

THE BOTTOM END



MELBOURNE, AUSTRALIA
ASIA/PACIFIC/OCEANIA

The latest venture by experienced entrepreneur, Peter Iwaniuk is located at the bottom end of Melbourne's CBD, hence its name The Bottom End. The building has been operating as a nightclub for more than 20 years, most recently as an Asian dance club called Tattoo. However, Peter decided it was time for a change and re-launched the venue with the help of newly appointed Creative Director, Michael Delany-Korabelnikova.

The first major change Peter implemented was an upgrade to the sound system. Peter turned to Adam Nevzat of Ambient Technology. Adam has been working with Peter for the last 15 years on various projects around the city. Adam said of Peter: "He is a very good operator, innovator and has always demanded the finest quality."

The venue is split over a number of levels, on the ground level is a lounge style bar area, which serves food early evening, while on the top floor is the smaller of the two clubs spaces and operates as club night called Poof Doof on Saturdays. On the middle floor is the Main Room, which is home to a club night called Survivor on Saturdays, playing underground dance music.

Because the venue operates a number of different club nights and has a somewhat mini festival vibe at the weekend, the sound system needed to be flexible and able to cope with DJ sets as well as live performance. Michael said: "We've got a 24-hour license here so

we have the capabilities to put a live act in the middle of an event that goes on longer rather than a band gig that finishes at midnight. That's a good thing to be able to add into the mix."

Adam explained the idea behind the sound system: "We designed something that was going to be subtle, yet there, without looking too casino style. Peter has a lot of trust in me, having done so many venues for him over a long period of time, he doesn't even question or ask anymore. He just says, 'this is what I want, this is how I want it to sound, you know how do to it Adam!'"

When Peter first heard the Outline products, approximately four years ago when the brand came to Australia, he was extremely impressed. So much so that he specified it for all his venues around the city, including The Bottom End. The building has high ceilings and exposed brickwork so it had the potential to be an acoustical nightmare, however, the Outline products and Adam's expert knowledge overcame the challenge with ease.

Adam continued: "The idea was to concentrate the energy on the dancefloor even though nowadays there's no such real thing as a dancefloor when it comes to bars. But still, if you're closer to the DJ and you've walked away from the bar there should be a little bit more energy, however, that's produced from the sub bass system and as you move away that mid-high needs to flow through fairly evenly without holes within the PA or within the room."

The main PA comprises Outline Eidos 10 loudspeakers and Outline Eidos 12 loudspeakers, which are mounted around the edge of the dancefloor. The room has also been equipped with Outline DVS 12

compact powerful loudspeakers, Outline DVS 15 high efficiency loudspeakers supplemented by Outline Subtech 218 subwoofers.

Adam said: "Our small boxes are extremely high powered so we get a more even coverage by using the right box in the right spot. What we put in seemed to work right, it is acoustically a good room, there's a lot of hard wood and nice surfaces, we weren't up against glass or concrete or reflective surfaces.

"There were certain parts where we had to use a soft dome tweeter that wasn't going to bounce off certain places, and there were other places where we used a more punchy horn that would work project into the room." The system is powered by Outline's T Series amplifiers and processed via an Outline Genius loudspeaker management system.

Michael happily describes himself as a non-technical guy, but as an experienced operator in the clubbing industry he does know what sounds good. He had worked with Outline before in previous clubs he used to run and was impressed with the equipment then too. He said: "I've always felt like some of the more digital-based product manufacturers have too much personality whereas Outline is more neutral and I like that better. I don't like hearing that processing. I've always liked big analogue systems with proper subs and the combination of that with something that's reliable and modern is a good thing."

As well as a new sound system, Peter was also keen to incorporate a visual element at The Bottom End. He wanted to pave the way for this kind of technology to be integrated into clubs in Melbourne. A total of 24 GLUX MOTN 12 panels make up the nine metre LED screen. Mi-

chael and his technical team at the club create a lot of original content for the screen using YouTube clips, the content is then run through a coolux Pandoras Box Server.

Other lighting fixtures in the Main Room include five Robe RoboScan scanners, two acme strobes, two Dune lasers, plus lots LED tubes to highlight the ceiling edges and the DJ booth. A Martin Professional M-PC editing tool that runs off a PC controls the fixtures. Michael is already planning the next phase of the redesign. Being in charge of the largest licensed nightclub in the city is a tough job, he has to ensure people keep coming through the door night after night. ■

TECHNICAL INFORMATION

SOUND

Outline Eidos 10 loudspeakers; Outline Eidos 12 loudspeakers; Outline DVS 12 compact powerful loudspeakers; Outline DVS 15 high efficiency loudspeakers; Outline Subtech 218 subwoofers; Outline T Series amplifiers; Outline Genius loudspeaker management system

LIGHTING & VISUAL

24 x GLUX MOTN 12 LED panels; 1 x coolux Pandoras Box Server; 5 x Robe RoboScan scanner; 1 x Martin Professional M-PC control platform; 2 x Acme strobe; 2 x Dune laser; LED tubes

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