

PLAYBOY



HYDERABAD, INDIA
ASIA/PACIFIC/OCEANIA

The first of its kind to open in India, Playboy club in the Novotel, Hyderabad, aims to create a surreal atmosphere and an immersive nightclub experience for its guests. Encompassing 6,000 sq ft over two floors, it offers gourmet food, premium drinks and entertainment from internationally renowned bands and DJs, through a powerful sound system and dazzling light installation. Playboy club opened as a franchise of Playboy Enterprises in collaboration with PB Lifestyle India, which contracted Light Vision India (LVI) for the lighting installation. Satish Rana, Principal Designer from LVI who performed the installation explained that the design brief was a simple but challenging one. He said: "The owners envisioned it being a dynamic, ever-changing lighting environment. They didn't want Playboy club to look like a typical club." Satish's task was to create a design that was both unique and unconventional, while still creating a subtle party atmosphere for guests. To accomplish this, he explained: "I decided

on an installation that was more like a concert or theatrical production that would integrate with the music and sound."

Beginning with the lighting design, Satish selected Martin Professional fixtures. He installed a bevy of Martin Professional moving heads including three Rush MH2 Washes, three Rush MH1 Profile LED spotlights, three MAC 101 LED washlights and two Rush MH3 Beams. The fixtures are ceiling mounted throughout the venue. This variety gives a remarkably wide range of lighting effects and colour variations. Both of which Satish emphasises "are as important as the music, furnishings and amenities, in setting the mood and atmosphere of the venue. I wanted a lighting system that could go from subtly complementing the elegant interior finishes and materials, to transporting dancers and partygoers into an otherworldly experience of ever-changing colours, moving spotlights, strobes and effects." Martin Professional provided the products to achieve this.



To create the Playboy bunny logo synonymous with the brand, compact Pollux spotlights from ERCO were used in various locations; which not only serve as a branding tool but also gives the space “a definitive language”. EL Lights EL Tape was used for vertical high-lights. The EL Tape is energy efficient, discreet at just 0.02mm thick, and generates very little heat. All the coves and bar counter panels are lit up using LED strips, from Osram, which were used to create long seamless bands of light. Design proved not to be the only challenge; time was also a constraint. “From the beginning the timeline for Playboy club project was extremely tight,” said Satish. “LVI’s biggest challenge was the turn around, and we managed to achieve the desired effects in that time frame quite successfully given the help and special support extended by the Martin Professional India team.” With the lighting system complete, it was time to turn the attention to audio to complete the venue. White Eagle Entertainment, which

specialise in audiovisual integrated solutions, was responsible for the installation of the sound systems. Arun Kalra, explained the process of creating an audio set-up that could not only deliver power, but tonal quality and even coverage too. In Arun’s opinion the venue was unique in terms of its size and high ceilings. Arun and his team designed the sound system using Outline’s Open Array simulation software. The software predicts the results expected from an installation of Outline products, providing a detailed loudspeaker placement guide to ensure the correct set-up procedure from an acoustic and mechanical point of view. “At first we designed a line array system,” explained Arun. “But due to the budget we also had to consider a point source system which in the end provided an ideal solution.” The main sound system on the dancefloor comprises four Outline Doppia II 9075 three-way loudspeakers, chosen for their dual 12-inch woofers, single 10-inch mid-range driver and their three-inch high frequency compression ►



driver. In the surrounding areas Arun specified two Outline Eidos 15's and eight Outline Eidos 12's, loudspeakers which both have high SPL capabilities. Two Outline Eidos 118S subwoofers extend the low frequency response. Four Outline DBS 18-2i multi-purposes loudspeakers are also in place for infills. A selection of Outline amplifiers provide power for the sound system, specifically Arun selected the four Outline M5000-4 amplifiers and one T20-1 amplifier. While for loudspeaker management two Apex Intelli Z2 processors are in place. "The Intelli Z2 processors are four in, eight out units, which provide us with FIR filtering and great sound quality," said Arun. For control a Yamaha LS9-32 digital mixer was chosen for being lightweight and easy to set-up, plus a Pioneer DJM-2000 DJ mixer featuring a peak limiter that allows playback while limiting distortion at maximum output levels.

Through the use of colour, geometric panelling and lighting design Playboy club has a rich yet subtle quality. The clever use of spot lighting highlights points in the room, whilst the use of LED strips alone in others, masks the space in a pink hue. In order to enter the club, guests must first walk through a dark and dimly lit tunnel space. When you consider the contrast of this to the colour effects, spot-lights, and light beams synchronised with the music as they reach the main room; it is not hard to see what sort of impact it would have on patrons. "As opening night arrived, the team at LVI was geared to see everyone's reactions to the installation first hand", explained Satish. "All the people who entered had the same expressions on their faces, a look that said 'wow' that look was the reward for all our sleepless nights and hard work!" 📷

TECHNICAL INFORMATION

SOUND

4 x Outline Doppia II 9075 loudspeaker; 2 x Outline Eidos 15 loudspeaker; 8 x Outline Eidos 12 loudspeaker; 2 x Outline Eidos 118S subwoofer; 4 x Outline DBS 18-2i loudspeaker; 4 x Outline M5000-4 Amplifier; 1 x Outline T20-1 amplifier; 2 x Apex Intelli Z2 processor; 1 x Pioneer DJM-2000 DJ mixer; 4 x Pioneer CDJ-2000 multiplayer; 1 x Yamaha LS9-32 digital mixer

LIGHTING

3 x Martin Professional RUSH MH2 Wash moving head; 3 x Martin Professional RUSH MH1 Profile LED spotlight; 2 x Martin Professional Rush MH3 Beam moving head; 3 x Martin Professional MAC 101 LED washlight; 3 x ERCO Pollux spotlight; EL Light EL Tape; Osram LED strips

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