

Pioneer

CASE STUDY

JOY DISTRICT

CHICAGO, IL

Chicago's Luxury Late Night Lounge Gets a Fresh Start





JOY DISTRICT

HOW PIONEER PRO AUDIO REFINED JOY DISTRICT'S SOUND

One of the hottest nightclubs in Chicago's River North neighborhood sits perched on the second floor of the multi-level dining and drinking complex called, Joy District. Combined with a heightened dining experience and a hypnotizing late-night party, Joy District puts an emphasis on enjoying your experience in a shared group setting. Due to the lively atmosphere of both the club and the restaurant, the building needed a superior sound system and DJ set up to match the quality of the high-end food and caliber of live acts.

THE CHALLENGE

Joy District enlisted the help of Ayre Productions to upgrade the sound quality within the club and rooftop lounge to provide an experience as unique as the venue. What started as a restaurant for guests to indulge in an elevated menu, quickly evolved into a luxury late night lounge with live music. Ayre Productions was tasked with finding a sound provider that could outfit the entire club as well as the rooftop lounge with a system that would achieve a "club" like quality sound while supporting the space for private events





THE SOLUTION

Ayre Productions selected Pioneer Pro Audio as the sound provider as they knew the company had the appropriate products to fill the space and produce the quality sound the owners were striving for. When asked why they decided to partner with Pioneer Pro Audio, they said "Pioneer has great products. When we heard the XY series speakers, it was pleasing to the ear." Ayre started completely fresh, rebuilding the club and rooftop lounge with the Pioneer XY and XPRS series speakers as well as outfitting with Pioneer DJ's DJM-9000NXS mixer, CDJ-2000NXS and HDJ-2000MK2.

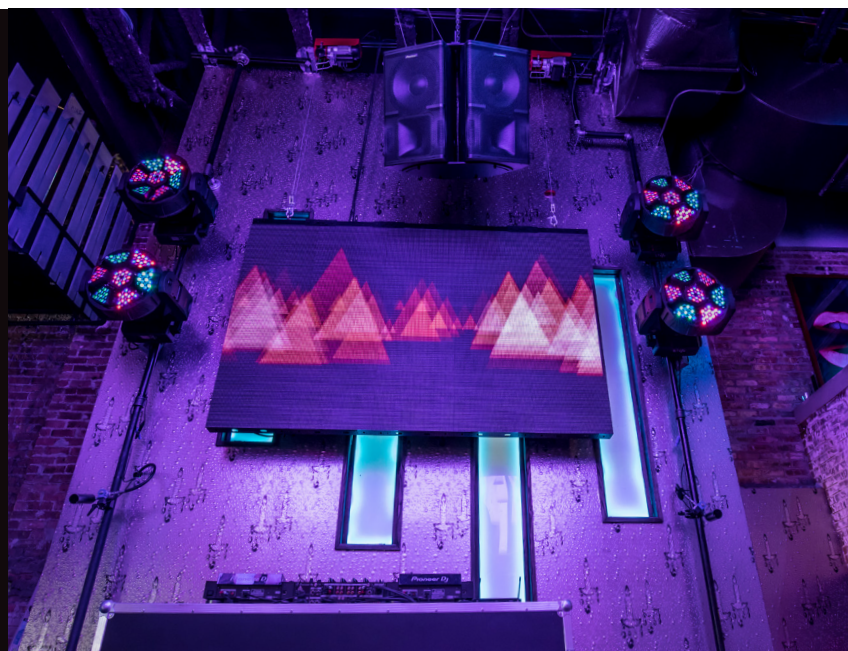
THE RESULTS

The results were outstanding as Joy District evolved to become Chicago's dance party hotspot and destination for local and visiting celebrities. The owners, guests and even local artists were impressed with the crisp sound the equipment produced after visiting the space. The XY and XPRS provided the crisp, clear and smooth sound the space was desperately in need of. The installation was also seamless and today the products are used for all the club's events including DJ acts and live band performances.

Since the project completion, Ayre Productions has several locations interested in Pioneer Pro Audio because of the successful Joy District makeover.

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Ayre Productions



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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.