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**SBE Entertainment
Raises the Bar with
Design and Branding**

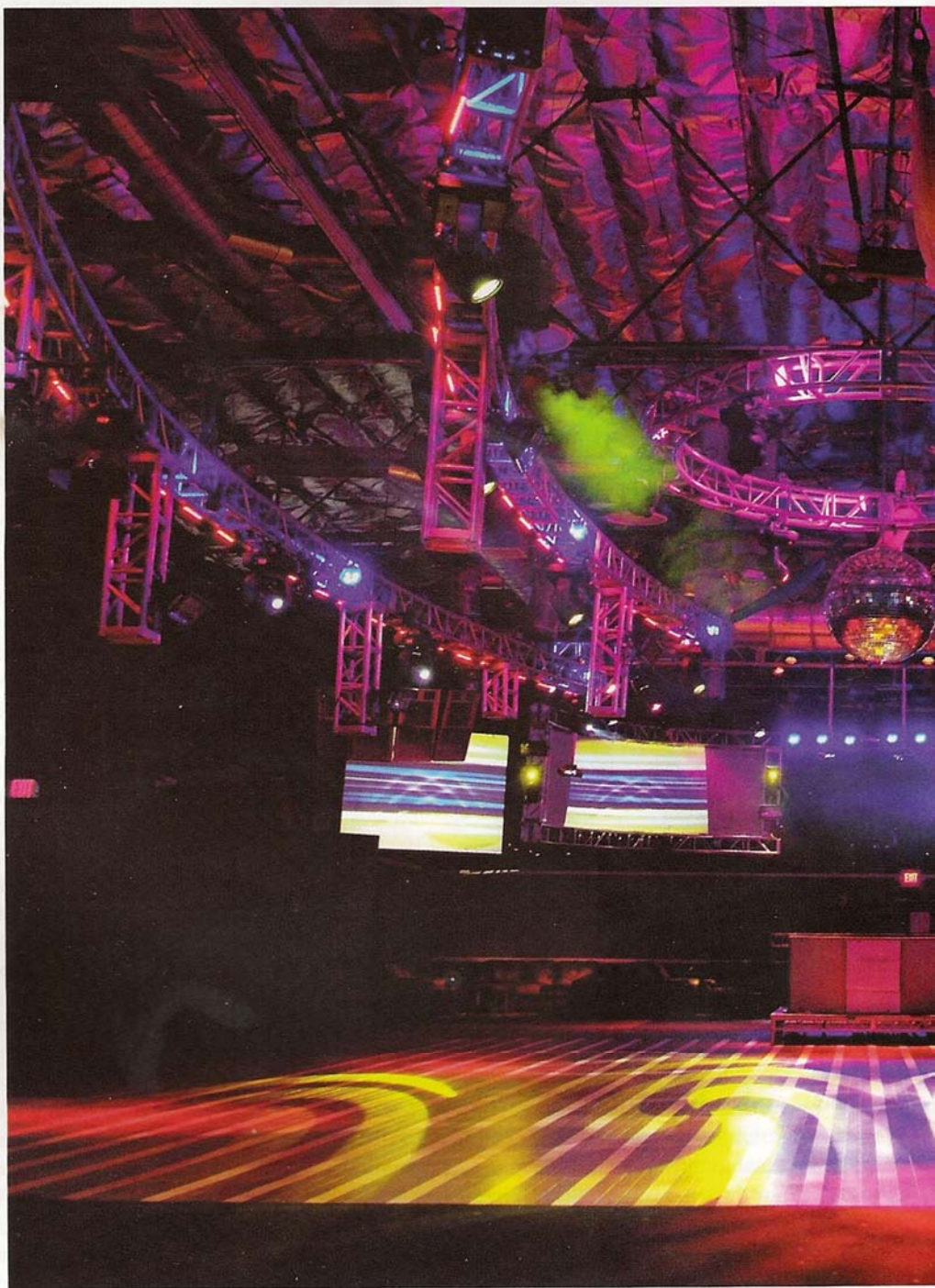
Technology in the Nightclub

BY HANNAH JOSEPH

Five-Part Series:

- ① The Hotel
- ② The Nightclub
- ③ The Restaurant
- ④ The Casino
- ⑤ The Spa

Luggage, laptops and life vests (cell phones) in tow, we successfully checked into the hotel in the first of our five-part technology series. It's time to shed some layers as we embark on a night of good ol' fashioned hedonistic fun in the nightclub — man's modern playground designed to impress, stimulate and engage. We contacted the leaders in entertainment technology to learn about how the latest developments are shaping the way we play.



In The Waiting Line

Before you can enjoy the nightclub, you have to get in. Because long lines and lewd crowds can often ruin the clubbing experience, venues around the world are using biometric technology to reduce check-in times and add extra security measures.

Companies such as CreativeCode Ltd. have developed fingerprint-identification systems to record everyone who enters and leaves the club. First-time guests provide paper identification, place digits on a special scanner at the door and the system stores the information for future visits.

Not only does biometric technology free clubbers of cumbersome wallets, it lets bouncers regulate whom they let in as problematic and aggressive guests are noted in the system of networked clubs. The system makes underage drinking nearly impossible and with minimum waiting times and a safer environment (statistics indicate a 23.5 percent drop in alcohol-related violence at certain venues) the partygoer is free to enjoy the full experience of the nightclub.

Spotlight on LED

Once you're in, it's time to enjoy the show. With the introduction of LED lighting, operators have a new medium to add to their bag of tricks.

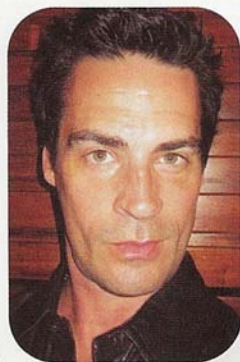
"There are now semi-transparent LED curtains, screens, video tubes and graphic moving lights," said Steve Lieberman, designer at SJ Lighting. "LED is great because it gives us approximately

Dan Agne of Sound Investment

16.7 million high-resolution color options."

For a recent L.A. project, Lieberman designed a chandelier made entirely of LED video tubes. "Imagine each tube is a line of resolution," he said. "I've got 30 of them and I can get some sort of image on there. Now we're custom-mapping video for them."

In addition to traditional stage lighting, LEDs and moving lights, a club at New York, New York in Las Vegas will feature a seamless 360-degree image created with 14 video servers and a lighting console. "We can plug in fixed images or animations," he said. "It's all triggered by a lighting console so the lighting operator can alter the intensities and display



one continuous image or 14 different images. It will be absolutely insane."

The trick to a successful design, Lieberman shared, is combining new technology with old.

"You have to consider all the options," he said. "They're just more tools for your toolbox until you do something with them."

Sound Off: Flaws and Fixes

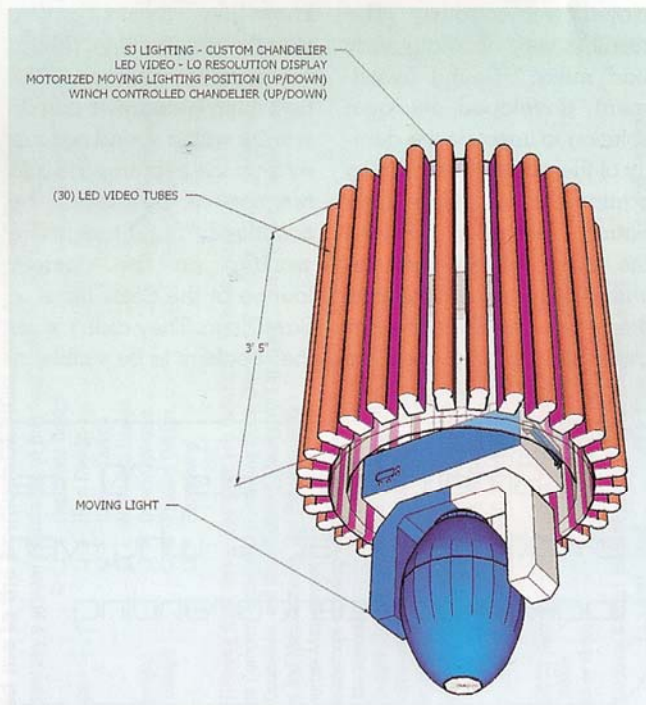
Lighting takes atmospheric priority within nightclub design, but nothing beats a good beat. (We couldn't resist.) When the quality of music streaming into your venue can no longer be controlled, problems arise.

"There's a recent trend with downloading music," said Dan Agne, president of Sound Investment. "While



Left: Lighting at the Vanguard nightclub
Inset: Steve Lieberman

Far Right: Concept drawing of the LED chandelier





Kryo effects at Set in South Beach

our sound systems have improved, the source of the actual music file has depreciated tremendously. The result is very accurate, very bad music." Sound Investment developed its own solution to improve the quality of the actual music. Using equipment by Divine Lab, Sound Investment analyzes the source of the distortion within sound bytes and cuts them out. Agne also suggests high quality speakers

such as Funktion-One to avoid sound distortion.

In addition to technical know-how, sound professionals can provide design solutions for venues. "The best thing a designer can do is work with a sound company from the beginning to add function to aesthetic," he continued. "Right now we're working on the outdoor lounge at the Setai Hotel in San Diego. They didn't want the speakers to be visible so

we designed everything to sit within lighting fixtures. We painstakingly rendered designs and I've been to Rockwell probably 20 times, but it's not a trivial effort."

Scent Branding

To stay competitive, nightclub owners are always on the hunt for the latest special effects; one of the newest being distribution of scents through cold steam jets.

"Smell controls 70 percent of our emotions," said Spence Levy, vice president of Air Aroma America. "That is why venues are now looking to scent branding." By combining essential oils, nightclub owners can create custom smells to brand venues on a whole new sensory level. "Different scents achieve different things," he continued. "For club Mansion in Miami, we created 'Pure,' which has linen and citrus to eliminate odor. For strip clubs, we recommend cinnamon bun; it increases blood [flow]. If you want excitement, use citrus or peppermint."

Air Aroma paired with Kryogenifex to use its jet technology as a new method of distribution. In addition to pumping scents through air

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—Spence Levy