



# A UNITED PAIRING

THE MIDDLE EAST IS A REGION THAT IS HOME TO A NUMBER OF SPECTACULAR BUILDING STRUCTURES. MANY OF THEM ARE MAJOR INVESTMENTS FOR THE COUNTRY. ALTHOUGH SOME PROJECTS WERE HAULTED WHEN THE CREDIT CRUNCH HIT, THE NEW FUNKTION ONE DISTRIBUTOR, EM-TEC WAS NOT DETERRED. INSTEAD IT HAS CLOCKED UP A NUMBER OF INSTALLATIONS WHICH CONTINUE TO KEEP FUNKTION ONE AMONGST THE FOREFRONT OF THE UAE AUDIO INDUSTRY.




**DUBAI, UAE**  
EUROPE/MIDDLE EAST/AFRICA

Em-Tec first began working with Funktion One on a consultancy basis three years ago, when it recommended the first Funktion One installation at Alpha nightclub in Le Meridien Hotel. Alpha was a storming success and this led to more collaborations between Em-Tec and Funktion One. As that relationship developed, it led to a natural progression of Em-Tec taking on the role of Funktion One distributor for the UAE. Both companies are delighted with the new distributorship.

Andrew Williams who heads up Em-Tec said: "Funktion One is without doubt one of the leading loudspeaker brands of the world, known for the exceptional sonic quality and innovation of its products. This coupled with the very hands on approach and direct support of the UK headquarters gives Em-Tec a firm footing from which to develop the company further into the sound solutions market."

Andrew is confident that Funktion One will become part of the Em-Tec family very quickly. Funktion One will complement the company ethos and provide Em-Tec with excellent products and expertise. Andrew continued: "Funktion One also pay particular attention to the integrity of the entire signal path to ensure that the full potential of its loudspeakers is realised. In this regard it is able to supply UK manufactured OEM amplification from MC<sup>2</sup> and FFA, loudspeaker management systems from XTA and DJ mixers from Formula Sound. This gives us the ability to specify complete system solutions of the highest quality."

Working with a brand such as Funktion One is a very exciting prospect for everyone on the Em-Tec team. This new distributorship will open up many opportunities and possibilities for bringing quality audio to all manner of projects throughout the UAE region. "This is something we can take pride in," said Andrew. 



The Resolution 2 and the F218 in action

## NASIMI BEACH

Nasimi Beach is located on the edge of the west wing of the Atlantis Hotel, The Palm. It covers an area of around 60 x 40 metres. On weekdays the beach operates as a laid back ambient area, but at weekends it turns into a dance club. Although this space worked well for its independent functions, the dual purpose was triggering a number of problems. Firstly, at weekends the clubbers required a pumping dancefloor sound, whereas local residents wanted to relax with peace and quiet. Secondly, there were hotel guests to consider, as all visitors desire a different type of holiday. Lastly, the fact that water is an excellent carrier of sound only ever increased the sound levels.

Over the past 18 months, different companies have tried to solve the situation but to no avail. So, it was time for Em-Tec to step in and see if it could rectify the problem once and for all.

Em-Tec's Andrew Williams said: "Em-Tec was brought in as the main consultants to find a solution to the problem and to offer ongoing support both during and post installation.


"We were given the brief of what the problem was and what needed to be achieved but other than that the methodology was left to us."

Specifying a vast outdoor space, built on an island in the sea, with weekend revellers demanding a full club experience and neighbours in close proximity, was a tough brief. But Andrew was sure he could crack it.

Andrew continued: "Funktion One was perfect for the project for several reasons. The loudspeakers are very directional, which meant that the sound could be focussed where it was needed, thus achieving the required intensity of sound on the dancefloor. But was keeping within the stringent 40dB level set by the residents.

"The Funktion One portfolio had all the right tools for the job and the finish of the loudspeakers was customised to fit in with the décor of the venue. The Funktion One sound has that undistorted clarity that the clients of a luxury venue such as the Atlantis expect."

During the project, Funktion One Founder Tony Andrews was on hand in Dubai to offer his support for the design and deployment of the correct products for the job. Em-Tec technicians Conan, Joel and Aldwyn were also great assets to the installation team.

The Nasimi Beach project is definitely a case of achieving the right balance between conflicting requirements by careful use of the right products. 

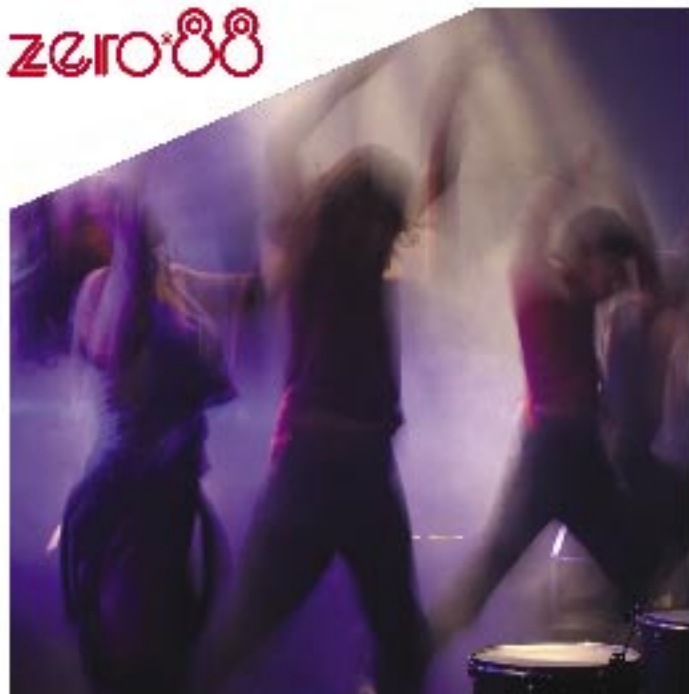
## TECHNICAL INFORMATION

### SOUND

4 x Funktion One Resolution 2 loudspeaker; 2 x Funktion One F218 bass cabinet; 2 x Funktion One Resolution 1.5 loudspeaker with PX1.5 passive crossover; 2 x Funktion One RM12P monitor with passive crossover; 2 x Funktion One F88 speaker; 2 x Funktion One F101 loudspeaker; 2 x Funktion One F60Q amplifier; 1 x Funktion One F40Q amplifier; 1x Funktion One E45 amplifier; 1 x X04 Funktion One loudspeaker management system

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### ARMANI PRIVÉ

The Armani Privé is located inside the Burj Khalifa, the tallest tower in the world. To be part of such a prestigious project is without doubt considered a great honour. This structure has made world history and will be a talking point for many years to come.

Ayas Nightlife Consultants were brought in to manage the Armani Privé project from its inception right through to the installation and commissioning period and are even culminating in its continuing operation today. Managing Director Manuel Ayas said: "I had been previously involved with Giorgio Armani's club in Milan and was charged with bringing Giorgio's vision of high fashion, blended with hi-tech, to the nightlife of the Gulf region. The opportunity to house the Armani Privé project within the Burj Khalifa building was obviously exciting."


Manuel and his team were given an objective for the club but they were then allowed to use their knowledge and expertise to design and implement a system that would offer the club the best possible result. After considering the different options Manuel selected a Funktion One sound system for the Armani Privé.

"The Armani Privé is a high-end venue and requires all aspects of the environment to be the highest quality. The physical appearance of the loudspeaker system is also very important and the aesthetics of the Funktion One system are very hi-tech and fit into the Armani concept exceptionally well. The outstanding quality of Funktion One sound is very well known and I had personal experience of what a Funktion One system can bring to a venue," explained Manuel.

The main system comprises 16 F101 loudspeakers, four Resolution 3P speakers, four Funktion One Resolution 2P speakers, four Funktion One F121 bass enclosures, two Resolution 1.5TT speakers, one IB-218 bass cabinet, two RM-15 stage monitors, and four MB212 mini bass cabinets. The system is powered by a combination of Funktion One by FFA amplifiers and MC<sup>2</sup> E Series amplifiers. While processing is courtesy of XTA's DP-448 and DP-426.

Continuing down the record-breaking route, Armani Privé is also home to an 187 square metre LED wall. It has been manufactured by Korean company LG, and is the largest indoor installation of an LED wall. Giorgio Armani designed the LED wall in collaboration with a New York based company.

Manuel would particularly like to thank, "the Funktion One design office for the specification and positioning of the loudspeakers which overcame the acoustically challenging environment of highly reflective Onyx and marble."

He concluded by saying the Armani Privé is, "a fusion of fashion and elegance with high end luxury clubbing." 

### TECHNICAL INFORMATION

#### SOUND

16 x Funktion One F101 loudspeaker; 4 x Funktion One Resolution 3P speaker; 4 x Funktion One Resolution 2P speaker; 4 x Funktion One F121 bass enclosure; 2 x Funktion One Resolution 1.5TT speaker; 1 x Funktion One IB-218 bass cabinet; 2 x Funktion One RM-15 stage monitor  
4 x Funktion One MB212 mini bass cabinet; 5 x Funktion One F-60Q amplifier; 5 x Funktion One F-40Q amplifier; 2 x MC<sup>2</sup> Audio E-90 amplifier; 1 x MC<sup>2</sup> Audio E-15 amplifier; 3 x XTA DP-448 processor; 1 x XTA DP-426 processor

[www.armanihotels.com](http://www.armanihotels.com)





One of the Dance Stacks at Trilogy

## TECHNICAL INFORMATION

### SOUND

4 x Funktion One DS15 Dance Stack central component; 2 x Funktion One DS210 Dance Stack mid-high section; 4 x Funktion One F221 loudspeaker; 2 x Funktion One 2A as DJ Monitors; 8 x Funktion One F101 loudspeaker; 9 x Funktion One F88 loudspeaker; 4 x Funktion One F118 bass cabinet; 2 x Funktion One RM12 stage monitor; 2 x Funktion One Resolution 1.5P loudspeaker; 5 x MC<sup>2</sup> E45 amplifier; 6 x MC<sup>2</sup> E25 amplifier; 1 x MC<sup>2</sup> E30Q amplifier; 2 x Funktion One X02 audio management system; 2 x Funktion One X04 audio management system

[www.jumeirah.com](http://www.jumeirah.com)

## TRILOGY

Trilogy nightclub is located at the entrance of the Souk Madinat Jumeirah. It has been in operation for six years, but closed in 2008 for refurbishment. The plan was to inject the three levels of Trilogy with a new state-of-the-art sound and lighting system.

Ohm Events has been a promoter at Trilogy since its opening so it was familiar with the venue and the clientele. When it came to the renovation, Ohm Events was called upon for a recommendation. Jason Pinto of Ohm Records headed the redesign of Trilogy. He said: "The brief was to ensure the club had a world class sound and light system and it was left to me to make the equipment decisions." In order to select the best sound system for Trilogy, Jason auditioned a number of loudspeaker manufacturers. After a consideration period, Jason opted for Funktion One. He said of his choice: "Apart from the amazing sound quality of the Funktion One systems, we were also impressed by the high level of expertise of the company. They knew exactly where to position the equipment in the room to achieve the best sonic result. Funktion One's Tony Andrews even visited the venue following the installation works to check and fine tune the system."

To power and process the loudspeaker system, Jason and his team chose to follow Funktion One's advice, using MC<sup>2</sup>, FFA and XTA. The main problem during this installation was the round-shaped dancefloor with a domed ceiling. This poses a lot of acoustical challenges, however, with the help of Funktion One team and their expertise regarding the positioning of the loudspeakers, Ohm Events was able to overcome the obstacles.

The main sound system at Trilogy comprises Funktion One Dance Stacks, F221 loudspeakers, F101 loudspeakers, F88 loudspeakers, and F118 bass cabinets, accompanied by a couple of stage monitors and a couple of Resolution 1.5's. Jason said: "We are very proud to have the only Funktion One Dance Stacks in the UAE. They are an iconic product and make a strong visual statement and of course the sonic quality is absolutely fantastic."

To complete the overhaul of Trilogy, Jason and his team looked to Martin Professional to provide the lighting solution. Jason was familiar with the brand and products and therefore knew of its capabilities and reliability. He selected Martin Professional Krypton 250 moving heads and Wizard Extreme effect lights for the dancefloor area.

Trilogy re-opened last year and is currently revelling in its new entertainment technology. 