

New Line Array Makes Debut at Switzerland Music Festivals



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Britannia Row Returns to U.K.'s Creamfields EDM Festival

■ Birmingham, U.K. — Britannia Row has returned to the U.K.'s Creamfields EDM Festival in Birmingham. The system was used for the first time at the festival.

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Emporio On Stage Backs Sting Concert in Tuscany



■ FLORENCE, Italy — This summer, on the Florence date of Sting's ongoing "Back to Bass" tour, the artist and his band performed a sold-out show staged on July 28 at the city's Cascine Park.

The audience was treated to every nuance of Sting's hits via an Outline GTO audio rig supplied by Emporio On Stage and helmed by the artist's veteran FOH engineer, Howard Page.

"The secret to good live sound is to know your audience, so you make a decision based on them," Page noted. "With Sting, I look for perfect clarity and definition, tuning the PA in a very smooth flat way — like studio monitors."

Another of Page's secrets lies in the bottom end. "I want the bass notes to be short and tight," Page noted. "The way to achieve this is

not to bias the PA, tuning toward the long-end, and not have it too strong.

"Many larger line array sound systems have tuning which has a big boost from the bottom-end up to 2,000 Hz, and then rolls off," Page continued. "Those systems often lose clarity because of the summation of the instruments, with the mix itself giving you too much of this frequency range."

Although it was only the second time he had worked with the Outline system, Page said "it worked great with these techniques, and the settings available enabled me to easily achieve a smooth natural response across the entire frequency range."

"The guys have done an amazing job here," Page continued. "I'd like to pass my thanks to

them for their great work on the settings, and the excellent coverage that the system gave across the entire venue."

"We designed the sound system together with Outline, and aim at providing the 'ideal' system for various productions' needs," noted Emporio On Stage owner Angelo Catoni.

"For example, with Massive Attack, we strengthened the mid/low range, and with Sting, we looked for a response that was as natural as possible," Catoni added.

Catoni's firm, which works with a variety of Italian and foreign productions, also lit Sting's concert event. "We're really proud to have an Italian sound system, with Italian (Powersoft) amplifiers managed by an all-Italian crew," he concluded.



FOH engineer Howard Page optimized Sting's nuances once again with an Outline GTO system.