



DUBAI

STUDIO F

JUMEIRAH EMIRATES TOWERS IS ONE OF THE MOST STUNNINGLY ARCHITECTURAL HIGHLIGHTS ON THE DUBAI SKYLINE. WITH ITS ELEGANT DESIGN AND LUXURIOUS FURNISHINGS, IT WAS ONLY FITTING THAT IT'S LATEST LOUNGE SHOULD FOLLOW SUIT, AS HELEN FLETCHER DISCOVERED.



DUBAI, UAE
EUROPE/MIDDLE EAST/AFRICA

World-renowned television channel FashionTV has launched into Dubai, what is set to be the most exclusive fashion concept studio by day and one of the most chic lounges by night. Housed in the boulevard of one of the most prestigious hotels in the region - Jumeirah Emirates Towers, Studio F is a high-end venue that features luxurious furnishings in an urban and industrial space. Known for its huge shopping malls and designer boutiques, Dubai is the ideal home for Studio F where, according to its creators, the fashion savvy can enjoy all things 'a la mode' including FashionTV programmes and live catwalk shows running across large video screens and televisions, as well as down a video catwalk, using the ArKaos Grand VJ software, installed by locally-based Em-Tec - installation company and Funktion One distributor. Involved in the project from the very beginning, Em-Tec's Alex Bracken told *mondo*dr*: "Studio F is more of a fashion venue and lounge rather than a club, the venue owners are trying to attract the elite party crowd and the glamorous side of the entertainment market, this is very much a 'place to be seen' venue."

With the intention of attracting Dubai's 'elite party crowd', it was crucial the sound system installed was also part of that elite, with the client wanting warm, fat, crystal clear sound to run throughout the whole venue - a reason, perhaps Funktion One was chosen. "The venue started life as a bar / lounge and then the catwalk was added in later," Em-Tec's Andy Williams said. "So the sound system needed to be able to go from being pretty low-key during the day when the fashion shows are taking place to pretty loud in the evenings for the bar / lounge experience and so we've created a really even dispersion of sound across the whole venue. "There are two spaces for DJ booths in the venue, one in front of the catwalk and one towards the back of the room, which can be used in the week when there might not be any fashion shows taking place." The main PA system at Studio F surrounds the catwalk and is made up of four Funktion One Resolution 3 full range loudspeakers and two Funktion One F221 bass loudspeakers, which have been hidden away to blend in with the building. In the main bar area two ►



“The PA system at Studio F surrounds the catwalk and is made up of Funktion One Resolution 3 loudspeakers and Funktion One F221 bass loudspeakers.”



VIDEO CONTENT

Funktion One F218 bass loudspeakers are at home along side four Funktion One Resolution 1 loudspeakers back to back on the ceiling. To take care of the VIP customers, Em-Tec specified four Funktion One F101's loudspeakers and two Funktion One MB210LP bass enclosures under the seats.

Two Funktion One F1201 loudspeakers along with two Funktion One MB210LP bass enclosures cover the second bar area. While there are another two Funktion One F1201 used for DJ monitoring alongside two Pioneer DJM-900 Nexus mixers and four Pioneer CDJ-2000 multi-format players, these are split between the two DJ booths - one at the top of the catwalk and one in the VIP area. Both the Resolution 1 and Resolution 3 enclosures are required to produce a range of frequencies, with that in mind a Funktion One E100q amplifier was placed to charge the low-end while two Funktion One E30Q amplifiers handle the high frequencies and an E25 takes care of the mid 10-inch on the Resolution 3.

A Funktion One E90 amplifier and a Funktion One E45 amplifier power the system's bass enclosures, while power handling for the VIP area is provided courtesy of a Funktion One F60Q amplifier. A further Funktion One E30Q amplifier has been installed to look after four Funktion One F81's, which are positioned for the private VIP area next to the catwalk and the backstage area to get the models in the mood before their run on the catwalk. Three XTA DC1048 loudspeaker management systems are used for processing within the venue. “We chose the Resolution 1 specifically for the main bar

area of the lounge because they produce very narrow dispersion,” said Andy. “We wanted to try and keep the sound off the bar as much as possible so people can hear each other. Whenever we do plans for a venue we consider where people need to be heard and where the music needs to be focused.”

As mentioned, before it was transformed into the high-end venue that stands before us today, the space at Jumeirah Emirates Towers was previously used as a car park and while its low ceiling gives the venue an advantage when it comes to acoustics, there were still some issues that needed to be addressed as Alex explained: “The ceilings are really low, which makes things better for us acoustically but there is also a lot of glass to contend with and there are still a few rattles and shakes because of air grills and so on, but the acoustics aren't as bad as we thought they were going to be.

“Virtually all the loudspeakers are placed where we wanted them apart from one of the Resolution 3's which had to be moved as the client wanted to put another fresh air duct in which wasn't on the original plans. Obviously this was a shame but there's nothing you can do in these situations - our main focus is getting the coverage right and luckily the only area we've really lost coverage is near the smaller bar and the toilets, which aren't major areas.”

The intelligent lighting within the lounge is focused on the catwalk and is provided by Robe, while architectural lighting from Tryka and light boxes are used throughout the rest of the space.

“We chose to use Robe because we wanted to use LEDs and



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they are easy lights to manage," said Andy. "They're very good lights to work with and we installed 10 Robe Robin 100 LEDWash moving heads along with 16 Robe LEDForce Par 18 RGBW moving heads; there is also one Antari HZ 350 hazer and lighting control comes from a Zero 88 lighting console.

"I really like LED lighting and the possibilities it allows; I like the control you get over the colours. We have set up a lighting program for the venue and have put together content for the VJ, there are fashion shows run throughout the day and then in the evening the FashionTV channel is shown. This is one of the reasons we haven't gone big on moving heads - the client wanted video to be the main focus throughout."

Summing up the project, Andy said: "The project has been really straightforward and the client has been really receptive to what we wanted to do, this has been great. It's taken time, especially getting the video in and all the television screens but there have been no major problems to contend with and that's all you can ask for." 📺

TECHNICAL INFORMATION

SOUND

4 x Funktion One Resolution 3 loudspeaker; 4 x Funktion One Resolution 1 loudspeaker; 4 x Funktion One F1201 loudspeaker; 4 x Funktion One F101 loudspeaker; 4 x Funktion One F81 loudspeaker; 4 x Funktion One MB210LP bass enclosure; 2 x Funktion One F221 bass enclosure; 2 x Funktion One F218 bass enclosure; 2 x Funktion One E25 two channel amplifier; 2 x Funktion One E30Q four channel amplifier; 1 x Funktion One E90 two channel amplifier; 1 x Funktion One E45 two channel amplifier; 1 x Funktion One E100 four channel amplifier; 1 x Funktion One F40Q four channel amplifier; 1 x Funktion One F60Q four channel amplifier; 3 x XTA DC1048 loudspeaker management system; 1 x Formula Sound ZMR-243 three zone mixer with remote

LIGHTING

16 x Robe LEDForce Par 18 RGBW moving head; 10 x Robe Robin 100 LEDWash moving head; 3 x Antari HZ-350 hazer; 1 x DTS Pharus 1500 followspot; 1 x Zero 88 Solution 4 lighting desk; 1 x ArKaos Grand VJ software; 1 x Apple MacBook; 1 x Look Solutions Viper smoke machine; 1 x Look Solutions Unique 2 hazer; 1 x Green Hippo Hippotizer Critter media server; 1 x Sanyo projector

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FRANÇAIS

La chaîne télévisée de renommée mondiale FashionTV a lancé à Dubai ce qui promet d'être le studio de concept de mode le plus exclusif de jour et l'un des bar-salons les plus chic de nuit. Installé sur le boulevard de l'un des hôtels les plus prestigieux de la région, le Jumeirah Emirates Towers, le Studio F est un site haut de gamme qui dotés d'ameublements luxueux dans un environnement urbain et industriel. Connu pour ses immenses centres commerciaux et ses boutiques de designers, Dubai est le site idéal pour le Studio F où, selon ses créateurs, les passionnés de mode peuvent profiter de tout ce qui est « à la mode » y compris les programmes de FashionTV les défilés de mode en direct projetés sur de grands écrans video et téléviseurs ainsi qu'une vidéo de défilé de mode utilisant le logiciel ArKaos Grand VJ, installé par la compagnie locale d'installation Em-Tec et le distributeur Funktion One. Il était crucial que le système de son installé fasse également partie de cette élite, le client souhaitant un son chaleureux, plein, cristallin, ce qui est peut-être la raison pour laquelle Funktion One a été choisi. Comme vous pouvez vous y attendre, l'éclairage intelligent à l'intérieur du salon est concentré sur le défilé de mode et il est fourni par Robe, tandis que l'éclairage architectural de Tryka et les colonnes lumineuses sont utilisés dans tous le reste de l'espace.

DEUTSCH

Der weltweit bekannte Fernsehkanal FashionTV hat in Dubai das exklusivste Fashion Konzept Studio für tagsüber und eine der schicksten Lounge Bars für nachts gestartet. Studio F liegt in der Allee eines der prestigeträchtigsten Hotels der Region – Jumeirah Emirates Towers – und ist ein Luxustreff mit erstklassiger Einrichtung in einem innerstädtischen und industriellen Bereich. Dubai ist bekannt für seine riesigen Einkaufszentren und Designerläden und somit der ideale Rahmen für Studio F, wo, so seine Gestalter, der Modeliebhaber in den Genuss von allem 'a la mode' kommen kann, einschließlich FashionTV-Programme und Live Catwalk Shows, die auf großen Videobildschirmen und Fernsehern laufen, sowie unten auf einem Video Catwalk, der die ArKaos Grand VJ Software verwendet, die durch Em-Tec installiert wurde, der vor Ort ansässigen Installationsfirma und Lieferant von Funktion One. Was besonders wichtig war, das installierte Soundsystem war auch Teil dieser Auslese, der Kunde wollte einen warmen, fetten, kristallklaren Sound für den gesamten Treff – ein Grund vielleicht, weswegen Funktion One ausgewählt wurde. Wie Sie sich wohl denken ist die intelligente Beleuchtung in der Lounge auf den Catwalk ausgerichtet und wurde durch Robe geliefert, während die architektonische Beleuchtung von Tryka und Lichtkästen im übrigen Bereich benutzt werden.

ITALIANO

FashionTV, il noto canale televisivo apprezzato in tutto il mondo, ha lanciato a Dubai quello che viene considerato uno studio dedicato alla moda più esclusiva durante il giorno e ai più eleganti bars interni durante la notte. Ospitato negli spazi di uno dei più prestigiosi alberghi della regione, il Jumeirah Emirates Towers, lo Studio F è un ritrovo all'avanguardia caratterizzato da un arredamento di lusso inserito in uno spazio urbano industriale. Conosciuto per i suoi vastissimi viali interni dedicati allo shopping e alle boutiques d'autore, Studio F trova nell'ambiente di Dubai la sua perfetta collocazione. Così come viene descritto dai suoi creatori, gli esperti di moda possono gustare nello studio tutto ciò che si presenta come all'avanguardia, inclusi i programmi della FashionTV e gli spettacoli che utilizzano le attrezzature ArKaos Grand VJ, installato dall'impresa locale denominate Em-Tec e distribuite dalla Funktion One. Di fondamentale importanza è stato il fatto che persino il sistema di amplificazione installato corrispondesse agli elevati standard del luogo, ciò che il cliente chiede infatti è un suono pieno, corposo e limpido allo stesso tempo, diffuso in tutta l'area. Ciò ha probabilmente portato a scegliere l'azienda Funktion One. Come nelle previsioni, l'illuminazione intelligente proposta nel bar interno è diretta sulla passerella ed è fornita da Robe, mentre le luci strutturali da Tryka; insegne luminose sono utilizzate nello spazio restante.

ESPAÑOL

El canal de televisión FashionTV, mundialmente reconocido, lanzó en Dubai, lo que se entiende es el estudio de concepto de moda más exclusivo para el día y uno de los lounge bars más chic para la noche. Emplazado en el boulevard de uno de los hoteles más prestigiosos de la región – Jumeirah Emirates Towers, Studio F es un lugar de alta gama que luce lujosos amoblamientos en un espacio urbano e industrial. Conocida por sus enormes shoppings y boutiques de diseñadores, Dubai es el lugar ideal para Studio F, donde, de acuerdo con sus creadores, los expertos en moda pueden disfrutar de todas las cosas a la mode' incluyendo los programas de FashionTV y shows de desfiles en vivo que se ven en enormes pantallas de video y televisión, así como bajar un video de un desfile utilizando el software ArKaos Grand VJ, instalado por Em-Tec - empresa de instalación y distribuidor de Funktion One, con base local. Era crucial que el sistema de sonido instalado también fuera parte de esa elite, ya que el cliente quería un sonido cálido, voluminoso y limpio que sonara en todo el sitio - razón por la cual, tal vez, se eligió a Funktion One. Como es de esperar, la iluminación inteligente dentro del lounge está focalizada en la pasarela y es provista por Robe, mientras que en el resto del espacio se utiliza iluminación arquitectónica de Tryka y cajas de iluminación.