

Pioneer



CASE STUDY: **BIERFABRIEK**

**BIERFABRIEK DELFT CHOOSES PIONEER PRO AUDIO
TO DESIGN A VERSATILE SPEAKER SYSTEM TO
MEET EVERY MOOD**



BIERFABRIEK INSTALLATION AT A GLANCE

- 20 x XY-81 8-inch PA speakers
- 1 x XY-215S quasi-bandpass subwoofer with twin 15-inch drivers
- 4 x Powersoft amplifiers with DSP and Pioneer pre-sets (2 x K2, 2 x M30s)
- Room EQ settings defined with RTA software
- All brackets provided by Pioneer

Bierfabriek Delft needed a versatile, unified sound system that could create the right atmosphere in its three zones. The Bierfabriek experience combines laid-back drinking and dining, plus DJs until late at the weekend. So the speaker system needed to provide high-quality, comfortable sound at all volumes. Plus the venue's reflective surfaces made creating a natural sound a challenge. Pioneer Pro Audio worked with Bierfabriek's installation partner Discovery Sound & Vision to specify a sound system and EQ settings that overcame these challenges and delivered a warm, clean sound throughout the venue.

"The sound is amazing. Unlike other places, we can cater for people who want to talk and relax, and people who want to dance and party. With the Pioneer system, we can deliver the highest-quality sound in both environments – so everyone's happy."

Andrea Possa | Co-owner | Bierfabriek

THE CHALLENGE

A VERSATILE SOUND SYSTEM THAT SUITS EVERY SITUATION

"The idea is that you can have a good meal in a laid-back atmosphere and then stay to talk or party until late; the sound system is central to creating the different energies as the night goes on."

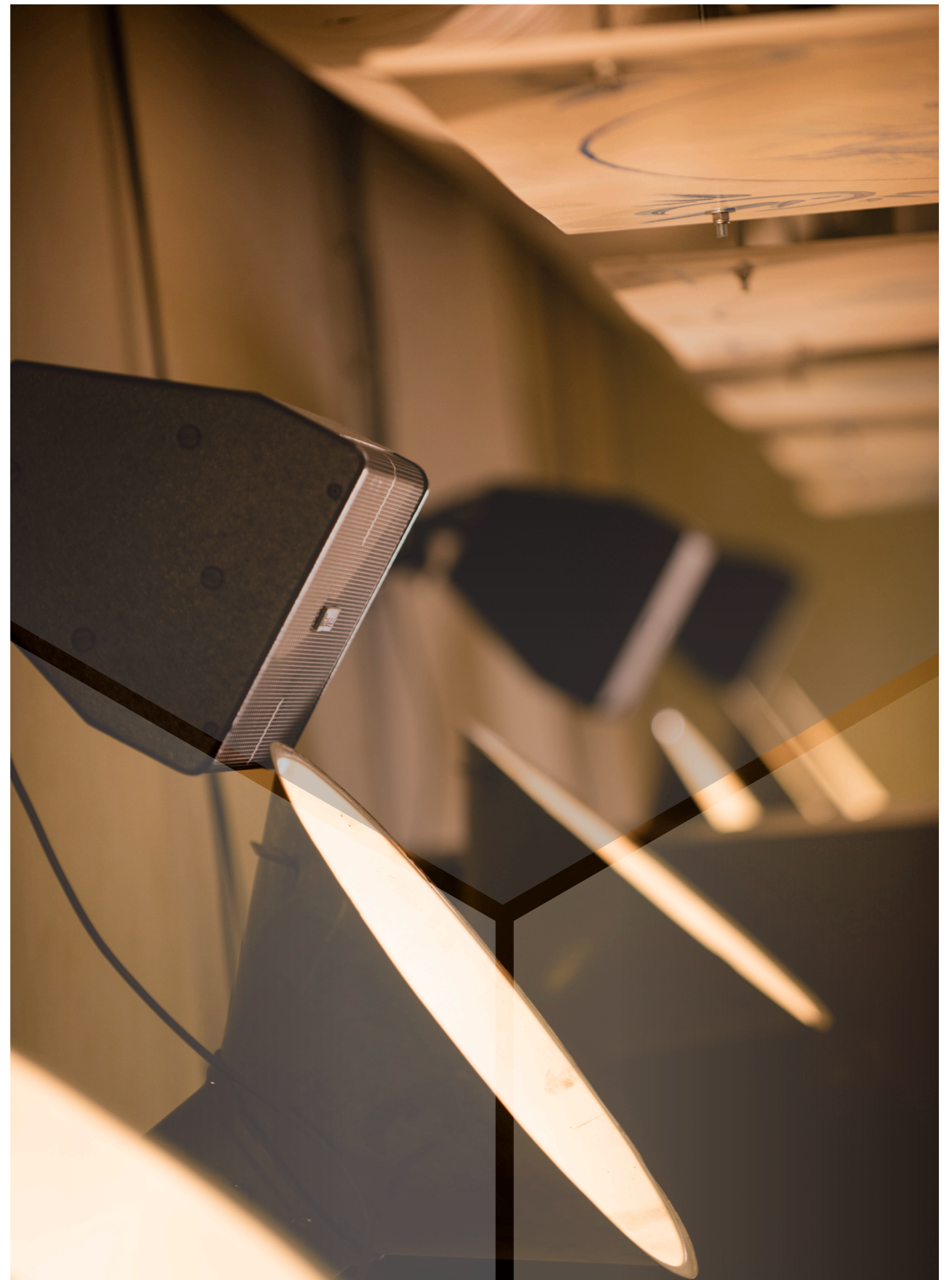
Ronald Bolhuis | Co-owner | Bierfabriek

Bierfabriek Delft opened in 2014, mixing the best elements of a brewery, grand café, restaurant and nightclub. Guests can enjoy home-brewed beer from tabletop taps, organic food and, at weekends, DJs from 10pm. Set in an imposing building in the heart of the city, it covers 650 square feet, with almost 300 seats. The space is divided between a cosy café-bar, a restaurant with open kitchen and an old concert hall with a DJ booth, long tables and plenty of room to dance.

The management team was looking for a speaker system that could deliver an even sound throughout the venue. It needed to be versatile enough to create a warm, comfortable atmosphere during dinner, yet deliver a powerful club-quality sound in the main room later on. In addition, the sound system needed to overcome the challenge of the many reflective surfaces in the venue. Blue and white Delft tiles, wooden tables, metallic brew kettles and industrial lamps all

meant the room EQ settings had to be tailored not just to the time of day, but the acoustics of the zones.

The Bierfabriek team asked partner Discovery Sound & Vision to source and install a sound system for the Delft venue. Having recently experienced Pioneer Pro Audio's versatile new speaker range, Discovery Sound & Vision recommended working together to specify a tailored solution.



THE SOLUTION

A SINGLE SYSTEM WITH MULTIPLE SETTINGS

"The RTA software is unique as it lets us tailor the room EQ and also set limiter levels for each zone. So, as the volume is pushed up throughout the night, the output is matched to the area's needs: quieter in the lounge and more powerful in the bar, but always with a clean, warm sound."

Alex Barrand | Pioneer Pro Audio

Pioneer Pro Audio manager Alex Barrand worked closely with Discovery Sound & Vision to build a new sound system from the ground up. Based on his recommendations, the team installed six Pioneer XY-81 8-inch two-way speakers and an XY-215S quasi-bandpass subwoofer with twin 15-inch drivers in the main room, plus a further fourteen XY-81 speakers throughout the restaurant and bar. To suit Bierfabriek's design scheme, all speakers were in classic black.

Discovery Sound & Vision's sales manager Piet Berkhout explains the choice: "We selected the 8-inch speakers for their clean sound and because they are compact yet powerful enough to handle the louder volumes when DJs play. Plus the rotatable, 60 x 90 degree constant directivity horn meant we could mount the speakers horizontally and deliver a wide, even dispersion."

The entire system is powered by four Powersoft amplifiers – two K2s and two M30s – with built-in DSP. Barrand used RTA software to load three pre-sets that let Bierfabriek effortlessly control the sound for daytime, early evening and DJ modes.



THE RESULT

HIGH-QUALITY SOUND ACROSS THE FULL RANGE

The Pioneer Pro Audio sound system enables Bierfabriek Delft to create the right atmosphere across the venue's rooms, effortlessly switching modes for day, evening and night. The system delivers a full range of power with equal audio quality, so guests can enjoy a clean, comfortable sound that's the right volume, whether they are talking or dancing.

"The sound is amazing. It gives me a really warm feeling," says Possa. **"I love that guests can relax and feel cosy in one room, while people are dancing on the tables in the other – and the atmosphere and sound quality is perfect in each room."** Discovery Sound & Vision's Berkhout appreciated the partnership with Pioneer throughout the process and the ease of installation thanks to the multiple rigging points on the XY Series speakers.

"Pioneer and Discovery provided a great service from the beginning. We knew we were working with quality and felt safe. Now we have the proof: a clear, energetic sound; happy guests; and a connection with Pioneer DJ equipment that means all the DJs want to play here. It's a beautiful system."

Andrea Possa | Co-owner | Bierfabriek





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.

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