

Pioneer

CASE STUDY

BORIK

BAŠKA VODA, CROATIA

Since 2015, summers in Baška Voda have never been the same.



THE CHALLENGE

FROM LAID-BACK BEACH VIBES TO A HIGH-ENERGY CLUB BUZZ, BORIK BAR AND RESTAURANT NEEDED A SOUND SYSTEM TO DELIVER IT ALL

Set in a stunning location near Split on the Adriatic Coast, this small former fishing village is sandwiched between the sapphire sea and the rugged Biokovo mountain range. And on the white shores of Nikolina Beach, nestled in the shade of lush trees, is where locals and visitors flock to Borik: a beach bar and restaurant with a difference.

In the words of the venue's manager, Ivica Tomaš, Borik aspires to be known simply as, "The best party in town." So, when a new sound system was needed in 2019, it had to provide an audio experience as special as the bar itself.

SYSTEM AT A GLANCE:

CLUB

14 x XY-81
6 x XPRS 215S
2 x Powersoft Ottocanal

DJ BOOTH

2 x XPRS 12
1 x XY-215S



During the day, Borik is the ideal spot to take a break from the sun, relax with a perfectly mixed cocktail or an energising coffee, and listen to chilled-out tunes while soaking up those beautiful coastal views. But at night, the air cools down and the atmosphere heats up. Croatian and international DJs, singers, and musicians get the party started with powerful performances, and costumed dancers hype up the crowd with dazzling moves.

In 2019, Borik's management team knew they needed a new sound system for the 1,500-capacity venue. "We always strive for perfection," explains Tomaš. "We wanted to have the best, clearest possible sound to help create a professional club atmosphere." With the help of local installation company, XXX DJS, the team reviewed several brands before choosing Pioneer Pro Audio. Then, it was over to Alen Smajić, XXX DJS owner and installer to assemble the multi-purpose setup.

"Because it's a large outdoor venue, we needed to make sure we had enough power to cover the space," says Smajić. "But we didn't want to just blast audio from a few points. We wanted to create a club feel, so we positioned XY-81 speakers all around to make sure the coverage was even." Using more boxes at lower volume had other

advantages too, explains Smajić. "The XY speakers are fantastic for directing sound to specific areas and, by using more of them, we had even greater control over dispersion, which helped us keep leakage to a minimum."

The flat voicing of the XY Series speakers is another factor that made them ideal for the project. Because they have no pre-loaded EQ, they get the best from all genres of music. So, whether Borik's customers are listening to melodic, ambient tunes by day or pumping dance tracks at night, they'll always hear an accurate reproduction of the source audio.

"When I heard the system for the first time, my reaction was: wow!" recalls Tomaš. "You immediately feel the clarity of the sound and although it's loud, it's comfortable on the ear. We've had great reactions from all the DJs and artists we've hosted, as well as our guests."

Borik is the latest in a line of world-renowned venues and festivals to partner with Pioneer Pro Audio. Since 2013, speakers from three versatile ranges have been installed at events and nightclubs including Lovebox and fabric in London, Ultra in Singapore, KM5 and Ushuaia Tower in Ibiza, and Sound Nightclub in Los Angeles.



"Our regular guests really noticed that something was going on with the sound. They immediately responded to the change in a very positive way."

Ivica Tomaš | Manager | Borik

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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