

Pioneer

CASE STUDY

TOMORROWLAND

IBIZA

Tomorrowland chooses Pioneer Pro Audio
for its boutique pop-up store



TOMORROWLAND BOUTIQUE JOINS FORCES WITH PIONEER PRO AUDIO TO RECREATE A FESTIVAL SOUND IN THE HEART OF ANTWERP

“ This configuration gave a great low-frequency energy in the store without overpowering shoppers and staff. We intensified that energy in the main stage area, with just two 12-inch speakers giving great coverage of the whole room.”

Kristian Van Haute | Pioneer Pro Audio Belgium

Tomorrowland is one of the world's biggest electronic music festivals, famed for being a magical experience with extravagant stages and globally celebrated DJs. In October 2015, the organisers opened their first popup concept store, the Tomorrowland Boutique, to give shoppers a taste of Tomorrowland in Antwerp city centre.

The store retails the Tomorrowland fashion collection and limited edition collectors' items to festival fans and fashionistas alike. A raised 'main stage' area featured a bar, a Steampunk-inspired Pioneer DJ set-up in bronze and live sets from Belgium's best DJs. And the History Room, set on a balcony running above the store, gave people the chance to plug in and relive the sights and sounds of previous festivals.

THE SOUND OF TOMORROWLAND

The organisers wanted to bring people a slice of the Tomorrowland experience, so a professional sound system was essential. They wanted an energetic sound in the shop – but at a level that allowed staff to speak to customers comfortably. For the main stage area, they wanted a warm bass and a tight, punchy chest kick, to create an immersive, festival experience. The History Room had to continue the vibe, but not compete with the space below. Plus, the system needed to sound good at lower volumes in the day and have the headroom to push it up for after-work parties at night.

SEAMLESS ENERGY FLOW

The Pioneer Pro Audio team designed a sound system to enhance the Tomorrowland experience. For the shop, they installed three XY-101 10-inch speakers and an XY-115S compact 15-inch bass reflex subwoofer, while the main stage area had two



XY-122 12-inch speakers – mounted horizontally with the horns rotated to provide smooth, consistent high frequency dispersion – and an XY-118S 18-inch bass reflex subwoofer. The DJ Booth had 2 XY-81 8-inch monitors on poles, while the History Room also had an 8-inch speaker to augment the sound from below.

The whole system was powered by four Powersoft K2 amps and one M30, all with built-in DSP. During the install, the team re-cabled the whole venue, which had been cabled for a system from another company.

INSTALLATION AT A GLANCE:

THE SHOP

3 x XY-101 10-inch, two-way speaker
1 x XY-115S single 15-inch, bass reflex subwoofer
3 x Powersoft K2 DSP

MAIN SPACE

2 x XY-122, 12-inch, two-way speaker
1 x XY-118S single 18-inch, bass reflex subwoofer
1 x Powersoft K2 DSP

DJ BOOTH

2 x XY-81, 8-inch, two-way speaker
1 x Powersoft M30 DSP amp

HISTORY ROOM

1 x XY-81, 8-inch, two-way speaker
Amp shared with the shop

OTHER

Pioneer brackets and monitor poles
All speakers in black with gold grilles



“ We're completely amazed by the system. Not just the sound but also the visual impact – the gold grilles match and look like they were made to be there.”

Debby Wilmsen | PR Manager | Tomorrowland Boutique

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 KUVVO 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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