

Pioneer

CASE STUDY

THE ABBEY & THE CHAPEL

WEST HOLLYWOOD, CA

The Abbey and The Chapel in West Hollywood
Revamp Their Look and Sound



THE ABBEY & CHAPEL

THE BUSIEST NIGHTCLUB IN THE UNITED STATES GETS A MAKEOVER

Most wouldn't believe that The Abbey in West Hollywood, CA started out as a quaint coffee shop 26 years ago. Around 1991, nightclub owner and local Los Angeles legend, David Cooley, applied his skills in both hotel management and financial stockbroking to invest in a small coffee shop that would become one of the busiest nightclubs in the United States. 26 years and five expansions later, today The Abbey and its newer sister-venue, The Chapel at The Abbey, are deemed one of the most popular nightclubs in the world ringing in roughly 2,500 patrons during the week, and a greater 5,000 customers on the weekend. The 14,000 square-foot venue that attracts patrons from all walks of life (and even some celebrities) was awarded twice by Logo as the Best Gay Bar in the World.

The Abbey's sister-venue, The Chapel, was conceived back in February 2016, when Pat Rogers, owner of neighboring gay bar Here Lounge, sold the property to Cooley, whose goal was to connect the sibling properties. It was during The Chapel's development in 2016 that Cooley explored superior sound systems to match the aesthetic of his high-end food and bar nightclub.

THE CHALLENGE

When I first started looking for sound equipment for The Chapel, I connected with Alex Montenegro at Sonus Sounds, and without hesitation his recommendation was Pioneer Pro Audio," said David Cooley. "Installation of the equipment began prior to The Chapel's opening in October of 2016 and I was amazed by the quality of the sound from both the inside and outside patio. It really made an impression on me... so much that when I walked over to The Abbey, I realized how poor the sound quality was!" Cooley's customers felt the same, describing the sound quality at The Chapel to be significantly sharper and more enjoyable compared to The Abbey's.





THE SOLUTION

In January of 2017, Cooley tapped Alex Montenegro of Sonus Sounds to revamp The Abbey's sound systems to match The Chapel's. Cooley and Montenegro worked out a budget, a schedule and continued to converse alongside Pioneer Pro Audio for recommendations on the best equipment fitted for the 14,000 square-foot venue.

"Pioneer Pro Audio and Sonus Sounds were incredibly professional in listening to my concerns," Cooley says. "They made the entire installation process relatively easy for me and I was more than satisfied with the end-result... Now both of my clubs look and sound great."

THE RESULTS

DJ's who perform at The Abbey and The Chapel are impressed with the new installation as well. Currently, the DJ booth at The Chapel is equipped with Pioneer Pro Audio's newest XPRS full-range speakers and subwoofer. "I've had DJ's like Grammy-Award winner Paul Oakenfold and DJ Dawna play and they are ecstatic with the quality of sound received in the DJ booth," Cooley says.

The busiest nightclub in America has no plans of slowing down anytime soon, and is even taping for a reality series "What Happens at The Abbey" airing on E! West Hollywood natives and club-goers can expect to hear crisp music booming from The Abbey and the Chapel Sunday through Saturday. "Overall, my customers are really receptive to the new sound and I've noticed it's bringing them back... plus a few more," says Cooley.

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David Cooley | Owner : The Chapel



About AlphaTheta Corporation (former company name: Pioneer DJ Corporation)

AlphaTheta EMEA Limited is the subsidiary of AlphaTheta Corporation responsible for sales and marketing in EMEA. For more than 20 years, the Pioneer DJ brand has been a market leader in the design and production of innovative DJ equipment and software. The company works closely with DJs and clubs to deliver next generation products that inspire and shape the global dance music community and has recently launched a new range of musical instruments for production and live performances. Its portfolio includes brands such as TORAIZ, Pioneer Pro Audio and Pioneer DJ Radio as well as social platforms KUVO and DJSounds. AlphaTheta Corporation is a privately held company headquartered in Yokohama, Japan, and is led by President and CEO Yoshinori Kataoka.