

# Pioneer

CASE STUDY

## GUMA

ZADAR

Zadar is Croatia's oldest continuously inhabited city, but the local way of life is far from antiquated. Among the Roman ruins and medieval churches, you'll find hip shops, cafés and nightspots at the forefront of a buzzing, progressive culture.



# THE CHALLENGE

WHEN A NEW SOUND SYSTEM WAS NEEDED TO CREATE AN OUTSTANDING AUDIO EXPERIENCE, THE OWNERS OF GUMA TURNED TO THE BRAND THEY KNEW THEY COULD TRUST

In the heart of the historic city, GUMA blends the best of both worlds. Open from mid-morning until late at night, this 300-capacity venue has offered traditional hospitality and a lively atmosphere since it opened in 2018. Having revitalised an old cinema with vibrant interior design, it's become the ideal place to relax and eat or hang out with friends during the day, then hit the dancefloor in the evening.

"We want GUMA to be the 'living room' for people in Zadar," explains Frane Skoblar, GUMA's Marketing Manager. "It's somewhere they can spend quality time listening to music, talking with friends and enjoying their favourite drinks."

With a variety of seating set-ups that can be changed at any time, GUMA is a flexible space that transforms from a lounge bar to a nightclub every day, and often hosts creative presentations and photographic exhibitions in between. With the aim of contributing to Zadar's cultural scene, the venue prides itself on welcoming a crowd based on worldview rather than age, and the music policy reflects that; local and national DJs play tracks in numerous genres from the last three decades. But, in late 2019, the team at GUMA knew they needed to upgrade their sound system. Skoblar explains: "To make the ultimate experience for guests, all aspects of our service need to be exceptional. Back then, we were falling behind in terms of sound quality. We needed to change that."

Because GUMA is located in Zadar's historic centre, it was crucial that the new system would not only provide clear and powerful audio, but also do it without causing noise pollution for the neighbours



in the apartments nearby. Having worked with Pioneer DJ and Pioneer Pro Audio products for other projects in the past, the GUMA team were more than happy with the recommendations of Darko Deak and Mario Erceg, Owner and Technician respectively of rental and installation company, Amadeus II. "When clients want serious equipment, Pioneer Pro Audio is my choice. I don't work with other brands in that price range," Deak explains. "The sound quality is great and so is the build quality."

Deak assembled a system comprising XY Series speakers to give GUMA the flexibility and focussed audio the venue needs. "The XY speakers have a natural character so you can play different styles of music and they will all sound great," he says. "And because the speakers are so easy

to work with, we were able to direct the sound into the right areas and stop it from escaping the building." But what did the GUMA team think of the system? "We were surprised by the improvement in sound quality compared with the previous set-up," says Skoblar. "Most importantly, our DJs and our guests really noticed the difference. Their feedback is precious to us and we've received a lot of positive comments and online reviews."

GUMA 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.

## SYSTEM AT A GLANCE

### CLUB:

- 10 x XY-81
- 4 x XY-122
- 2 x XY-218S
- 1 x Powersoft K3
- 1 x Powersoft M30D
- 1 x Powersoft Ottocanali 4K4DSP

### DJ BOOTH:

- 2 x XPRS-10
- 2 x Pioneer DJ CDJ-2000NXS2
- 1 x Pioneer DJ DJM-900NXS2

"The sound and build quality are fantastic and the value is incredible. You just can't get the same balance from other brands."

Frane Skoblar | Marketing Manager | GUMA

**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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