

E11EVEN



MIAMI, USA
THE AMERICAS

In a prime spot of downtown Miami lies E11EVEN, a US\$40m nightclub and international cabaret venue that is catapulting the clubbing scene in South Florida to new levels. State-of-the-art technology is combined with five-star hospitality at this 20,000 sq ft, 24-hour entertainment spot, featuring beautiful entertainers and theatrical performances from aerialists, contortionists and more over multiple

stages.

Over 600 sq ft of LED video walls and intelligent lighting are combined with the latest Funktion One Resolution 6 sound system, brought to life by Miami-based iDesign and Sound Investment. For E11EVEN's owner, Dennis DeGori, it was imperative that a group of cutting edge designers were brought on board to bring his



vision to life. Consulting closely with Tom Telesco of Telesco Associates, an architectural firm based in Miami, and Michael Meacham of iDesign, Dennis came to the decision that there should be a central hydraulic stage in the round and for Michael, this is when everything fell into place: "I knew I wanted to design a major LED ceiling feature solely based around this circular centre stage. The general framework for the design and drawings all took shape quickly after that. "Once Tom had sketched the stage design I knew exactly what to base my feature design around ►

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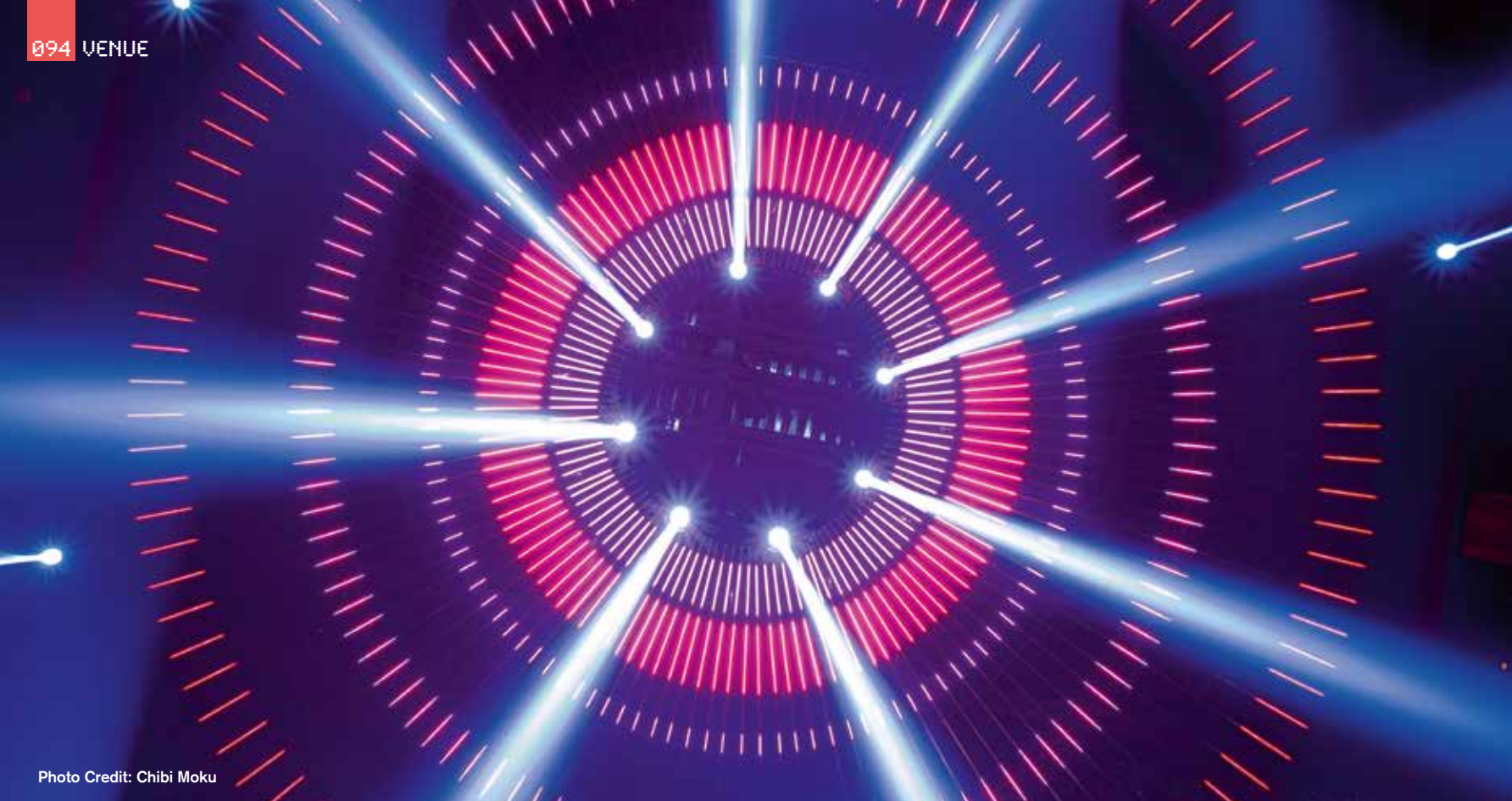
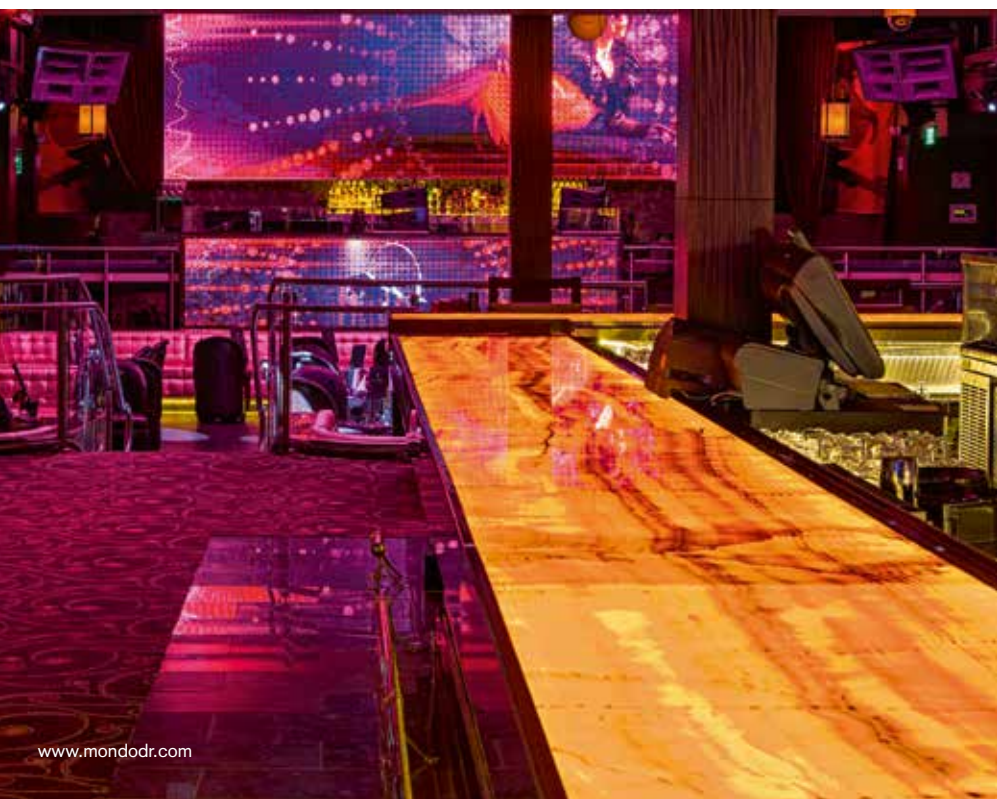


Photo Credit: Chibi Moku



“The lighting and video content, along with the creative programming style gives the dramatic feel and exciting dance energy for atmospheric lighting for the entertainers.”

and this is how the huge 40ft wide circle with 360° custom 1.5-metre LED strips was created. The three-metre centre inner diameter part of the circle allows for the performance rigging and a place to showcase eight Martin Professional MH3 Rush Beams with an additional eight Martin Rush MH3 Beams on the outer perimeter. The design never changed from the first clear moment, it was a definitive vision of exactly how this lighting and video was meant to be.”

With an ambitious opening date of just 10 months from demolition to completion, everyone involved had to move quickly to ensure the end date was met. Within four weeks the iDesign team, along with Project Manager Holmes Ives, had the custom ceiling rigging in place for the central feature. The 360° 1.5-metre LED strips had been fixed to the ceiling grid; four HD LED video walls were constructed plus 54 Martin Rush moving heads and eight SGM X-5 LED strobes were in place on the mezzanine pipes.

The moving heads at E11EVEN are a combination of 32 Martin Professional Rush MH1 Profiles, and 16 Rush MH3 Beams in the main room and a further six Rush MH1 Profiles in the day room. Unlike a typical venue E11EVEN is open 24 hours a day, seven days a week - a lot of stress for a discharge fixture. “The Rush MH 1 Profile has an LED engine so there was no need for lamp replacements,” said Michael, “plus it has a fantastic gobo and colour set. The Rush MH3 Beams make a big impact from the 22ft high ceiling in the circular orientation and are only used at night to save the lamp life.”

Under the mezzanine, there are eight SGM X5 highly effective bright LED strobes; for effects, there are two Martin Professional hazers in the main room plus one in the day room. ▶



With E11EVEN's unique concept, Michael approached the lighting and video planning with a focus on a nightclub design including plenty of key light for the entertainers. E11EVEN has an incredibly talented crew of Cirque du Soleil style performers, contortionists and aerialists. The system is programmed to have the big theatrical lighting looks that add atmosphere and drama to the performances while having plenty of aggressive, dynamic nightclub programs too.

"The lighting and video content, along with the creative programming style gives the dramatic feel when there are Cirque style performances," said Michael. "It provides exciting dance energy for the high-end clientele and atmospheric lighting for the entertainers."

Lighting and video at E11EVEN is programmed using a MA Lighting grandMA Light console and grandMA Ultra Light console, along with an Avolites Media Ai media server, which was setup by Scott Chmiewlewski of DMD S7udios. Scott's team also provided custom content for all the video screens. There are four custom HD LED walls ranging from 6mm to 10mm pixel pitch - positioned above the bar, on the front of the DJ booth, at the front entrance and on the day room wall as well as the LED centre feature.

"Timecode for the feature performance acts runs on Q-lab software on a Mac Mini," added Michael. "LTC (longitudinal timecode) is sent to both the grandMA and Ai media server using a Miff4 for frame accurate video playback."

To complete the experience, a first class lighting system needs a first class sound system to go with it. Sound Investment's Roly Aspuru talked **mondo*dr** through the installation: "From the very beginning Dennis knew exactly what he wanted from the sound system and he brought us in at the very beginning, meaning we were able to work closely with Tom and Michael and so it ended up being a great, cohesive collaboration between all parties. Every time Dennis had an idea we caught the vision and incorporated it into our craft - we are really proud of what we've achieved at E11EVEN."

While most projects have acoustic issues, the building that once stood where E11EVEN now resides was stripped down to its very foundations. So for all intent and purpose, the nightclub is a purpose-built venue and so, according to Roly, has very little in the way of acoustical issues.

"With large rooms such as E11EVEN there are always going to be ►



some acoustic issues," he said, "but the good thing is there is a lot of fabric and drapes. The owner realised early on our concerns and worked with us to address these. In the same breath there were times where we had to compromise with placement, but that was the beauty of this project, it was great to see how people can move and work together."

The main dancefloor system chosen for E11EVEN is unique to the venue in South Florida and utilises four of the new Resolution 6 loudspeakers, one placed in each corner of the room, surrounding the central performance space - these take care of the mid / high frequencies. There are also four Funktion One F315 15-inch loudspeakers for the mid-bass; and four Funktion One F221 subwoofers, all powered by four Full Fat Audio FFA-10000 two-channel amplifiers and one Full Fat Audio FFA-6004 four-channel amplifier.

Surround sound in the main room comes from eight Funktion One F101 loudspeakers powered by a QSC RMX4050a amplifier and on the mezzanine level there are a further eight Funktion One F101 loudspeakers, again powered by a QSC RMX4050a amplifier.

The sound system in the day room consists of four Funktion One F1201 loudspeakers catering for the mid / high frequencies, which are driven by one QSC RMX4050a amplifier, along with two Funktion One BR218 dual 18-inch driver bass subwoofers, for which Crest Audio Pro9200 provides amplification. For the atrium and restaurant, two Funktion One F101 loudspeakers, powered by a QSC RMX-1850HD amplifier and six Funktion One F81 loudspeakers, powered by a QSC RMX2450a amplifier are used respectively. On the outdoor patio, Sound Investment opted for 16 QSC AD-S82H-WH loudspeakers, which are provided with ample power thanks to three QSC RMX1450a amplifiers. Processing for the entire venue is through a BSS BLU160 3A1x2AO networked digital signal processor. The DJ booth is a Pioneer set-up and features two CDJ-2000 multimedia players, with a DJM-900 Nexus mixer and two Rane SL-3 Serato scratch live units and four L-Acoustics used for monitors.

"E11EVEN is really taking advantage of the sound system we've installed," said Roly. "Performers, DJs and the like really love it. In South Florida building nightclubs and hotels is usually a difficult process - there are a lot of obstacles but this was definitely one of the more fun projects I've worked on. The level of foresight and intelligence on the ownership's part was unbelievable. They knew the details from the very beginning and this made a real difference. All too many times people give us 'grey ideas' and we have to try and define what they mean but with E11EVEN it was black and white what was

required. The 'A team' of South Florida worked on this project."

"As we were getting closer to the end of the install there were several trades crossing over each other to meet the ambitious deadline," said Michael. "This naturally caused a few delays, however Tom did an amazing job of coordinating all the trades and the project was delivered on time."

Adding to this, Michael concluded: "The vision of Dennis DeGori to have an outstanding 'show club' venue allowed for iDesign to create a lighting and video system along with Sound Investment's sound system that would visually elevate the orchestra of all elements. Being able to build this creation from the ground up, having a good budget to work with and thoroughly enjoying working with the E11EVEN management team made this a very special project for all of us." 📌

TECHNICAL INFORMATION

LIGHTING

38 x Martin Professional Rush MH1 Profile moving head; 16 x Martin Professional Rush MH3 Beam moving head; 8 x SGM X-5 strobe lighting fixture; 3 x Martin Professional hazer; 1 x MA Lighting grandMA Light console; 1 x grandMA Ultra Light console; 1 x Avolites Media Ai media server

VIDEO

1 x custom LED feature using 360° LED bars pixel resolution 672 x 672; 2 x 10mm LED wall; 1 x 6mm LED wall

AUDIO

4 x Funktion One Resolution 6 loudspeaker; 4 x Funktion One F315 loudspeaker; 18 x Funktion One F101 loudspeaker; 6 x Funktion One F81 loudspeaker; 4 x Funktion One F1201 loudspeaker; 4 x Funktion One F221 subwoofer; 2 x Funktion One BR218 subwoofer; 16 x QSC AD-S82H-WH loudspeaker; 2 x QSC K12 loudspeaker; 2 x L-Acoustics DJ monitor; 4 x Full Fat Audio FFA-10000 amplifier; 1 x Full Fat Audio FFA-6004 amplifier; 2 x QSC RMX4050a amplifier; 1 x QSC RMX1850HD amplifier; 1 x QSC RMX2450a amplifier; 3 x QSC RMX1450a amplifier; 2 x Pioneer CDJ-2000 multimedia player; 1 x DJM-900 Nexus mixer; 2 x Rane SL-3 Serato scratch unit; 1 x BSS BLU160 2A1x2AO digital signal processor

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