpot 575E ATs, four Scan 1200XTs and two Fog 1500FTs. DMX control was from a Q Commander. **M**



## FRANÇAIS

L'expérience offerte par Pure - une salle principale massive, trois niveaux VIP, un système de sonorisation Funktion One de 300.000 Livres Sterling, et des relations spéciales avec des marques bien connues de la danse - est unique à Manchester et tout le monde espère que l'enthousiasme initial qui a salué l'aventure continuera. "Les Dance Stacks de Funktion One sont parfaitement adaptés à la grande salle" confirme Mark Metcalf, de l'installateur Blue Box. "La salle a une forme ingrate et normalement nous chercherions à former un carré à partir des Dance Stacks mais ce choix n'était pas possible à Pure. Nous sommes malgré tout très heureux du résultat : la couverture est bonne lorsque les quatre stacks fonctionnent et nous avons trouvé que cet aménagement donne de bons résultats dans d'autres lieux pour les spectacles live. Le fait que le système réussisse à remplir cet espace ingrat si aisément est un indice de sa qualité". Ailleurs, une combinaison d'équipement Funktion One et Martin Audio répond aux besoins de l'établissement qui a exigé des systèmes très souples dont la configuration pouvait être changée aussi simplement que possible. Les effets d'éclairage sont créés par du matériel Robe et sont contrôlés par Showcad.

## DEUTSCH

Pure, das das Erlebnis eines massiven Hauptsahls, dreier VIP-Ebenen und eines Funktion One Soundsystems für £300.000 sowie beachtliche Beziehungen auf dem Dance-Sektor bietet, ist in Manchester einzigartig. Man hat große Hoffnung, dass die anfängliche Begeisterung, mit der das Unternehmen begrüßt wurde, anhalten wird. "Funktion One Dance Stacks lieferte eine optimale Lösung für den Hauptsaal", bestätigte Mark Metcalf vom Installationsunternehmen Blue Box. "Der Raum hat eine schwierige Form. Normalerweise würden wir versuchen, die Dance Stacks quadratisch anzuordnen - bei Pure war das nicht möglich. Wir sind jedoch mit dem Ergebnis sehr zufrieden. Bei Einsatz aller vier Stacks wird der Raum gut erfasst und wir fanden, dass sich dieses Arrangement auch in anderen Veranstaltungsorten für Livekonzerte bewährt. Es ist ein Zeichen der Qualität des Systems, dass es diesen problematischen Raum so problemlos erfüllt." An anderen Stellen wird den Anforderungen des Clubs - höchst vielseitige Systeme, deren Konfiguration mit minimalem Aufwand geändert werden können - durch eine Kombination aus Funktion One und Martin Audio Rechnung getragen. Die Beleuchtungseffekte kommen von Robe, gesteuert werden sie durch Showcad.

## ITALIANO

Con la sua pachidermica sala principale, tre livelli di VIP, un sistema audio Funktion One di oltre £300.000 e rapporti con i migliori dance brand, Pure è un locale assolutamente unico a Manchester e si spera che continuerà a ottenere il successo che ha salutato il suo lancio. "I Dance Stack Funktion One sono ideali per la sala principale", afferma Mark Metcalf degli installatori Blue Box. "La stanza ha una forma poco ortodossa e in genere tendiamo a formare un quadrato con i Dance Stack. ma nel caso di Pure questo non è stato possibile. Siamo tuttavia estremamente soddisfatti del risultato: la copertura è più che soddisfacente quando si utilizzano tutti e quattro gli stack, una configurazione che ha funzionato particolarmente bene anche in altri locali, per eventi dal vivo. Il fatto che il sistema sia in grado di offrire prestazioni notevoli anche in uno spazio così difficile è il segno della sua qualità". Altrove, una combinazione di Funktion One e Martin soddisfa tutte le esigenze del locale, con una configurazione versatile, che può essere facilmente modificata a seconda delle necessità. Gli effetti luminosi sono a cura di Robe, con un sistema di controllo Showcad.

## ESPAÑOL

Pure presenta una oferta única en Manchester, con una impresionante experiencia en su sala principal, tres niveles de VIP, un sistema de sonido Funktion One valorado en 300.000£ y relaciones con reputadas marcas de baile, y se espera que la emoción del primer momento con la que se dio la bienvenida al local no decaiga. "Los Dance Stacks de Funktion One eran perfectos para la sala principal", explica Mark Metcalf, de Blue Box. "El espacio tiene una forma complicada y por lo general hubiéramos tratado de crear un cuadrado con los Dance Stacks, pero en Pure esto resultaba imposible. Sin embargo, estamos satisfechos con el resultado: se ha logrado una buena cobertura al emplear los cuatro elementos y hemos descubierto que esta configuración funciona bien en otros locales para celebrar eventos en directo. La forma en que el sistema gestiona un espacio tan complicado sin ningún esfuerzo da muestra de su calidad". En otros puntos, una combinación de Funktion One y Martin Audio es la que da respuesta a las necesidades del local, que exigía unos sistemas muy versátiles cuya configuración pudiera modificarse sin grandes dificultades. Los efectos de iluminación son de Robe, con control de Showcad.