



CASE STUDY

USHUAIA - IBIZA

I'M ON TOP OF THE WORLD: USHUAIA TOWER SPECIFIES A STATE-OF-THE-ART PIONEER PROFESSIONAL AUDIO SOUND SYSTEM FOR ITS PRESTIGIOUS PRESIDENTIAL SUITE

Ibiza's five-star party hotel Ushuaia Tower needed a bespoke sound system for its opulent, state-of-the-art, *I'm On Top Of The World* presidential suite. With guests able to book international DJs to perform in the suite, it needed a club-quality sound system with a powerful, deep bass – but where guests could talk comfortably too. Working closely with the Ushuaia team, Pioneer Pro Audio created a sound system that fitted this stylish, high-tech vision and looked as good as it sounded.

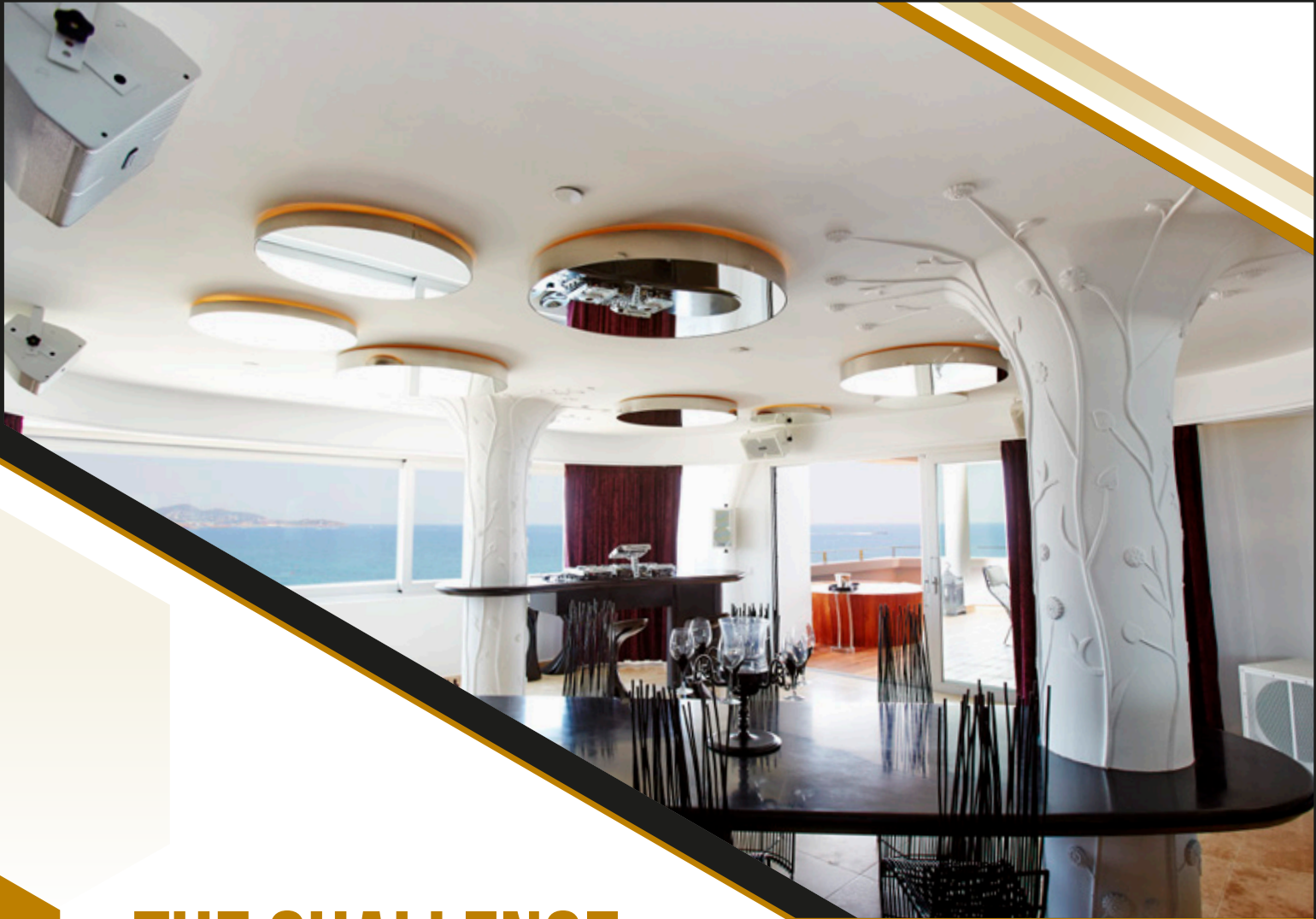
"The system is fit for a club; it delivers a clean, deep sound that's comfortable and warm at the same time. DJs are very happy to play here because it is such a unique place with the best equipment, and guests have given us amazing feedback. We wanted to take guests to another dimension in terms of lifestyle and technology, and Pioneer ProAudio have helped us achieve that."

Danny Gomez, brand ambassador for Ushuaia, Palladium Hotel Group



THE INSTALLATION AT A GLANCE:

- 4 x XY-81 8-inch PA speakers
- 1 x XY-81 8-inch monitor speaker in DJ booth
- 1 x XY-118S 18-inch reflex loaded subwoofer
- 2 x Powersoft K3 amplifiers with in-built DSP and Pioneer pre-sets
- Room EQ with Smaart software
- Custom-built in white to complement suite décor
- All brackets provided by Pioneer Pro Audio



THE CHALLENGE: AN IN-SUITE SOUND SYSTEM FIT FOR IBIZA ROYALTY

Ushuaia is a unique party hotel in the heart of Ibiza's Playa d'en Bossa, offering guests the hottest daytime parties and VIP services in a designer setting. A five-star theme park for adults, Ushuaia boasts luxury rooms overlooking a spectacular poolside stage with regular sets from DJs including Luciano, Swedish House Mafia, Pete Tong and David Guetta.

Building on the success of the original Ushuaia Club, the management decided to offer guests an even more exclusive experience. As Danny Gomez, brand ambassador for Ushuaia explains: **"We wanted to take guests to another dimension in terms of lifestyle, services and technology. So we converted the neighbouring three-star hotel into the five-star Ushuaia Tower, offering luxury suites with state-of-the-art technology."**

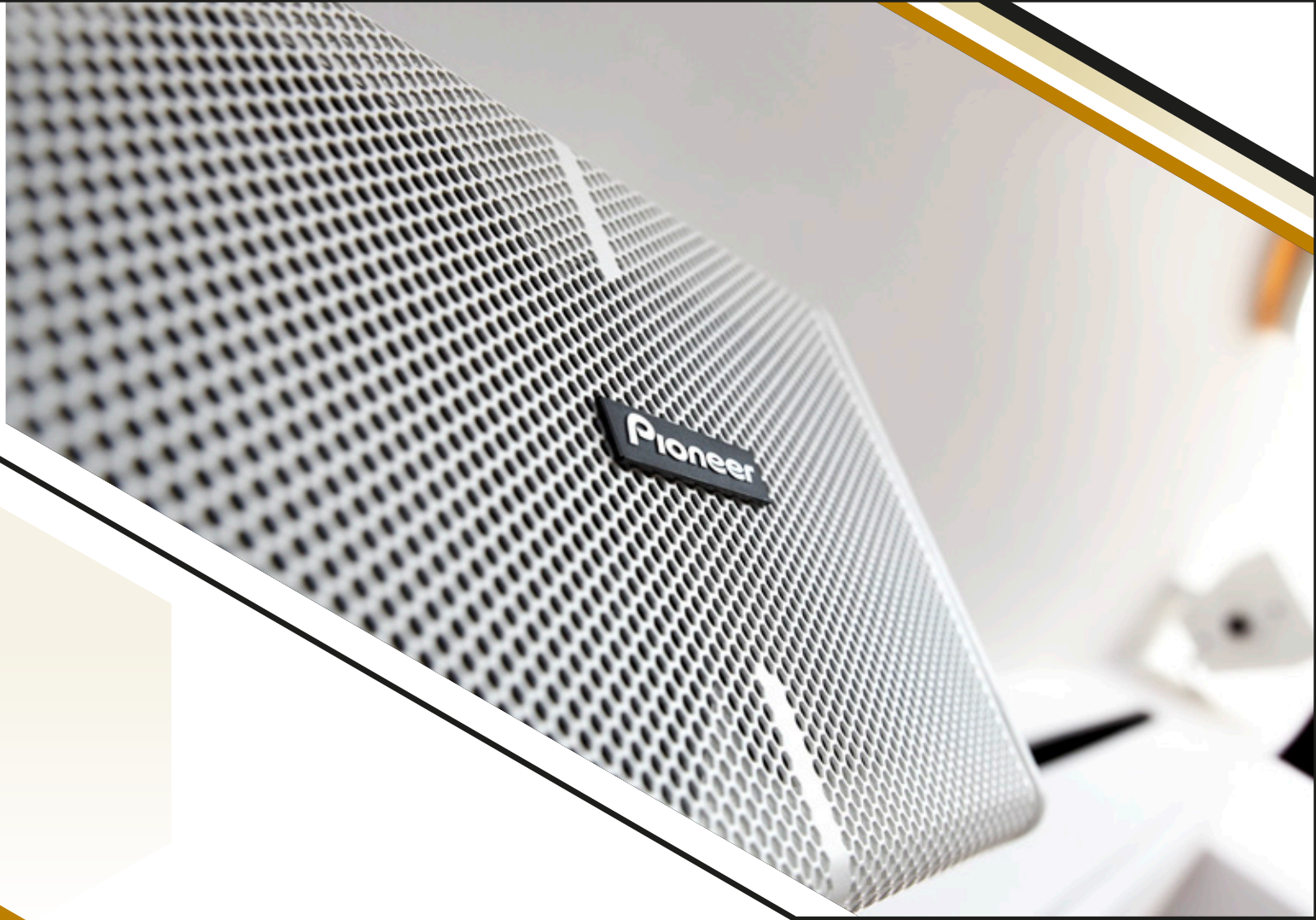
The Ushuaia Tower's crowning glory is the 166m² presidential, I'm On Top Of The World, suite. Positioned on the eight floor of The Tower, the presidential suite delivers stunning décor and 180-degree views of the island – from the iconic poolside stage to the beach and beyond. Comprising three elegant rooms and a sun terrace,

it offers guests the opportunity to host parties for up to 80 friends, and even book Ushuaia's regular DJs to entertain them.

The Ushuaia team's priority was to provide an exclusive, top-end experience, from the custom-designed Dom Perignon champagne fridge to the 50-inch flat screen TV and jacuzzi with champagne set up. Naturally this ethos extended to the suite's sound system.

"If the guest has David Guetta playing a private party, we have to offer him the best equipment possible," says Gomez. **"Our vision was to create a sound good enough for a high level of clubbing, with a deep, warm bass. But it was also important that guests could chat and relax comfortably without feeling overpowered by the music."**

Although the suite would be soundproofed, there were still concerns guests in neighbouring suites would not be disturbed. In addition, the equipment had to fit with the suite's contemporary white design motif, which features ornate pillars and ceilings.



THE SOLUTION: STYLE AND SUBSTANCE

Based on their experience of working with Pioneer DJ in the past, the Ushuaïa team returned to Pioneer to develop ideas for the *I'm On Top Of The World* suite. Pioneer Pro Audio's Alex Barrand worked closely with the Ushuaïa management, architects and designers to create a club-standard sound system that fitted their stylish, high-tech vision.

On Barrand's recommendation, the Ushuaïa team specified a speaker configuration comprising four Pioneer ProAudio XY-81 8-inch two-way PA speakers and one XY-118 reflex loaded 18-inch subwoofer. An additional 8-inch PA monitor speaker was installed in the DJ booth.

"Unlike a lot of 18-inch bass bins on the market, which can be quite slow, the ceramic driver in the XY-118 is powerful enough to deliver a fast punchy bass, whilst ensuring the low resonance," says Barrand. **"And the 8-inch speakers are incredibly powerful for their size."**

The trapezoid shape of the 8-inch speakers meant they could be mounted close to the ceiling, horizontally, to keep the clean lines of the room. The system is powered by two Powersoft K3 amplifiers with built-in DSP and Pioneer pre-sets loaded. Barrand used Smaart software from Rational Accoustics to time align the system perfectly to the room.

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THE RESULTS: WARM, CLEAN, CLUB-QUALITY SOUND

The resulting system produces club-quality sound and looks at home in the exclusive, stylish environment of the *I'm On Top Of The World* suite. The Ushuaia team were immediately blown away by the system's powerful, high-quality sound.

"You feel it in your body," says Gomez. **"A really clean, deep sound; yet very comfortable and warm at the same time. This really is amazing equipment we are offering the customer, I would say the same as a club. DJs are very happy to play here because it is such a unique place with such views and the best equipment."**

Any initial concerns over disturbing neighbouring suites were soon forgotten thanks to the XY-118 subwoofer's low resonance; while Gomez describes the architect as "super happy" with the way the white, horizontally mounted speakers complement her vision.

Gomez is also quick to praise the service from Pioneer Pro Audio. **"Alex understood perfectly what we were looking for and he came with the best solutions every time. As a result we get the best reactions from guests, because we have got the best to offer them,"** he concludes.

IMAGES USHUAIA - IBIZA



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