

Pioneer



## CASE STUDY: JAZZ CAFÉ, MILAN

PIONEER PRO AUDIO SOUND SYSTEM HELPS  
TRANSFORM FAMOUS MILAN VENUE JAZZ CAFÉ FROM  
RESTAURANT TO CLUB, EVERY NIGHT







# JAZZ CAFÉ

## INTRODUCTION

Unique venues need unique sound systems, so it was a natural fit when renowned Milan nightspot Jazz Café partnered with Pioneer Pro Audio. Since 1996, Jazz Café has been a staple of Milan's nightlife scene for locals and visitors to the city. Every evening, up to 300 guests enjoy sumptuous food in a chic restaurant environment, often accompanied by live music. But as the night progresses, the number of customers doubles and the venue transforms into a club with DJs playing everything from bass-heavy house music to Brazilian beats.

### INSTALLATION AT A GLANCE

MAIN ENTRANCE:	BAR/RESTAURANT AREA 1:
<b>PA</b> <ul style="list-style-type: none"><li>• 2 x XY-81</li><li>• 4 x XY-115S</li></ul> <b>AMPS</b> <ul style="list-style-type: none"><li>• 1 x Powersoft M50DSP</li><li>• 1 x Powersoft M30DSP</li></ul>	<b>PA</b> <ul style="list-style-type: none"><li>• 4 x XY-122</li><li>• 6 x XY-101</li><li>• 1 x XY-115S</li><li>• 2 x XY-215S</li></ul> <b>AMPS</b> <ul style="list-style-type: none"><li>• 1 x Powersoft M50DSP</li><li>• 1 x Powersoft M30DSP</li><li>• 1 x Powersoft K2DSP</li></ul>
BISTRO ROOM:	BAR/RESTAURANT AREA 2:
<b>PA</b> <ul style="list-style-type: none"><li>• 2 x XY-81</li></ul> <b>AMPS</b> <ul style="list-style-type: none"><li>• 1 x Powersoft M20DSP</li></ul>	<b>PA</b> <ul style="list-style-type: none"><li>• 2 x XY-81</li></ul> <b>AMPS</b> <ul style="list-style-type: none"><li>• 1 x Powersoft M20DSP</li></ul>
CENTRAL ROOM:	DINING ROOM:
<b>PA</b> <ul style="list-style-type: none"><li>• 6 x XY-81</li><li>• 4 x XY-115S</li></ul> <b>AMPS</b> <ul style="list-style-type: none"><li>• 1 x Powersoft M50DSP</li><li>• 1 x Powersoft M30DSP</li><li>• 1 x Powersoft K2DSP</li></ul>	<b>PA</b> <ul style="list-style-type: none"><li>• 4 x XY-101</li><li>• 2 x XY-81</li><li>• 2 x XY-115S</li></ul> <b>AMPS</b> <ul style="list-style-type: none"><li>• 1 x Powersoft M50DSP</li><li>• 1 x Powersoft M20DSP</li><li>• 1 x Powersoft K2DSP</li></ul>
WINE ROOM:	
<b>PA</b> <ul style="list-style-type: none"><li>• 6 x XY-812 x XY-115S</li></ul> <b>AMPS</b> <ul style="list-style-type: none"><li>• 1 x Powersoft M50DSP</li><li>• 1 x Powersoft M30DSP</li><li>• 1 x Powersoft K2DSP</li></ul>	



# THE CHALLENGE

## TURN IT UP, BUT KEEP IT DOWN

Recently, Jazz Café's previous sound system had begun to let the venue down. Overworking small speakers, the music was too loud in the day and not loud enough at night. So when he began looking for a new pro audio partner, the venue's owner Beppe Grasso knew he needed something versatile. "In the afternoon and evening, people need to be able to hear the music but also talk, but later on we turn up the volume and everybody dances until late, so we needed a system that could adapt," he explains. However, Jazz Café's desirable location on the historic Corso Sempione presented a crucial challenge. The labyrinth restaurant/club is situated in the ground floor and basement levels of a 120-year-old building with residential properties above and to the sides. It's protected from modifications, including the installation of damping materials, making it extremely difficult to contain sound. "The music has to be loud, but it can't bother our neighbours," says Grasso. He turned to Pioneer Pro Audio to create a new sound system that would allow him to gradually transform the ambience in each of Jazz Café's several different spaces independently of each other, without leaking sound into the surrounding properties.

"Music is so important at Jazz Café. We needed a loud system that would sound great but not disturb our neighbours."

Beppe Grasso | Owner | Jazz Café



The new system and the acoustic treatment we implemented massively reduced sound leakage.

Alex Barrand | Manager | Pioneer Pro Audio



# THE SOLUTION

## A DISTRIBUTED SYSTEM FOR ALL KINDS OF AMBIENCE

When a venue in Italy changes its sound system, it must also reapply for its alcohol licence so it was imperative that Jazz Café's new set-up didn't violate sound pollution laws. Pioneer Pro Audio's Manager, Alex Barrand, spent several days taking acoustic measurements on each floor of the building, including the residential levels above the venue and even on its rooftop, to pinpoint the frequencies from the old system that were transmitting through the structure. He worked closely with the local council to ensure the distributed sound system his team designed, comprising 49 speakers from the XY Series, would give the venue the power it needed without leaking too much. "The XY Series was ideal for this installation because it's so versatile. We were able to pick from the different box sizes to get the right amount of power and full coverage in every part of each space without having to try and fill huge areas with large speakers in the corners, which would be too loud for anyone sitting close by," says Barrand. His colleague Michel Corradi, Product and Marketing Specialist for Pioneer Pro Audio in Italy, explains how the set-up is ideal for reproducing the diverse styles of music played at the venue. "The XY speakers are voiced flat, so they accurately reproduce the original audio source without any processing and the subs are surprisingly powerful for their size, so they can provide plenty of bass when the DJs play club music."

By selecting appropriate boxes and positioning them carefully, the Pioneer Pro Audio team were able to reduce the impact of the system on the venue's neighbours and eliminate the frequencies that travelled through the building the most. They also installed an anti-vibration mount with a frequency response of 2Hz to 20kHz between each speaker and its wall bracket, killing sound that would otherwise transmit through the brickwork. A custom wall panel gives the Jazz Café team total control over the system and the freedom to gradually change the ambience from restaurant to nightclub whenever they like. As dinner service ends in each area of the venue, they can turn up the volume and increase the bass to encourage guests to leave their seats and step onto the dance floor.





Pictured above: Claudio Coccoluto | DJ



# THE RESULT

## LOUD INSIDE, QUIET OUTSIDE

Since the new sound system was christened at a pulsating launch party with a performance by top Italian DJ, Claudio Coccoluto, among others, Jazz Café's owner Grasso has grown more and more fond of his new set-up. "We're so happy with the Pioneer Pro Audio system. Inside it's powerful and sounds so clear, but you can't hear the music outside so our neighbours are much happier," he says. But it's not just the drastic reduction of sound leakage that's made a difference. The Powersoft amplifiers that drive the system are considerably smaller and more efficient than the old A/B amps which used a huge transformer and were installed behind one of the bars, generating furnace-like heat. Now neatly stored in a small cupboard, the cool-running Powersoft K and M Series amps have hugely reduced energy use.

**"The DJs love it and our customers do too. Now they can enjoy their dinner without the music being too loud."**

Beppe Grasso | Owner | Jazz Café

Having been fully trained on how to use the system by Barrand, how did Grasso find the whole experience of working with Pioneer Pro Audio? "It was really nice. They're very professional and efficient, and they're always available to answer our questions," he says, adding; "We were pleased to collaborate with such a famous brand. Jazz Café is Italian at heart but with an international twist, so this partnership felt right for us."



#### 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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