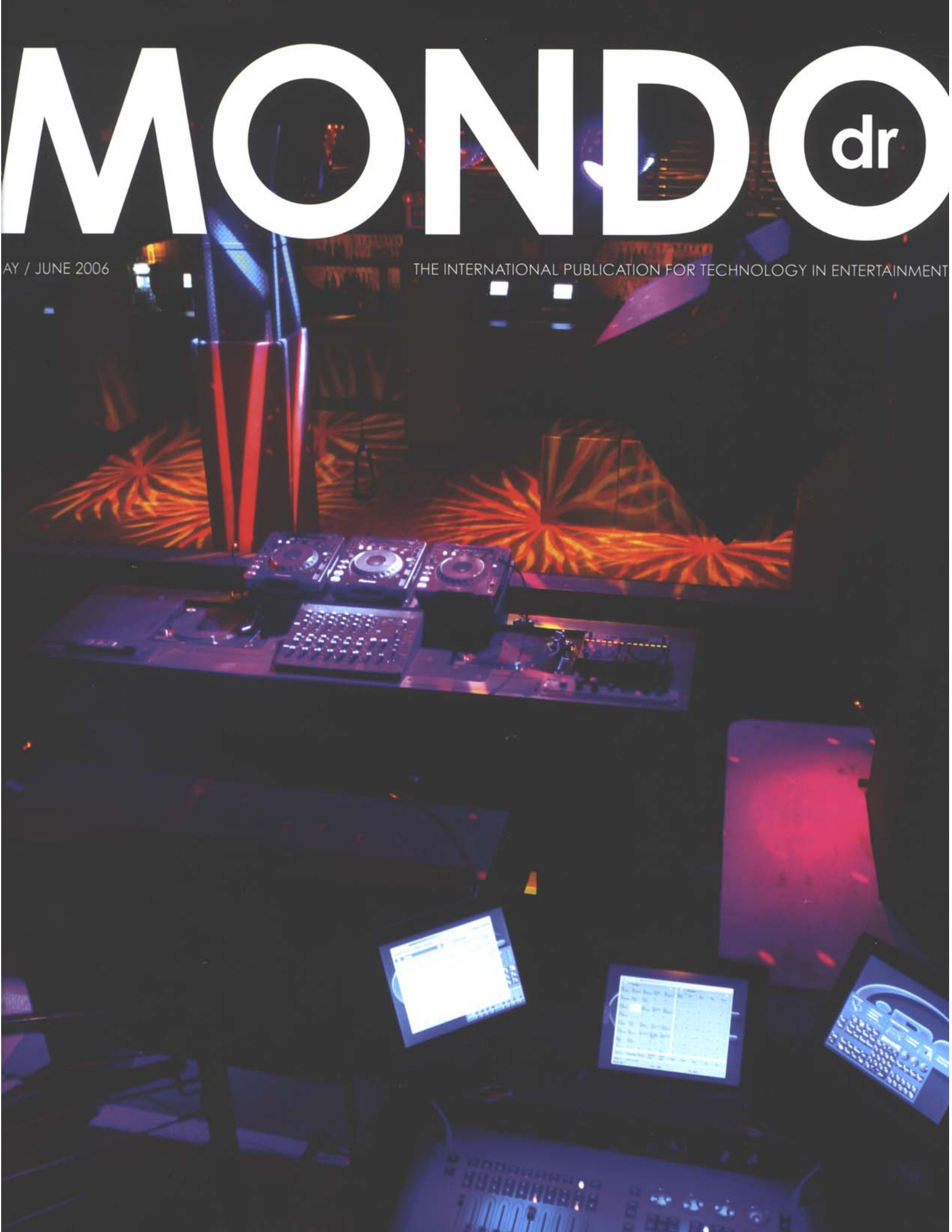


# MONDO dr

MAY / JUNE 2006

THE INTERNATIONAL PUBLICATION FOR TECHNOLOGY IN ENTERTAINMENT



# PACHA

NEW YORK



New York's ever evolving club scene is such that venues change hands and identities in the blink of an eye, often going through several incarnations year on year. Although many represent a mere lick of paint and a re-launch, some clubs take on a dramatic refurbishment programme ensuring that little remains to link the venue to its former guise. This is particularly true of New York's most recent, major club launch - a venue that has brought the famous name and cherry logo of Pacha to the streets of Manhattan. Located in what was once one of the city's most famous ever clubbing institutions, the legendary Sound Factory, Pacha NYC opened its doors in December last year and sees one of the world's most instantly identifiable clubbing brands set foot in the U.S. for the first time. With over three decades of history and numerous clubs located across the globe, Pacha is a name synonymous with both serious clubbing and serious style. The perfect combination for New York you might say!

Pacha was founded by Ricardo Urgell in the wake of Spain's liberation from dictator Francesco Franco in 1976 with a single club in Sitges, Spain. The family run business has since grown into a global brand that encompasses more than 25 nightclubs, a hotel, restaurants, a record label, radio station, lifestyle magazine and a full-scale merchandising division.

"After 30 years and 25 nightclubs, it has been the dream of Pacha to host a New York venue," says Pacha's brand director Danny Whittle. "We believe New York is the spiritual home of discos and nightclubs and we are happy to be a part of its great history."

Situated on 46th Street in New York's Hell's Kitchen area, the club is a four-tiered, 30,000 square foot, 1,700 capacity nightclub and event space that is, say the Pacha team, 'primed to change the city's nightlife landscape'.

The club certainly has more than its fair share of quality ingredients to ensure its success. Pacha will come under the expert stewardship of NYC nightlife veteran and club co-owner Eddie Dean who, alongside Promotional Director Rob Fernandez and fellow investor, musical director and internationally renowned DJ Erick Morillo, will operate the club in tandem with partners the Urgell family. Morillo was actually responsible for bringing the Urgells and their New York counterparts together and has had a major role to play in the development of the venue.

"I want this to be a club where the best DJs in the world will come to play on the best sound system in the world," he says. Notorious for consistently drawing unprecedented crowds to Pacha's flagship club in Ibiza, Morillo will take up residency behind the turntables at Pacha NYC on a monthly basis.

As Morillo points out, Pacha NYC features a significant sound system, one that has been specially designed and installed for Pacha by Miami based specialists Infinite Audio.

The system is based around Dynacord's alpha concept system and features 36 amps that deliver around 100,000 watts of power. There are no fewer than 22 tops and 15 subs distributed about the building's four layers. The main dancefloor alone boasts ten Dynacord alpha concept X-1/90s, 15 Dynacord alpha concept B-3 PWHs, six Dynacord P1200RLs and 12 Dynacord P3000RLs. The whole system is controlled by Dynacord's IRIS (Integrated Remote Intelligens Supervision) software.

"The moment I entered the new Pacha, I knew that what it needed was an alpha," recalls Infinite CEO Lord Toussaint. "Why? Because many of the rooms are simply made for it. Especially in view of the club's size and ambitions."

The fact that the new club was occupying the same premises as the legendary Sound Factory was the greatest challenge, as far as Lord Toussaint was concerned: "The Sound Factory is viewed by many ▶



Pacha is spread across four levels each exuding a different atmosphere and environment. The club's lower level features large capacity cloakroom, merchandise store and bathrooms. On the first level is Pachacha, on the second is The Atrium and on the top floor, level three, is Pachita - a 500 capacity 'club within a club'



► New Yorkers with a kind of religious fervour. Many of them would tell you how they'd been going to the club since they were 16 or 17 years old and that nothing would even come close to it in terms of sound. That was the attitude we met when we were installing our system. But now that it's up and running, the same people come up to us and say: 'Wow, I have to admit. The sound here's even better than in the Sound Factory.' Challenges like that are hard to beat in our industry.'

Toussaint expects the installation at Pacha to have a signal effect upon the entire American club scene. A signal aimed directly at the alpha concept system, because: "The sound system in this industry is absolutely decisive, no one can afford to compromise any more."

Pacha's Technical Director, Jarrod Khoury, was introduced to Dynacord's products by Erick Morillo, just as he thought he'd already settled on the perfect system for the club.

Explains Jarrod: "Erick turned me on to Dynacord during my search for the best audio solution for the club. Just when I thought I had it all figured out my world was turned upside down. Erick had just finished a set in Miami and he told me before I made my final decision I needed to contact Lord Toussaint at Infinite Audio. After speaking with him, Eddie Dean and I thought we could hold off one more day on our decision if Lord would fly up the next day. Sure as anything he was jumping out of a cab at 8am the next morning. After touring the Pacha venue with Lord he convinced me to fly down to Miami to hear the Dynacord product in his showroom and in the club installation. To say the least I was blown away by the sheer power of the cabinets and amplifiers. The technical workings of the DSP was so advanced that it initially seemed too hard to grasp. However, after a few hours of playing with it the product's ease of use became very apparent. The testing capabilities of the product are second to none and the durability is outstanding. EV did an ►





A slick, contemporary design scheme with more than a dash of glamour has been expertly executed by interior designers I-Crave Design Studio. The club has the feel of a cosy lounge but with the scale of a large superclub. The look of the club is described by Pacha as being 'urban swank (curved edges, glowing lights) meets Mediterranean charm (natural materials, bold colours)'

► outstanding job with this product. I wouldn't use anything else in the future."

Jarrold is equally glowing in his praise of Infinite Audio: "It was a pleasure to work with such a professional company that cares about the longevity of the club and not just throwing together an install and leaving me high-and-dry. This has to be one of the cleanest and neatest installs I have ever been involved with."

Pacha's audio system is matched by an equally impressive effects lighting system that is based around a range of products from Robe. "I've been quietly using all of the popular lighting product lines for many years now and I've realised that the designs of these lights are so similar that you now can branch off from the big three manufacturers and get a great solid light. Robe's products include a lamp on par with any on the market and a range of features to match. I'm a big fan of using one brand, I don't like to break it up. I hate it when you walk into a club and see three different yellows, I like the room uniform. I was very impressed with the performance and durability of Robe's products and the effects used at Pacha create a fantastic effect."

The lighting design sees a combination of effects from across the Robe range. Scan 250XTs, Spot 250ATs, Spot 575ATs, Scan 1200XTs and Wash 575ATs all feature. Strobe effects are provided by eight Martin Professional Atomic 3000s whilst control comes courtesy of a High End Systems Hog iPC.

The dynamism of Pacha's effects lighting system is perfectly complemented by a mood enhancing architectural lighting design ►



► from New York based Lighting Design Group. A subtle scheme in the main room and basement areas is juxtaposed with a more vibrant "old school" effect in the lobby area where neon has been used to create the red light columns and cherry logos that appear on the stairs leading into the club. "When it comes to getting a really deep red, neon just can't be beat," says Jarrod. On the club's second floor a track and pin spot system using LED colour changers and tubes offers a classic and simple way to get a bold look whilst on the top floor, or 'Pachita', a more contemporary fibre optic effect has been used to illuminate the etched glass back wall of the bar as well as in areas of the women's restrooms and lounge. "Over all," explains Jarrod, "with the help and guidance of The Lighting Design Group, we came up with a basic architectural lighting package that is very versatile." ►



## TECHNICAL INFORMATION

### PACHA - LIGHTING

8 x Martin Professional Atomic 3000 DMX; 2 x Robe Faze 1000ft; 2 x Robe Fog 1500ft ; 16 x Robe Scan 250 XT Series; 12 x Robe Spot 250AT; 4 x Robe Spot 575AT; 4 x Robe Scan 1200XT; 4 x Robe Wash 575AT; 76 x Mega-Claw; 52 x Elation S-Cable; 56 x IAS LDC-12; 1 x High End Hog IPC Lighting Control Console

### PACHA - SOUND

**MAIN ROOM DANCEFLOOR:** 10 x Dynacord Alpha Concept X-1/90 speaker system - radios front, trapezoidal enclosure loaded with dual 15" lowfrequency transducers in short horn, DH7 3" voice coil compression driver loaded on a 90° x 45° constant directivity horn and dual ultra high frequency slots radiators; 15 x Dynacord Alpha Concept B-3 PWH low frequency speaker system, rectangular enclosure loaded with dual EVX-180, 18" transducers, Planar Wave Horn (PWH) loaded configuration; 6 x Dynacord P1200RL I.R.I.S. (Integrated Remote Intelligent Supervision) power amplifier; 12 x Dynacord P3000RL I.R.I.S. power amplifier

**MAIN ROOM DANCE FLOOR UNDER DECK:** 8 x EAW UB82e 2-way passive full range system; 8 x UB82e mount bracket for the EAW UB82e; 2 x Dynacord P1200RL I.R.I.S. power amplifier

**MAIN ROOM V.I.P MEZZANINE:** 4 x Dynacord Xi-1152/94FC Two-way, full range speaker system; 1 x Dynacord P1200RL I.R.I.S. power amplifier; 1 x Dynacord P3000RL I.R.I.S. power amplifier

**MAIN ROOM SECOND FLOOR:** 8 x Dynacord Xi-1152/94FC Two-way, full range speaker system; 2 x Dynacord P1200RL I.R.I.S. power amplifier; 2 x Dynacord P3000RL I.R.I.S. power amplifier

**D.J. CONTROL BOOTH:** 2 x Dynacord Alpha Concept V-1/60 I.R.I.S. power amplifier; 1 x Dynacord B6 VLF low frequency speaker system; 1 x Dynacord P1200RL I.R.I.S. power amplifier; 1 x Dynacord P3000RL I.R.I.S. power amplifier; 1 x Rane MP-2016a Rotary knob DJ mixer; 1 x RANE XP-2016a External processor for MP 2016 (3U); 3 x Technics SL-1210 M5G direct-drive turntable

**THIRD FLOOR LOUNGE:** 6 x EV FRI+152/94 BLACK Two-way, full range speaker system; 5 x Electro-Voice QRx 218-S Low-Frequency speaker system; 6 x Dynacord P3000 power amplifier

**THIRD FLOOR DJ CONTROL BOOTH:** 1 x Rane MP-2016a Rotary knob DJ mixer (3U); 1 x RANE XP-2016a External processor for MP 2016 (3U); 2 x EV FRI+152/64 BLACK Two-way, full range speaker system

**BASEMENT:** 2 x EV FRI+152/94 BLACK Two-way, full range speaker system; 2 x Electro-Voice QRx 218-S Very Low-Frequency speaker system; 1 x Dynacord P1200 power amplifier; 1 x Dynacord P3000 power amplifier

**RACK ROOM:** 1 x Dynacord UCC-1 USB to CAN bus interface for remote controlled amplifiers; 4 x Lowell L 278-70 Modular gangable rack assembly with 11-Ga. front and rear mounting rails; 2 x Lowell L 278-70SP Side panel pair for modular rack assembly above; 4 x Lowell LWF-1912 Fan panel, four 4.7" fans for L278-70 series rack top, forced convection cooling; 1 x Furman PL-8 Series II Professional duty power conditioner with LED downlights; 1 x Biamp AudiaFLEX NC; 3 x Biamp IP2 2-channel mic/line input card for AudiaFLEX chassis; 9 x Biamp OP2 2-channel mic/line output card for AudiaFLEX chassis; 4 x BIAMP VS-8; 9000 x Burton 12Ga. 4cond. UL- Class 3 listed jacketed, stranded speaker cable; 800 x Gepco UNC-220 22 gauge, low capacitance shielded pair and 1/18 gauge power twisted pair, rated CMR, PVV compound standard



► Jarrod continues: "As a whole I am very happy with the technology package we have put together for the club. However, as you well know, new products emerge all of the time and I have the opportunity to constantly update the space as we see fit. In this business you are never completely finished, you have to constantly adapt to maintain a top notch entertainment system."

Jarrod is quick to pay homage to the impact that Erick Morillo's involvement with the project has had on the completed club. "Having Erick on board as a mentor and being able to pick his brains has been priceless. The man has travelled the globe and played in countless nightclubs around the world. That kind of first hand knowledge was crucial to getting the very best in sound and intelligent lighting."

Any great club is all about being the sum of its parts of course and Pacha's bespoke audio and lighting package required a backdrop to match. This has been perfectly created by one of New York's most pro-active and respected interior designers I-Crave Design Studio. Having already completed a number of major club, bar and restaurant projects in the city (Crobarr, AER, B'Lo, Pangea), the I-

Crave team have produced a stunning scheme that is both slick and contemporary, glamorous and chic.

Say I-Crave of their design: "With a series of glowing bars, dancing spaces and lounging atmospheres, Pacha NYC is a nightclub that captures the feeling of its original adapted to the New York nightlife scene. By integrating unique materials and tectonic solutions to each particular space, the experience of the night is multiplied and blended to a myriad of diverse sensory stimuli."

Much has been made of New York's unique ability to chew new clubs up and spit them out in a different shape or form barely a year later and it will be interesting to monitor Pacha NYC's success over the coming year. One thing's for sure however, Pacha NYC has all the elements to ensure that it will be around for some time to come. "I'm confident in our abilities locally to reach the audience that we need to reach," says Pacha NYC co-owner Eddie Dean. "However, for staying power and longevity in New York you really need something else, and that's what Pacha delivers. We have instant global penetration now." [www.pachanyc.com](http://www.pachanyc.com) 

## FRANÇAIS

Etabli dans ce qui fut l'une des institutions de New York, le club Sound Factory, Pacha NYC a ouvert ses portes l'année dernière en décembre. C'est ainsi que l'un des labels de clubs les plus reconnaissables du monde est arrivé pour la première fois aux USA. Situé dans le quartier Hell's Kitchen, la discothèque et "event space" pouvant accueillir 1700 personnes a 2780 mètres carrés répartis sur 4 niveaux et a été aménagée de façon sensationnelle par I-Crave Design. Entre les mains expertes du co-propriétaire, Eddie Dean, et de son collègue investisseur, le directeur musical et DJ Erik Morillo, Pacha sera dirigée en tandem avec les partenaires, la famille Urgell. Le système de sonorisation du club est basé sur le système Dynacord alpha concept. Pas moins de 22 haut-parleurs top et 15 subs sont répartis dans l'établissement. La piste de danse principale à elle seule offre dix Dynacord alpha concept X-1/90, 15 Dynacord alpha concept B-3 PWH, six Dynacord P1200RL et 12 Dynacord P3000RL. Le système entier est contrôlé par un logiciel Dynacord IRIS-Software. Les effets d'éclairage sont créés par une combinaison de produits Robe, Coemar et Elation.

## DEUTSCH

Mit der Eröffnung des Pacha NYC (an der Stelle der einst berühmtesten New Yorker Clubbing-Institution Sound Factory) im vergangenen Dezember tat Pacha, eine der berühmtesten Clubbing-Marken der Welt, zum ersten Mal den Schritt in die USA. Das von I-Crave Design fantastisch ausgestattete Venue im Stadtviertel Hell's Kitchen ist eine Kombination aus Nachtclub und Event-Space und bietet auf vier Ebenen und rund 2800 Quadratmetern Platz für 1700 Gäste. Die Geschicke des Pacha werden fachkundig von Eddie Dean gelenkt, der den Club mit Co-Investor, Musical Director und DJ Erik Morillo und mit der als Partnerin agierenden Familie Urgell betreiben wird. Grundlage der Soundanlage bildet das Dynacord alpha concept-System. Im gesamten Club sind nicht weniger als 22 Tops und 15 Subs anzutreffen – die Tanzfläche allein ist mit zehn Dynacord alpha concept X-1/90, 15 Dynacord alpha concept B-3 PWH, sechs Dynacord P1200RL und 12 Dynacord P3000RL bestückt. Gesteuert wird das gesamte System durch die IRIS-Software von Dynacord. Die Beleuchtungseffekte kommen aus einer Gerätekombination von Robe, Coemar und Elation.

## ITALIANO

Ubicato nell'edificio che ha ospitato una delle più famose istituzioni del clubbing di New York, la Sound Factory, il Pacha NYC ha aperto i battenti nel dicembre dello scorso anno. È la prima volta in assoluto che uno dei brand più celebrati del clubbing al mondo mette piede negli Stati Uniti. Situato nell'area della Hell's Kitchen della città, il club è un locale a quattro livelli, di 30.000 metri quadri, con una capacità di 1.700 persone e uno spazio d'intrattenimento splendidamente attrezzato da I-Crave Design. Il Pacha è espertamente amministrato dal co-proprietary Eddie Dean, il quale, assieme al co-investigatore e direttore musicale Erik Morillo, gestirà il club in tandem con la famiglia Urgell. Il sistema audio del locale è basato sul sistema alpha concept di Dynacord. Ventidue top e 15 subwoofer sono distribuiti in tutta la venue, con il solo dancefloor dotato di dieci Dynacord alpha concept X-1/90, 15 Dynacord alpha concept B-3 PWH, sei Dynacord P1200RL e 12 Dynacord P3000RL. L'intero sistema è controllato tramite l'IRIS-Software, sempre di Dynacord. Gli effetti luminosi sono una combinazione di prodotti Robe, Coemar ed Elation.

## ESPAÑOL

Situado en lo que en su día fue una verdadera institución de la escena neoyorquina de los clubs, el Sound Factory, Pacha NYC abrió sus puertas en diciembre del año pasado y supuso la llegada a EE.UU. de uno de los nombres de clubs más identificables del mundo. Situado en la zona de Hell's Kitchen (la Cocina del Infierno), el club presenta cuatro plantas, ocupa más de 9.000 metros cuadrados, puede albergar a 1.700 clientes y cuenta con un espacio dedicado a los eventos que ha sido puesto a punto de forma magistral por I-Crave Design. Pacha llega bajo los auspicios de su experto co-proprietary Eddie Dean, quien, junto con el otro inversor, el director musical y DJ Erik Morillo, explotará el local "mano a mano" con socios de la familia Urgell. El sistema de audio del club gira en torno al concepto alfa de Dynacord. Hay ni más ni menos que 22 tops y 15 subs distribuidos por todo el club, y sólo la pista de baile principal cuenta con diez X-1/90 Dynacord de concepto alfa, 15 B-3 PWH de concepto alfa de la misma marca, seis P1200RL y 12 P3000RL Dynacord. Todo el sistema se controla a través del software IRIS, también de Dynacord. Los efectos de iluminación surgen de una combinación de productos Robe, Coemar y Elation.