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Balena Lounge Bar on Italy's Adriatic Coast Combines Taste, Style and Design

RICCIONE, Italy — Emporio On Stage from Scandicci (Florence) designed and installed a new Outline speaker system at the Balena (Whale) lounge bar in Riccione, Italy. The system provided for this venue in the town situated on Italy's Adriatic coast includes 11 of Outline's new Vegas 4 miniature speakers along with four Sub 110 units.

A visit to Riccione is fun all year round, but the "Green Pearl of the Adriatic" — so-called thanks to its tree-lined streets, parks and gardens — is at its best from spring through to summer. From Easter to September it becomes the ideal destination for those who want to spend a weekend or a holiday enjoying everything the resort has to offer.

The town's penchant for hospitality dates back to the 1930's and it has been a trendsetter since, with its top clubs in the surrounding hills, leading edge beach and spa facilities and its famous main drag, Viale Ceccarini, buzzing day and night.

The iconic street recently hosted the opening of The Balena (The Whale) Lounge Bar by the Villa Delle Rose and Peter Pan group, a venue offering a perfect combination of taste, style and design, in a strategic spot once occupied by the Trussardi Boutique.

An Outline loudspeaker system has been installed at the "Balena," which is already acknowledged as one of the most refined lounge bars on the Romagna Riviera, but as Marco Tirafferri explains on behalf of the group that manages the Villa delle Rose and Peter Pan clubs, "It's not a disco in the town center — we cater for a clientele aged from 25-30 upwards who want to pass an evening in a stylish setting, but also enjoy a music selection that is not only refined but above all reproduced well."

He adds, "Music plays a key role in creating the right atmosphere in all environments. Even more so in the case of a lounge bar, which must have top-grade music reproduction, and a good sound system on which time and care have been spent from the drawing board stage can make all the difference.

"The Outline brand was chosen due to our desire to ensure clients premium quality audio to accompany them from breakfast to dinner and from champagne tasting sessions to the great selection of dishes proposed by our chefs. The Outline sound literally knocked us out. However, the only way to find out if a perfect job's been done is to come here and listen."



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