

# ***Lookbook***

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K-array is a renowned manufacturer of innovative pro audio solutions with global headquarters in Florence, Italy. Founded in 1990, the company concentrates its efforts and resources in the revolutionary design and manufacture of highly-efficient audio systems that produce unparalleled performance.

With an extensive portfolio of product lines providing ultra-compact and discreet speaker solutions for small, medium and large-scale applications including live concerts and performances and large sporting events, portable audio solutions for event productions, conferences, wedding and DJ sets, as well as a wide range of remarkably small solutions for sophisticated installations in various market segments such as retail, hotels and resorts, restaurants, lounges and bars, nightclubs and yachts.

Represented by a global network of distributors present in over 70 countries, our solutions have been employed in some of the most prestigious locations worldwide like the World Trade Center in New York, the Royal Opera House in London, TAO Chicago, White Nightclub Dubai and the Salone dei 500 and the Gucci Museum in Florence, where each required a refined sound design that produced a high-quality audio output in a practically invisible frame.

K-array was born in 1990, from an idea, a dream, from passion by founding members, father and son team, Carlo and Alessandro Tatini together with Massimo Ferrati who understand that to be an inventor, you have to be a bit rebellious and go against the grain and that is what we set out to do year after year with our innovative technologies and unparalleled solutions. We take pride in designing unique audio solutions never dreamed of before.



## Applications

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## Restaurants and Cafes

Food is obviously a big part of a positive dining experience, but the atmosphere of the venue is not any less important. The acoustics of the venue carries more weight than most owners of restaurants think. When diners aren't able to communicate because of strong reverberations of other conversations and other noise sources like utensils, dishes and glasses clinking, the entire experience is compromised.

At K-array, when we approach the design of a sound system for a dining establishment, we take all these aspects into consideration. Our Pure Array Technology line array elements guarantee a uniform sound pressure level in the distance meaning that not only the people sitting furthest from the speakers can hear it clearly but also the people sitting closest to the speakers are not disturbed.



Brixton Upstairs

📍 London | UK



## Brixton Upstairs

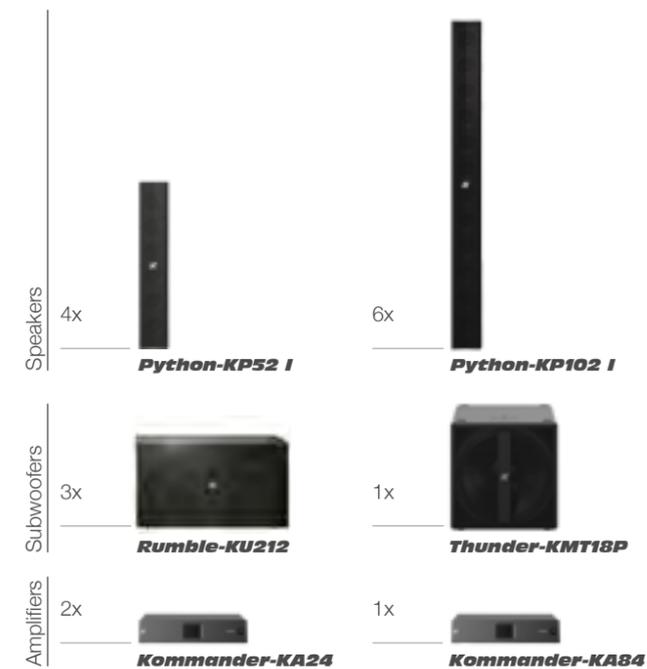
Upstairs Brixton is as a laid back rooftop members' club that regularly hosts events such as live performances and DJ weekends, comedy, gin and whiskey tasting, launch parties and orchestral recitals – all requiring high quality sound reinforcement in varying degrees.

When the previous audio system was deemed to be unserviceable, with no potential left for expansion, the owners requested a solution that would totally modernize the venue, and give them a flexible configuration that would allow several different sources to be routed into combinations of zones throughout the venue depending on the event taking place.

Recognizing that a high-quality line array speaker system would be required from an acoustic perspective, K-array was an obvious choice for management.



## Audio Solution





Migas Mercados Restaurant

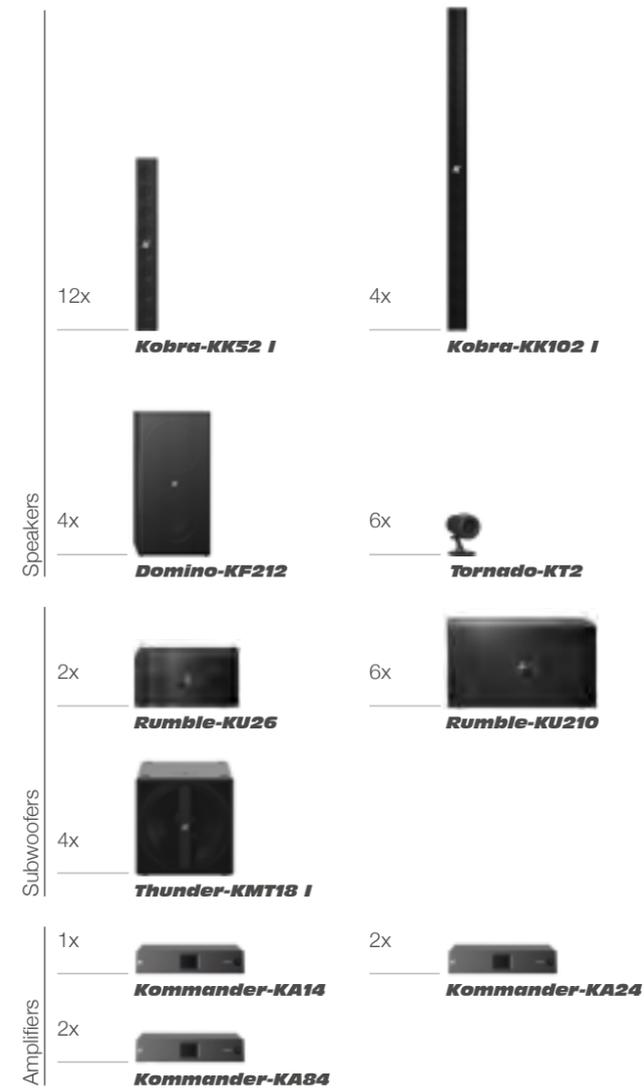
Beijing | China

## Migas Mercados Restaurant

When it came to equipping Migas Mercado, a new Spanish restaurant and music venue in Beijing, the owner – who is known in the hospitality circuit for his previous experience working in one of Ibiza’s legendary nightclubs and consequently has a wealth of loudspeaker knowledge – turned to K-array for the audio solution.

The sound requirements for the restaurant and bar were to meet appropriate SPLs ensuring that conversations simultaneously still flowed and to install speaker cabinets that didn’t overwhelm the décor. Additionally, a raised VIP dining room which doubles as a stage for regular live music nights needed to be suitably equipped.

### Audio Solution





Standard Dining Club

📍 São Paulo | Brazil

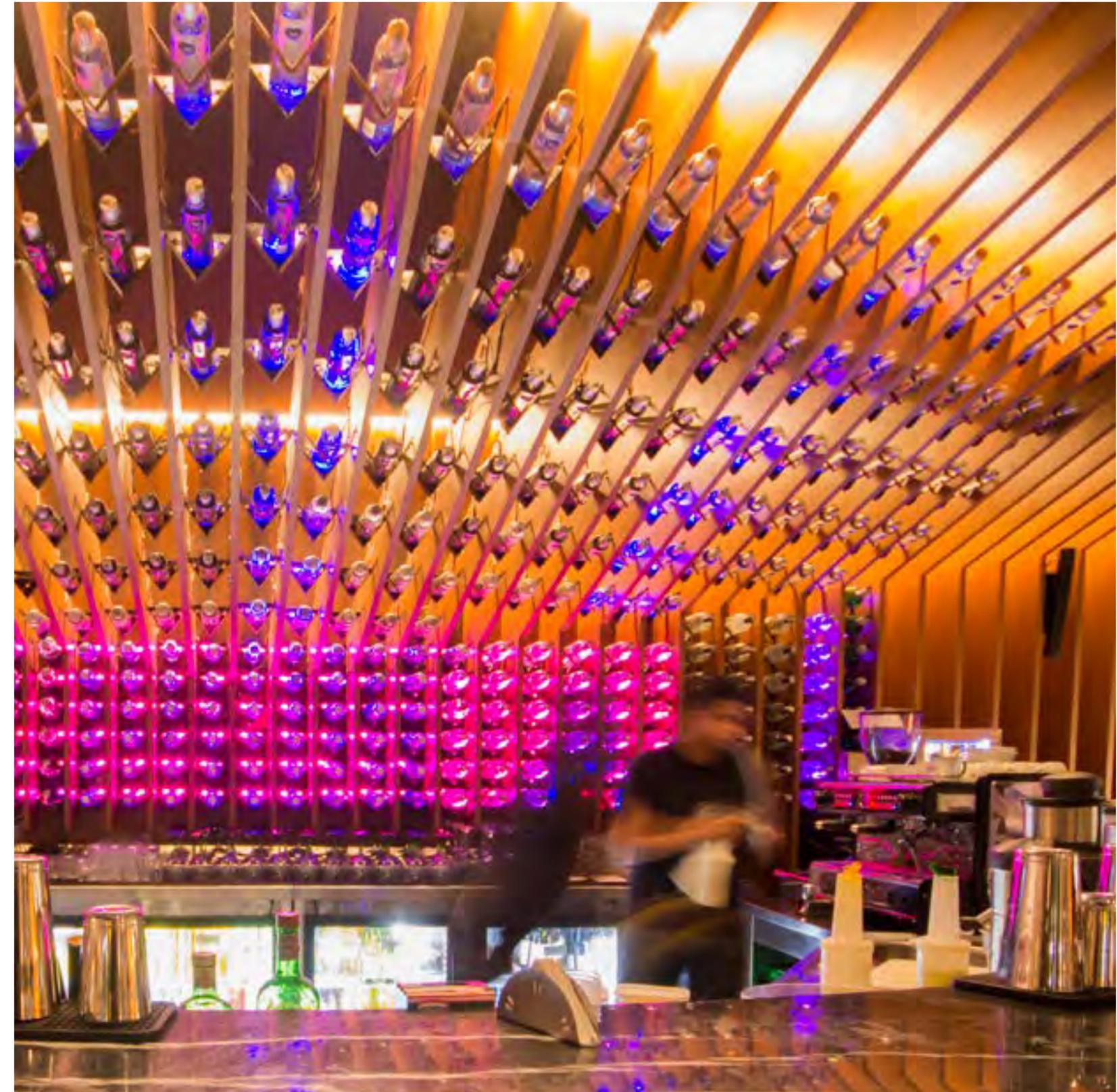
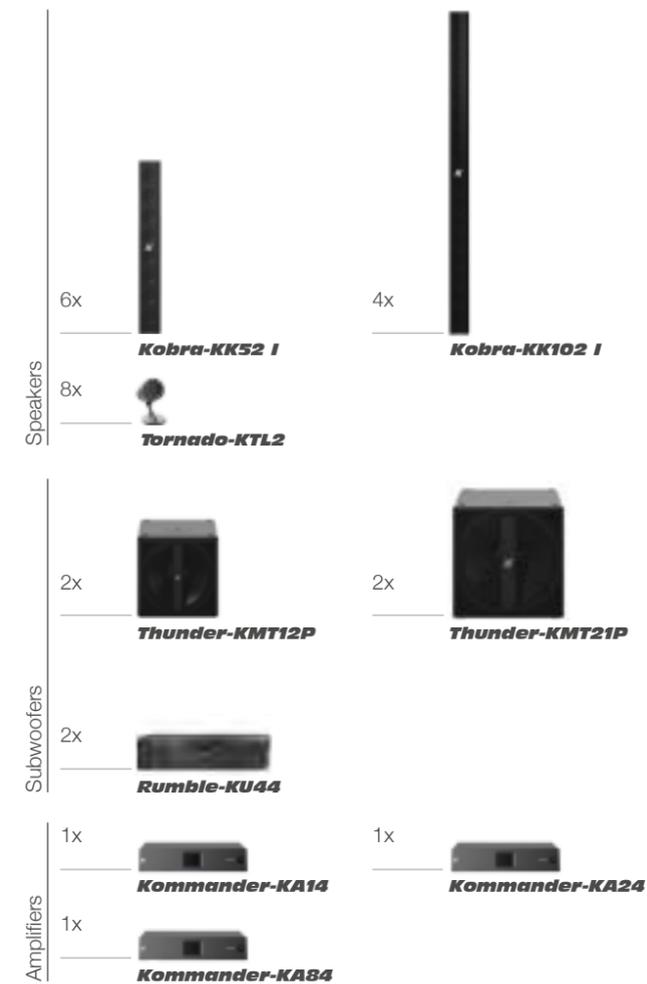
## Standard Dining Club

Standard Dining Club in São Paulo is a combination of international cuisine, beautiful interior design and modern technology to give its customers a sensorial experience through light, video and sound.

The architects' scope of the 365-sq. meters space is to harmonize natural elements like slate and marble, with the most advanced visual technologies, like mapped projection and sound reinforcement. Because of this unique concept, the biggest challenge at the Standard was to integrate a space capable to host live music and DJs performances without losing its architectural sophistication.

Even more, the parametric forms of the walls, the reserved space for mapped projection and the low ceiling made the positioning of speakers a big challenge that was solved by K-array.

### Audio Solution





Luigia Gourmet Pizzeria

📍 Lausanne | Switzerland



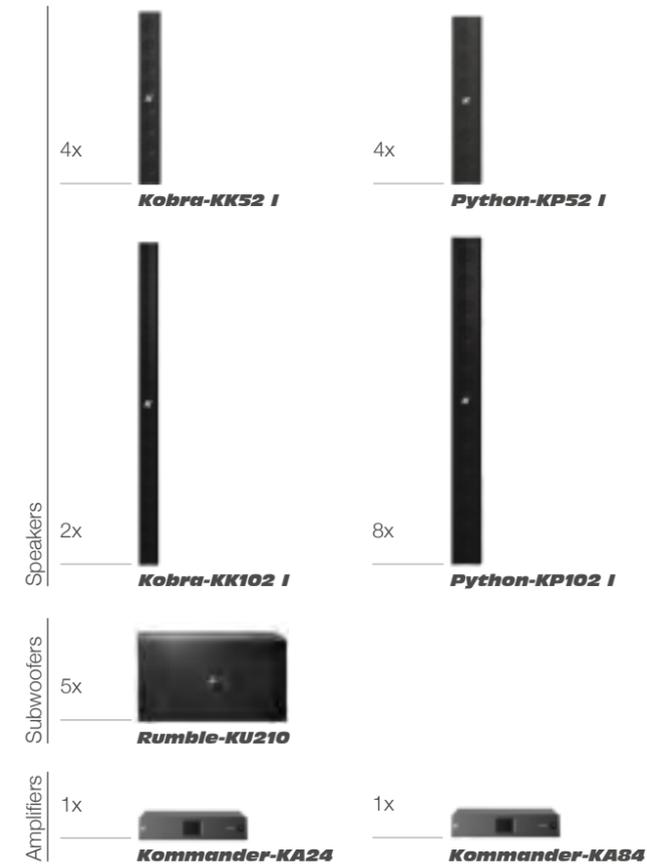
## Luigia Gourmet Pizzeria

Housed in a refurbished vintage theater in the center of town, Luigia is a traditional wood-fire oven pizzeria in Lausanne. The interior design commemorates Luigia's past life as a cinema with high-glass ceilings that let in ample zenithal daylight, a fan shape typical of last century's elegant movie halls and an important movie scene.

A high-end K-array sound system was designed for the main dining area, the bar and the children's cinema to provide an authentic cinema experience with powerful, yet pleasant reinforcement audio solutions for Luigia's diners.



### Audio Solution





## Hotels and Resorts

A home away from home, hotels have the difficult task of making guests feel as happy, calm and comfortable as they are in their own house. Relaxing music flowing softly through the lobby or lively beats pumping in the hotel lounge are K-array's proven ways to help hotels put the guests at ease. High intelligibility for maximum results and sleek design with premium materials and customizable finishes to integrate easily into the interior design makes our speakers favorites among large chains and boutique hotels alike.



Westin Hotel Perth

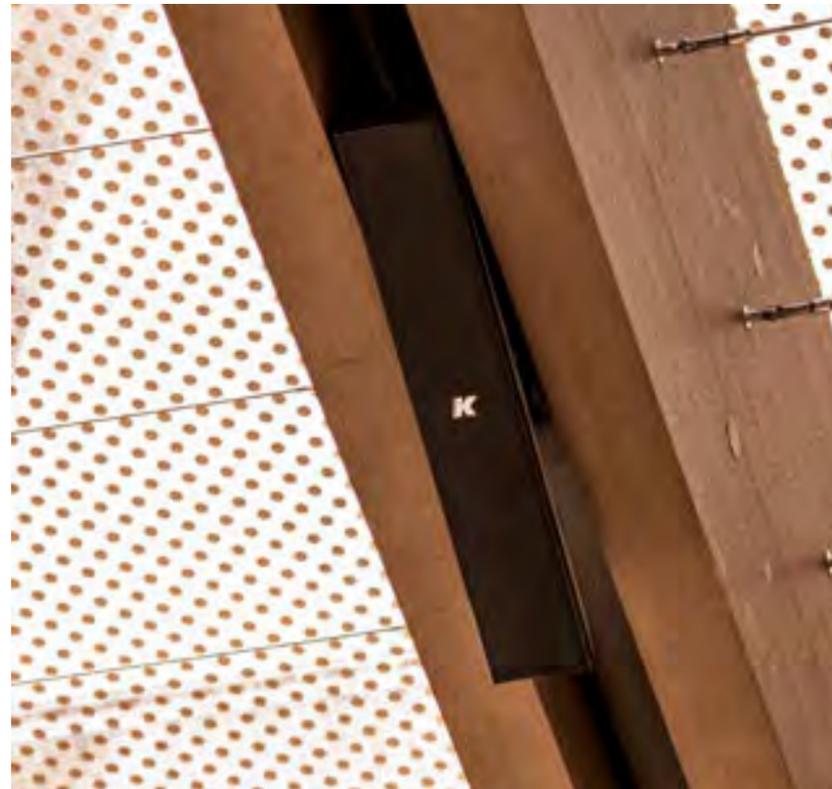
Perth | Australia

## Westin Hotel Perth

Westin Hotel is one of Perth's new luxury accommodation spots located in the heart of the central business district. On the ground floor of the 368-room five-star hotel sits Garum Restaurant owned by celebrity chef Guy Grossi.

As part of the \$2m AV fitout of Westin Hotel, two outdoor areas within the venue — the hotel terrace and the alfresco outside Garum Restaurant — required an audio solution for providing background music. The brief was threefold: the solution had to sufficiently cover the area with a  $\pm 1.5\text{dB}$  SPL variance, it had to be IP-rated to withstand the weather and it had to look good. In addition, there was a limit on how much spill could be tolerated as the Garum's front entrance faces an apartment block.

Additionally, the beam-slatted roofing in Westin Hotel restricted the type of speaker the integrators could install, but fortunately the narrow width of the Python-KP52 loudspeaker, along with its precise dispersion, made it fit literally like a glove.



### Audio Solution





Warehouse Hotel

📍 Singapore

## Warehouse Hotel

The building's owners wanted to create an interior for the Warehouse Hotel that recognizes the hotel's origins as a river warehouse and storage during the height of spice trade in the late 1800s, so designers produced a stylish and industrial-chic design with a signature triple-pitched roof, original masonry walls and high ceilings in the lobby bar and reception focal points of the hotel.

To create the perfect ambiance for these areas, the boutique hotel was in need of an audio solution that provided high-quality sound but would not disturb the eclectic aesthetics. The high ceilings and the reflective glass surfaces provided additional challenges but by virtue of a K-array line array system with long throw and the capability to focus the sound to the sitting area, reverberation was reduced providing owners with a high-performing sound with good clarity using a small number of loudspeakers.



### Audio Solution





Wiesergut Hotel

📍 Hinterglemm | Austria

## Wiesergut Hotel

The Wiesergut Boutique Hotel was transformed from a 14th century family estate into a modern retreat that exudes organic warmth and comfort. The renovation project, headed up by the architectural firm Gogl & Partner, has created a distinctive alpine hideaway distinguished by its modern design and integration with nature.

A fixed installation of a modern sound system was an important component of the renovation plan so the architects selected a system composed of K-array point sources for calm background music throughout the entire hotel after owners, architects and planners alike were impressed with their design and performance.

The audio system was installed in no less than eleven areas: the restaurant, lobby, tea room, restrooms, dressing rooms, reception, and the fitness and wellness areas.



### Audio Solution





Nobu Resort at Eden Roc Miami

📍 Miami Beach, United States

## Nobu Resort at Eden Roc Miami

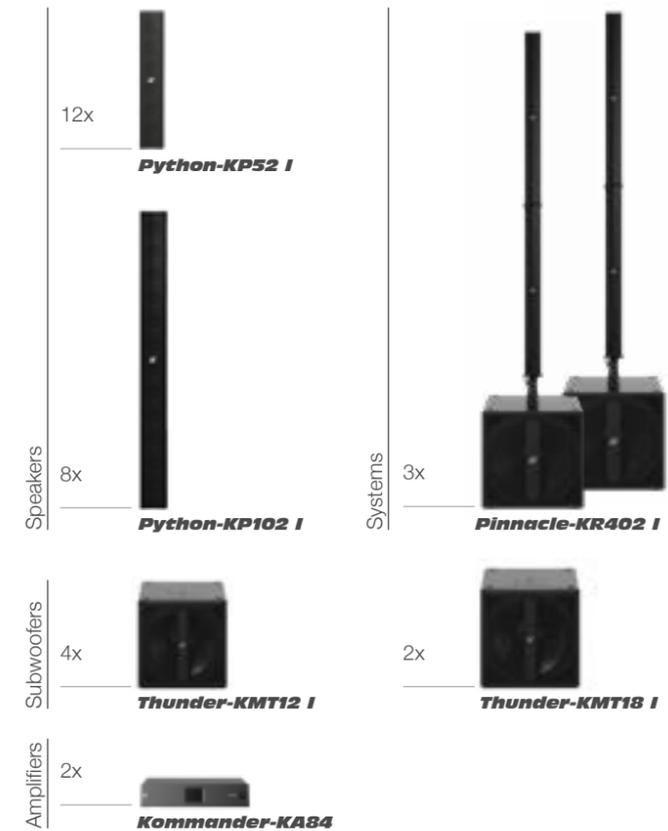
Nobu Hotels and Eden Roc Resort Miami Beach joined forces to develop the multi-million dollar, hotel within a hotel, Nobu Hotel at Eden Roc Miami Beach.

Interior designers took to ensure lush and natural elements were fused with contemporary finishes in the modern and elegant setting. This fusion, which is a core thread of Nobu, was also required for the hotel's acoustics in the restaurant, bar and hotel lobby.

The three distinct areas combine to form one large open space, so integrators needed products that had good dispersion but control to avoid sound overlap.



### Audio Solution





Eva Hof Lakeside Suites

📍 Zell am See | Austria

## Eva Hof Lakeside Suites

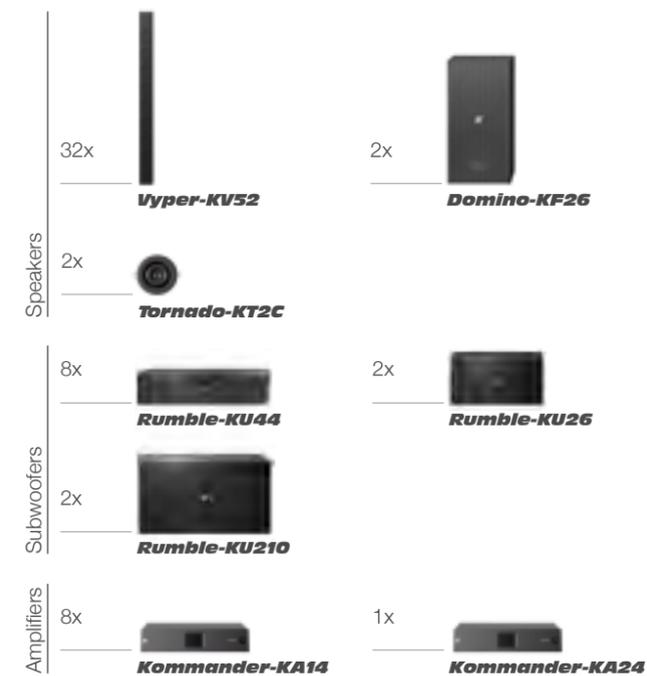
The Eva Hof Lakeside Suites is a boutique hotel located directly on Zell am See Lake in Austria that has the characteristics of a private villa with all the amenities like a stellar in-house restaurant and spa.

This architectural gem has been created and fitted with premium materials and design elements with the aspiration to satisfy all the requirements of discerning guests.

Naturally, a good quality sound system with next-to-no visual impact was a must so the interior designers were completely satisfied by K-array's discreet audio solutions that were installed in the bar, restaurant, smoker's lounge, the terrace, the fitness room, the wellness center and in every suite.



### Audio Solution





Moxy Times Square Hotel

📍 New York, United States



## Moxy Times Square Hotel

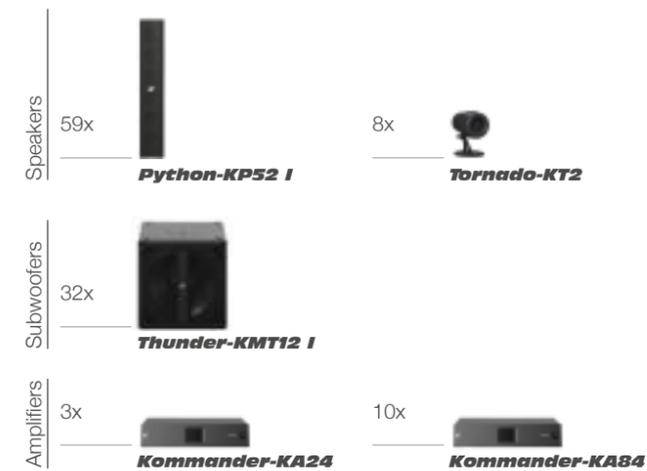
Moxy Times Square is the NY flagship of Marriott's edgier hotel alternative complete with four eateries, the largest all-season rooftop lounge in NYC and a mini golf course.

Hotel management requested an audio system for each main common area to perform with high clarity at low levels while providing background music with the ability to hold together at high volume levels when the spaces are transformed into high-energy parties.

The areas – which included the Legasea Restaurant & Bar, the rooftop Magic Hour Bar & Lounge and Foreplay putt-putt golf course and the three-floor atrium of the hotel containing the main lobby on the first floor and the Bar Moxy and lounge and the Pickup Cafeteria on the second floor – all had different complex requirements that were met by K-array audio solutions.



### Audio Solution





## Fitness and Wellness

Whether to soothe the soul and help the mind relax or to pump the body full of endorphins and push the physique, audio plays a vital part in the success of fitness and wellness centers. K-array audio solutions are employed to provide clear spoken word getting the trainers' instructions out over the grunts of exercisers and large sound to keep weightlifters concentrated throughout their workout. And our systems, made of the most reliable and durable materials, combat sauna steam and are able to withstand the test of time in aquatic environments.



Forsthofalm Hotel

Leogang | Austria



## Forsthofalm Hotel

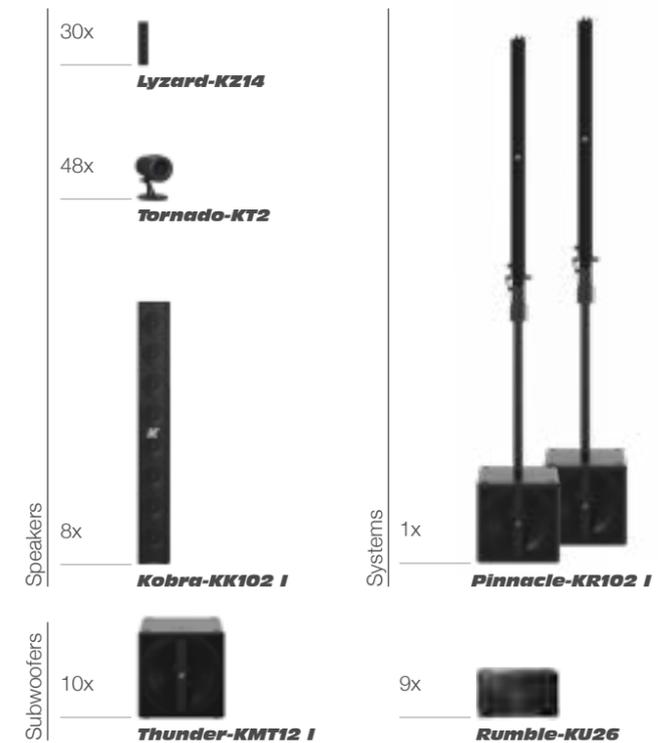
The Forsthofalm Hotel is one-of-a-kind, 7-story building with a roof-top pool, constructed completely from wood for a sustainable architecture using local resources for a minimal environmental impact.

When it came time to integrate the audio system into the architectural design of the hotel, the hotel's owner and the electrical engineer requested an upgraded sound reinforcement system for the hotel entrance, the two restaurants, the spa and wellness center and the rooftop pool as well as the outdoor terrace and bar.

The system needed to be fully-integrated with the existing system and individually controlled in several multi-room configurations with one simple interface for easy use.



## Audio Solution

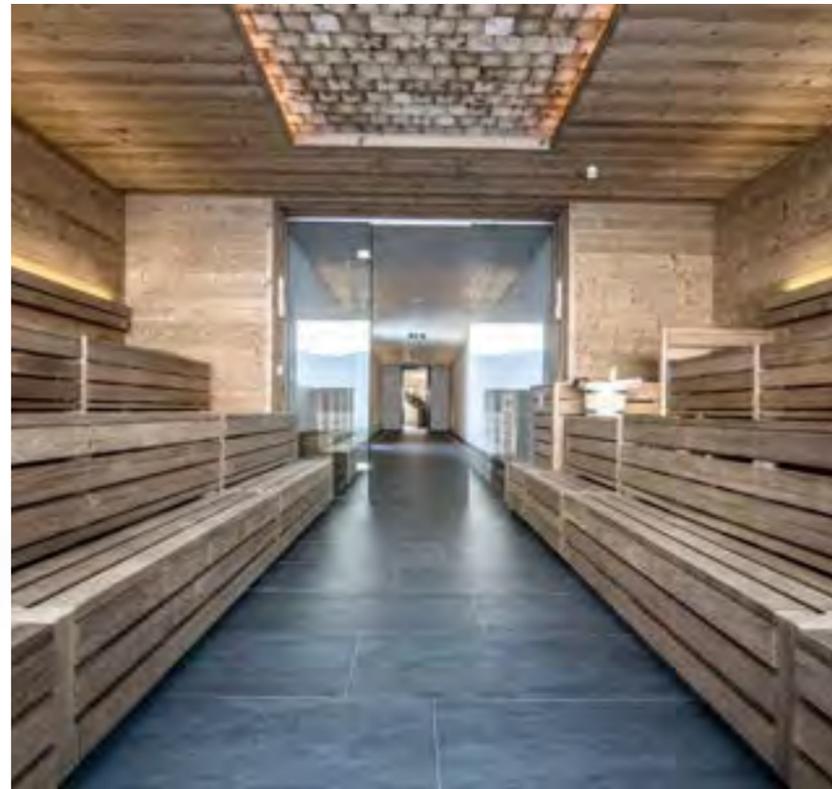




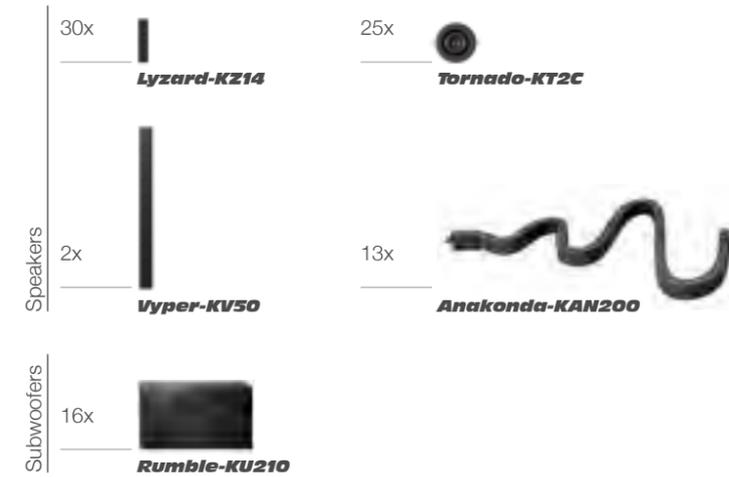
## Puradies Luxury Resort Hotel

Puradies is an exclusive eco-friendly 4-star resort that draws upon its natural surroundings using wood from the alpine forest and serving organic produce from the farm.

Selected for their ability to integrate perfectly with the modern style of the country house architecture, K-array's loudspeakers were installed throughout the hotel in the main bar and lounge, smoking room, library, its two restaurants and the beauty and wellness center.



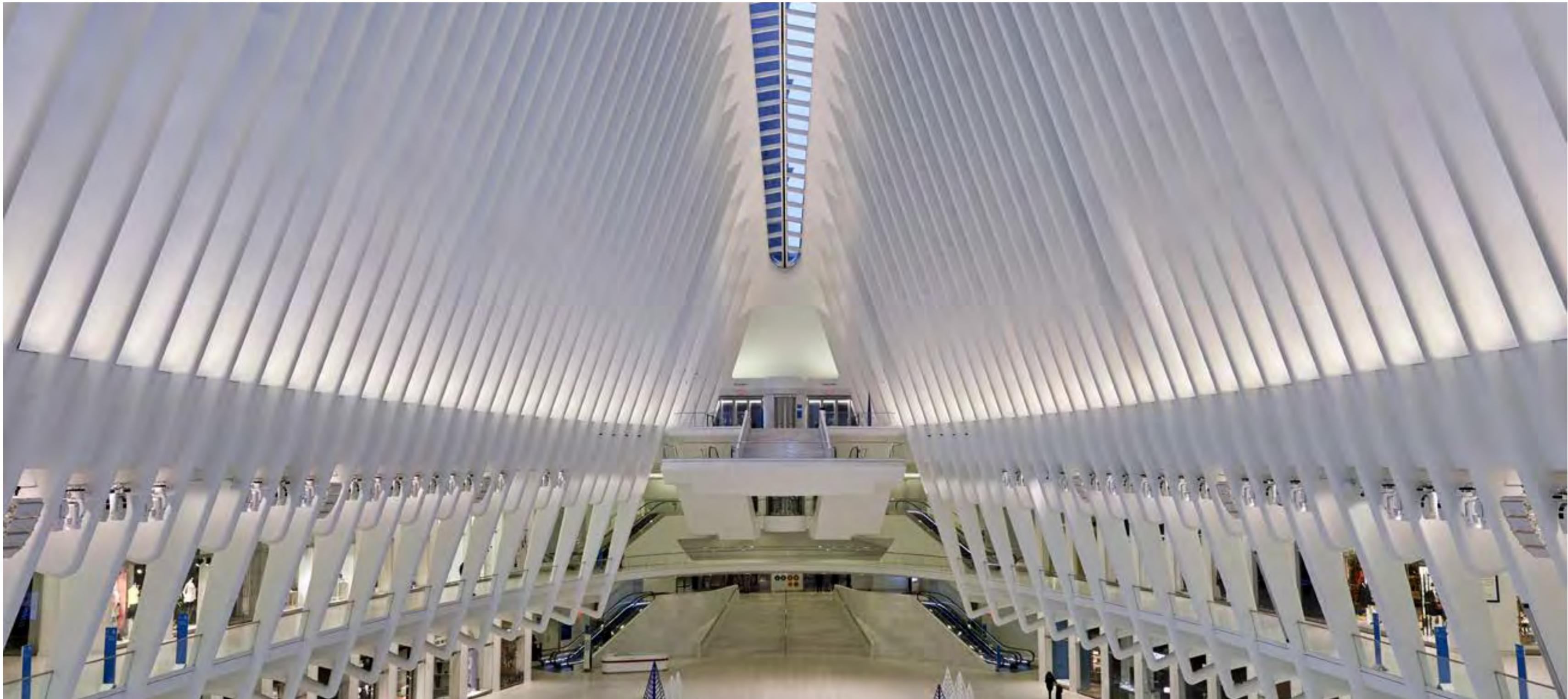
### Audio Solution





## Retail

From small boutiques to large shopping centers, the best in retail architecture and interior design includes an enjoyable, stress-free environment to promote sales and provide a positive shopping experience for the consumer. K-array's discreet loudspeakers made with premium finishes are the ideal design element to create this ambiance with a wide range of high-performing audio solutions in a variety of sizes and audio output.



World Trade Center Oculus Transportation Hub

📍 New York | United States



## World Trade Center Transportation Hub

Oculus is the transit hub at the site of the rebuilt World Trade Center in downtown Manhattan. At 800,000 square feet, the hub consists of a train station, plaza and shopping mall that serves approximately 250,000 commuters each day and welcomes millions of visitors each year.

For the Oculus, in the heart of the Westfield World Trade Center Mall, the integrators needed a compact system that was adaptable to various events held in the large space.

Featuring electronic beam steering, K-array's Mugello loudspeakers were selected for their precise and uniform coverage of the spacious area with high intelligibility to clearly project within the reverberant space and politely read over the potentially high floor noise of thousands of people.



### Audio Solution





Wolfgang Buttress' Reverie at Oliver Spencer

📍 London | UK



## Wolfgang Buttress' Reverie at Oliver Spencer

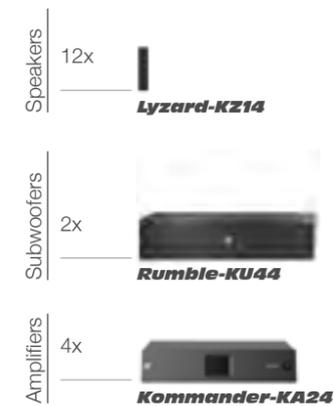
Oliver Spencer is one of the UK's most distinctive men's fashion designers with a deep commitment to sustainability who recently teamed up with world-renowned artist Wolfgang Buttress of The Hive in Kew Gardens fame to create Reverie, a multi-sensory immersive experience in Spencer's flagship store in Soho London.

It's comprised of two facing wooden seats surrounded by living, bee friendly wildflowers. Mirrors adorn the ceiling, while a Haeckels-curated scent suggests flora and beeswax.

The design incorporates an intricate soundscape of countryside delivered by an almost invisible K-array audio solution to meet the designers requirements for discreet loudspeakers that could still deliver a very professional performance.



### Audio Solution





OOO Concept Store at The Student Hotel

📍 Florence | Italy



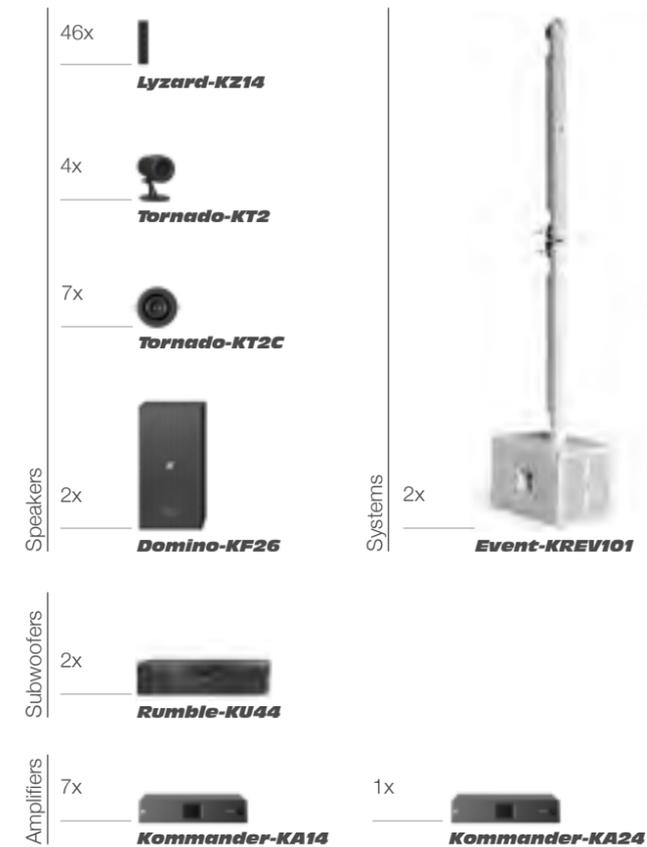
## OOO Concept Store at The Student Hotel

University-living alternative The Student Hotel recently opened another state-of-the-art facility, this time in the center of Florence in a 20,000-sqm historic palace, offering accommodations for students and travelers alike with modern amenities such as a rooftop pool, meeting spaces, and a gym. Additionally, the multi-purpose ground floor is comprised of a vinyl record store, a concept store, a bicycle store and a restaurant.

With these many objectives in one large space, the hotel management needed a versatile audio system to adapt to the various zones on the ground floor. Another requirement was the design element given the refined industrial chic décor; any additional elements needed to integrate harmoniously. Integrators decided the most natural fit was K-array's Lizard.



### Audio Solution





## Bulthaup Showroom

German kitchen manufacturer Bulthaup is known worldwide for its high-end design. With deep roots that stretch back to 1949 and beginnings as an independent family business, their products are created from a combination of craftsmanship and design and the brand is synonymous with superb quality, authentic materials, and a passion for detail.

Requiring an audio system to complement their kitchens in its downtown showroom, Bulthaup Toronto found a natural partner in K-array. With such a sleek and cutting-edge look, the Azimut was easily integrated without compromising the aesthetics of the kitchen models and showroom layout.



## Audio Solution





Antoniolupi GALLERIA

📍 Milan | Italy



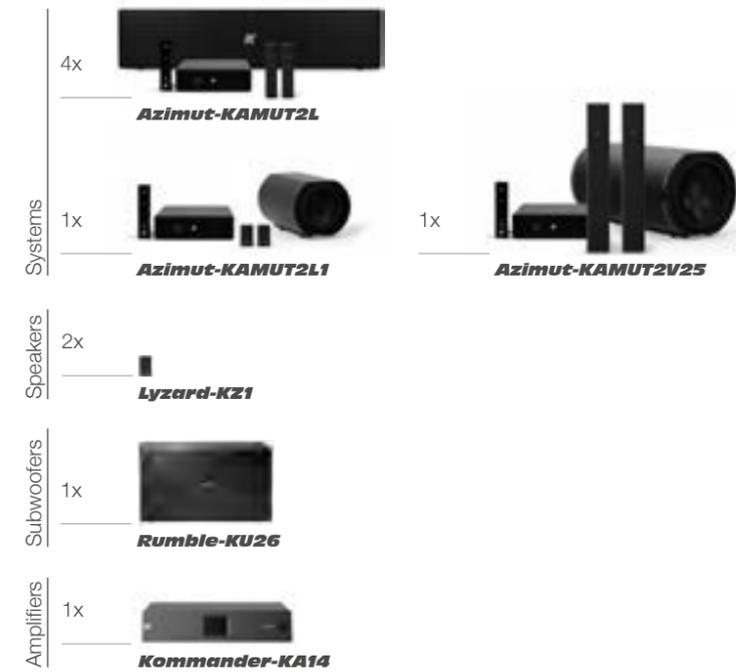
## Antoniolupi GALLERIA

K-array has partnered with Italian bathroom furnishings designer antoniolupi for their GALLERIA antoniolupi, a sequence of spaces designed by Calvi Brambilla outlining a “promenade architecturale”, or architectural walk, through a showroom of their most distinctive products and collections that fully reflect the company’s philosophy of minimalist luxury.

The sensory experience was further heightened by a soundscape provided by K-array audio solutions that were installed throughout the five different environments with musical compositions by Alberto Maria Gatti.



### Audio Solution





## Museums and Exhibitions

The senses of perception in a museum, gallery or exhibit are responsible for connecting the audience with the display. The auditory senses must encourage discovery and learning without distracting from the visual experience. With an exceptional size-to-output ratio and ability to cover wide horizontal and relatively narrow vertical patterns, K-array's installed sound speakers are exceedingly suitable for these applications. Their slender and customizable physical characteristics render them perfect for any exhibit or other events the venue may host.



Gucci Garden Museum

📍 Florence | Italy



## Gucci Garden Museum

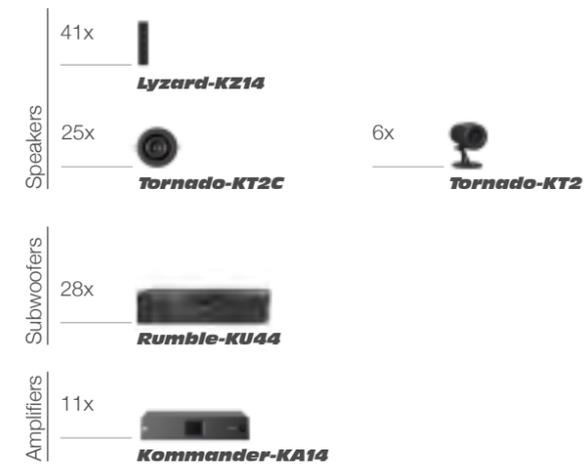
The Gucci Garden in Florence houses the official museum that tells the story of the Italian fashion and leather goods manufacturer, from its early start to the global biggest-selling Italian brand that it is today, through a permanent exhibition of iconic pieces, such as bags, clothes, and accessories.

In addition to a series of contemporary art installations, the Gucci Garden also contains a library, a cafeteria, a small boutique and a restaurant by a three-Michelin-star chef.

With extreme attention given to creating delicate displays throughout the three-story space, the architect studio responsible for the museum design required an inconspicuous audio system that didn't interrupt the layout but provided enough SPL to transport visitors through Gucci's archives and vintage objects. They were convinced K-array was the appropriate solution from the incredibly compact size of the Lizard.



### Audio Solution





Telfair Museum

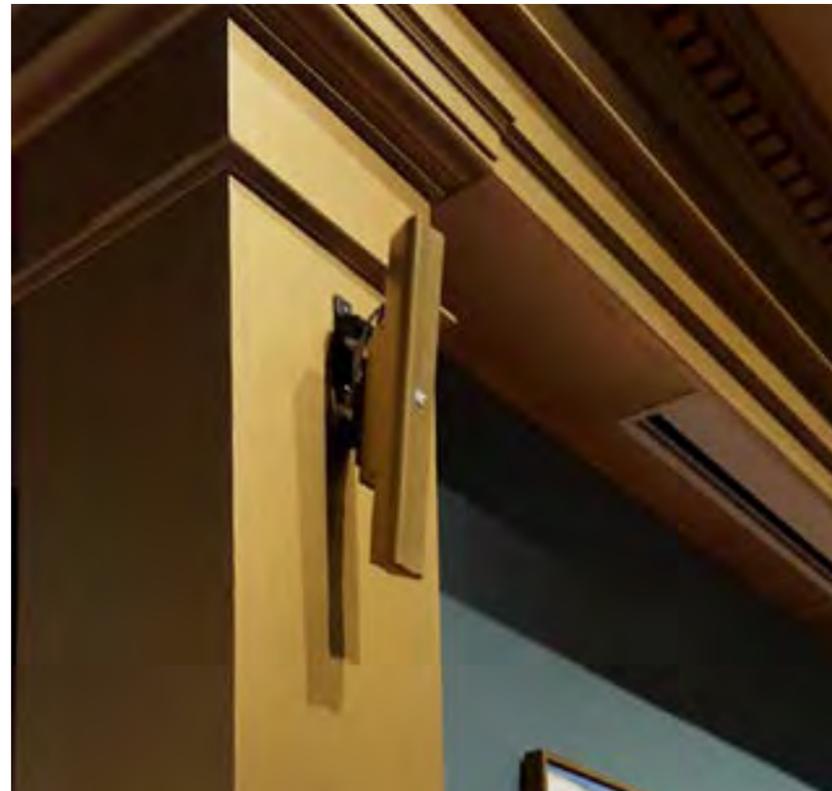
📍 Savannah | United States

## Telfair Museum

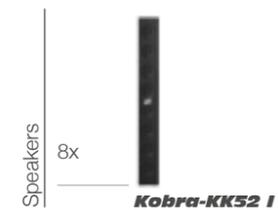
Telfair Museum, the oldest public art museum in the Southeast, opened in the 1880s transforming from a renovated family mansion into a distinguished cultural institution boasting three architecturally-significant buildings, a permanent collection of European and American works of art and a program of educational studies, community outreach and exhibitions.

Local AV consultants were asked to make system upgrades for the museum gallery including a new speaker system that improved intelligibility in the relatively reverberant gallery space.

K-array Kobra-KK52 loudspeakers were selected for their size-to-output ratio and pure line array characteristics and were customized to match the color of the gallery walls.



### Audio Solution





Salone dei 500

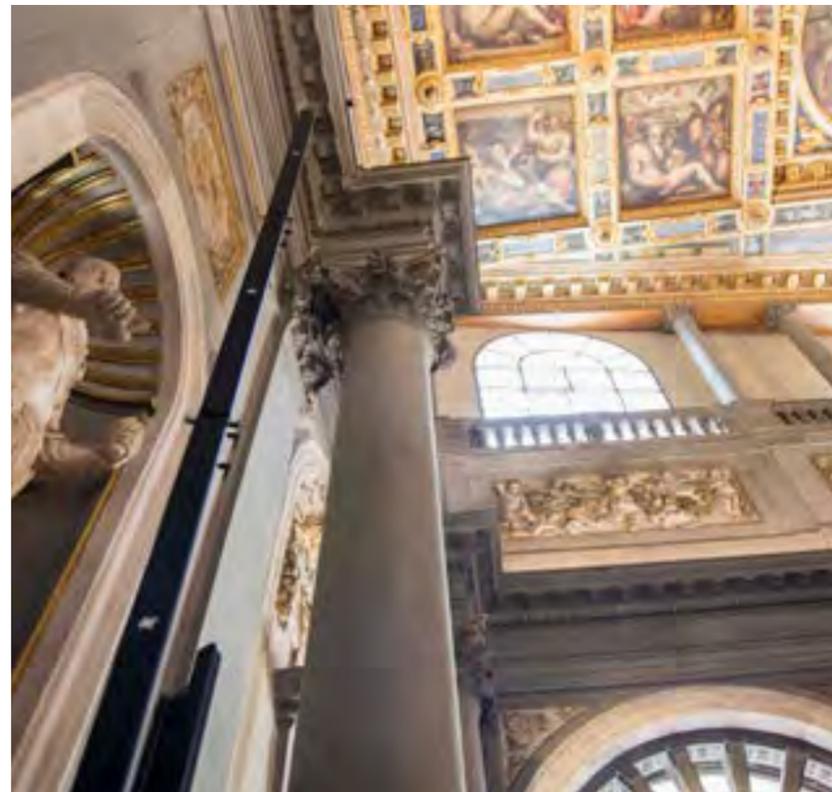
📍 Florence | Italy

## Salone dei 500

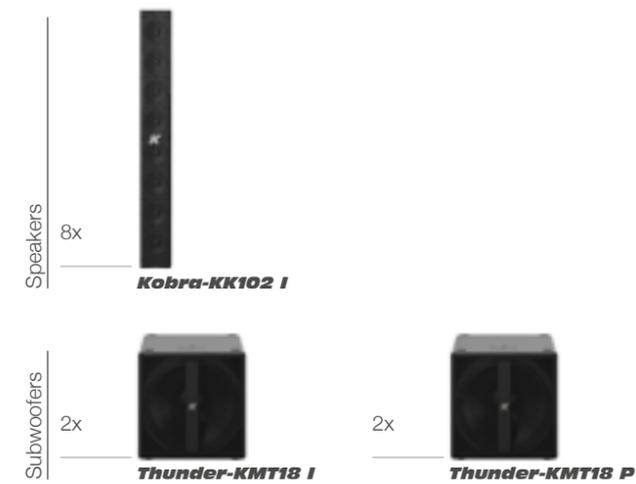
Originally built during the Renaissance, the grand hall Salone dei 500 is one of the largest and most important rooms in Italy in terms of artistic and historic value measuring 54 meters long by 23 meters wide and 18 meters high.

Proprietors of the multi-purpose hall which hosts foreign dignitaries, press conferences, and government, corporate and private events, saw the need for a fixed audio system with the ability to adapt to the different occasions.

The system required optimal coverage and low visual impact needed to confront the hall's biggest challenge: high reverberancy. The large frescoed walls, the very high ceilings and lack of specific acoustic treatment abruptly reflect sound. To avoid reflections, integrators installed a modular portable line array speaker system by K-array composed of long Kobra line arrays and powerful Thunder subwoofers.



### Audio Solution





## Residential

K-array is a designer of professional audio systems for a variety of applications but when audiophiles can't get enough of our solutions, we have a some options for residential setup. Our state-of-the-art, multi-room home audio solutions boast sleek design, reliable connectivity and easy setup and management.



Private Residence

📍 Zurich | Switzerland

100



Residential

101

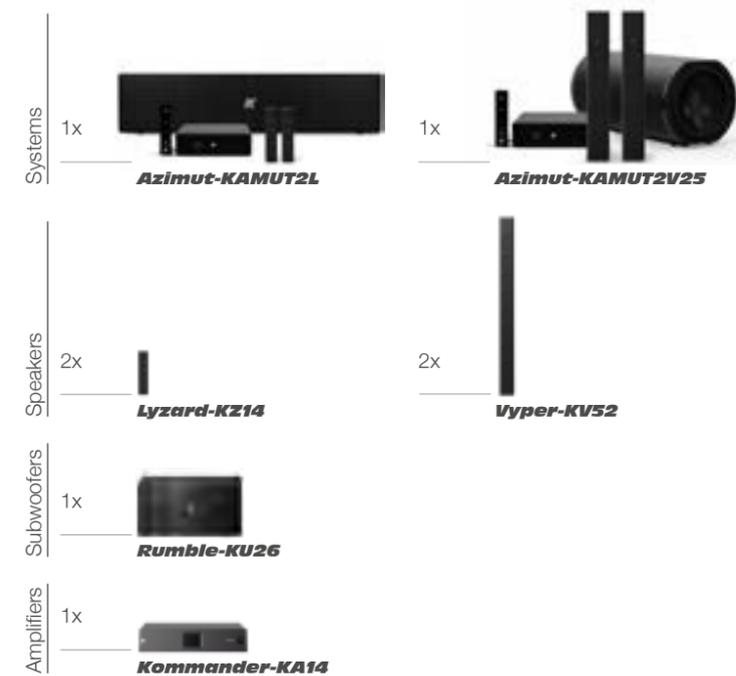
## Private Residence

During a home renovation, an owner wanted to create a more accommodating environment for its many guests. The demand to entertain visitors in a minimalistic way was a severe challenge as the architect did not want to install big, bulky box speakers and the client did not want to compromise on the quality of the sound.

Once they were introduced to K-array, its sleek design speakers were immediately selected with the recognition that the system is the most discreet audio solution featuring easy-to-control, high performance technology designed to benefit the end user.



## Audio Solution





Samsung's Luxury LED For Home Cinema

📍 Milan | Italy



## Samsung's Luxury LED For Home Cinema

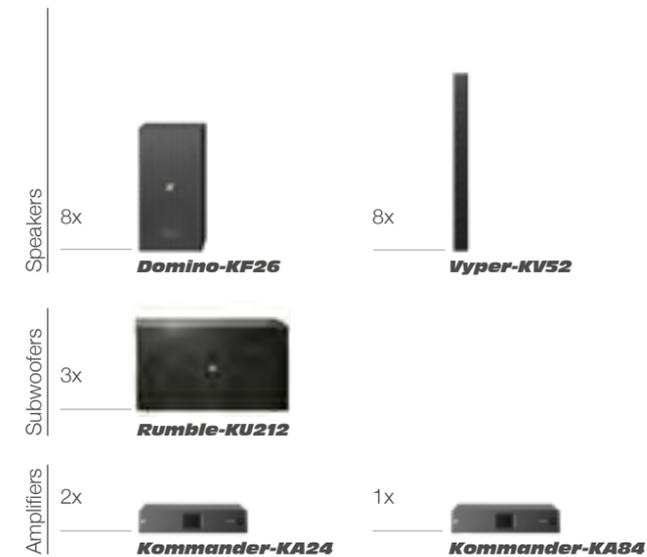
Luxury LED for Home is a pre-packaged high-end home cinema that targets consumers who prefer a unique entertainment experience, designed in collaboration with electronics powerhouse Samsung contributing its latest IF Series screens and luxury furniture designers Vismara adding its theater-style seating and custom-made sound proofing panels.

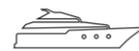
Delivering the cinema's high-end audio technology are K-array loudspeakers with Trinnov's A/V processors to offer a new approach to surround sound. The incredibly discreet and elegantly designed loudspeakers are positioned all around the room including the ceiling. Combined with the Trinnov processor which optimizes the music track, movie dialog and sound effects to provide spectacular sound, this immersive 3D audio not only provides high-quality sound performance but renders watching any kind of A/V content a true sensorial experience.

The complete cinema has been reproduced inside the Smart Home showroom of the Samsung District in Milan.



### Audio Solution





## Yachting

K-array is a designer of professional audio solutions for a variety of applications including marine-based environments. Our state-of-the-art loudspeakers made of premium materials like stainless steel and aluminum renders them extremely resistant even when deployed outside in tough weather conditions.

The internal components are specially treated to repel water, ideal for aquatic applications where ordinary speakers would corrode over time. Our solutions are also presented in an elegant design for a practically invisible installation and are available in luxury finishes resulting in an excellent audio system for a high-end setting.



## Private Yacht

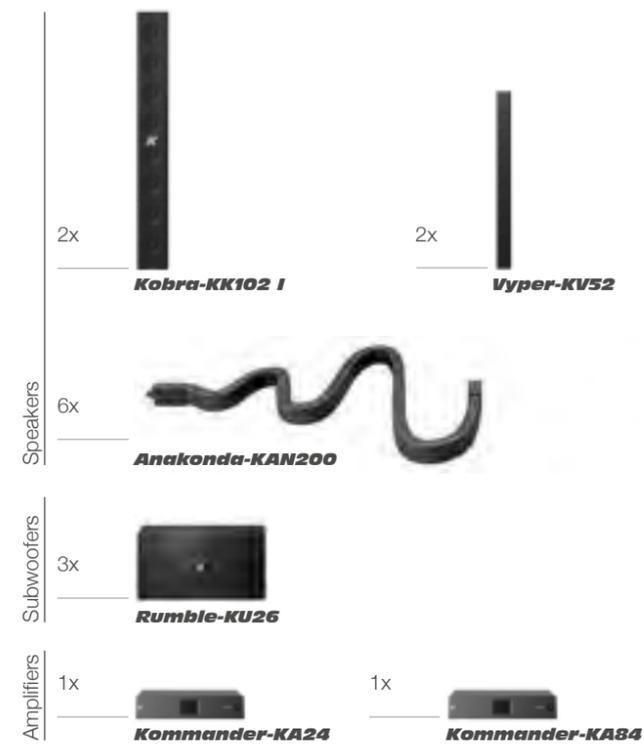
Motor yacht Gatto is a fully custom, 105-ft yacht designed with accessibility and comfort using advanced technology and modern design with interior finishes crafted by luxury designers.

With 3 sun decks, an infinity pool, a custom bar, an outdoor lounge, and an indoor living room and dining room, the owner required a unique multi-room audio system for each of the different environments to provide a premier yachting experience.

Although the boat is well-insulated from vibration and noise, the mix of interior finishes and furnishings of glass, high-gloss veneers and wooden floors provided a challenge for achieving a crisp, clean sound. Moreover, the loudspeakers were required to integrate seamlessly with the sleek design of the luxury yacht.



## Audio Solution





## Boardrooms and Conference Rooms

It's not enough to have only a valuable message to engage an audience. Without high intelligibility, an effective speech can become impotent. In places of academia, conferences and seminars and houses of senate, systems with clear spoken word and the ability to cover a large area uniformly is the key to continuing the conversation and K-array's long line arrays do just that. They also have the capability to minimize feedback issues, which proves to be especially convenient on a platform full of microphones and allows for any desirable system arrangement.



QBE London Headquarters

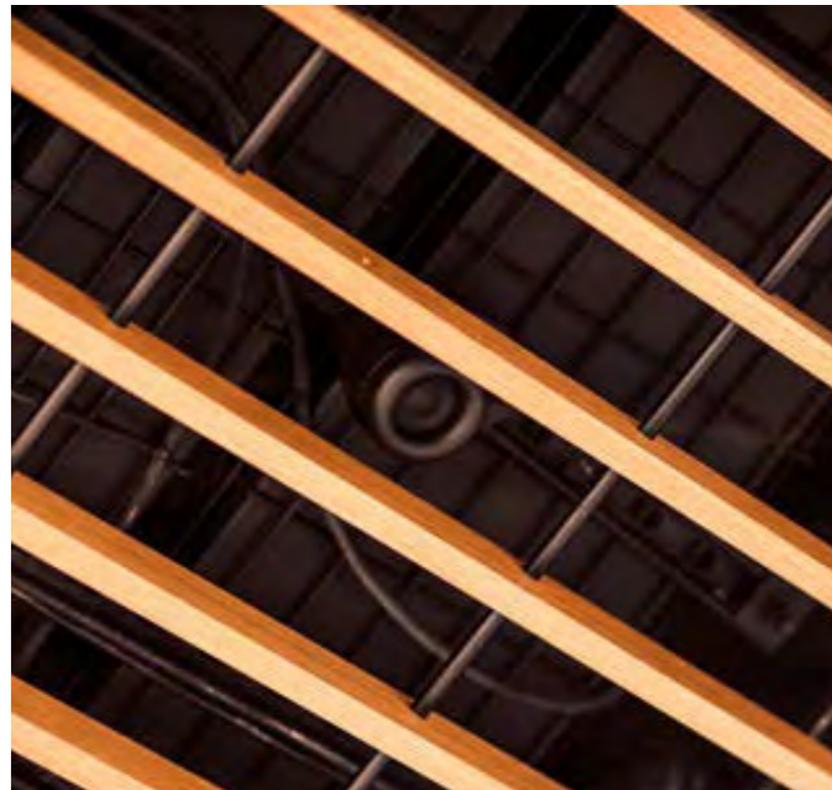
📍 London | UK

## QBE London Headquarters

With more than 14,500 employees in 37 countries worldwide, QBE is one of the world's top 20 insurers. Its flagship European headquarters in London features a range of multipurpose meeting spaces, reception, events areas and office spaces.

The focal point of the QBE building is the Broker's Lounge, an impressive 31m x 7.5m space mainly used for presentations, although it can be specifically re-purposed to host live events in a town hall format or smaller individual meeting spaces when required. To fulfil the need for audio coverage of the flexible space as part of a major upgrade of its AV systems, the audio team was challenged with creating an equally flexible loudspeaker system, including multi-zone coverage.

The client's high expectations in terms of audio quality coupled with a key requirement that the loudspeaker should be invisibly integrated into the room's décor pointed towards a clear solution: K-array.



### Audio Solution

Speakers	42x	 <b>Tornado-KT2</b>
Subwoofers	7x	 <b>Rumble-KU210</b>



Newell Brands Company Offices

📍 New York | United States

120

🖥️ Boardrooms and Conference Rooms

121

## Newell Brands Company Offices

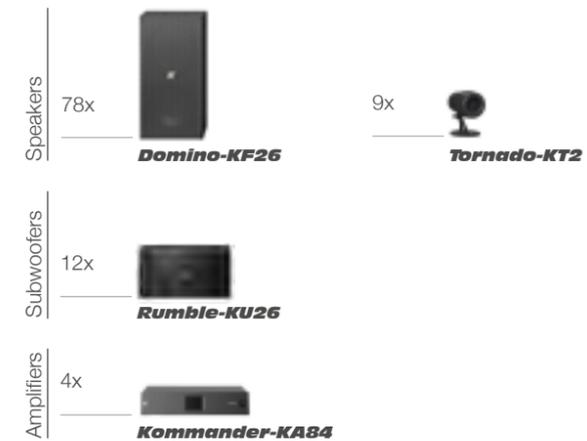
The Brooklyn branch of Newell Brands, the global corporation comprised of over 200 brands including Rubbermaid, Oster and Coleman, is housed in an old coffee factory with beautiful exposed beams, brick and rock. With a management that emphasizes the importance of creativity and encourages the exploration of new ideas, a high-quality audio solution for the open floor plan was required to harness that creativity in an environment conducive for their employees.

The system had to be multi-room to allow independent control in each of the different zones and needed to be versatile to provide clear spoken word to address the entire office as well as provide a more powerful sound for music and events. Integrators also had to be mindful of the architecture of the building as the ceiling joists have a finite amount of space between them.

K-array was determined to have a product suite that provides not only mid-high speakers, but also a subwoofer system which hurdles the mounting obstacles and is easily dispersed in locations throughout the office.



### Audio Solution





Nevada Supreme Courthouse

Las Vegas | United States

124



125

## Nevada Supreme Courthouse

The Nevada Supreme Courthouse in downtown Las Vegas features a 72-seat courtroom with wood paneling, red velvet curtains and red stadium chairs to give the courtroom a distinctive appearance.

Given that audio plays a critical part of court proceedings, the courthouse required a top-grade system that could accommodate good sound reinforcement, audio recording, audio streaming, assisted listening, video conferencing and room overflow.



Audio Solution





Florim Ceramics Gallery Headquarters

Modena | Italy

128



129

## Florim Ceramics Gallery Headquarters

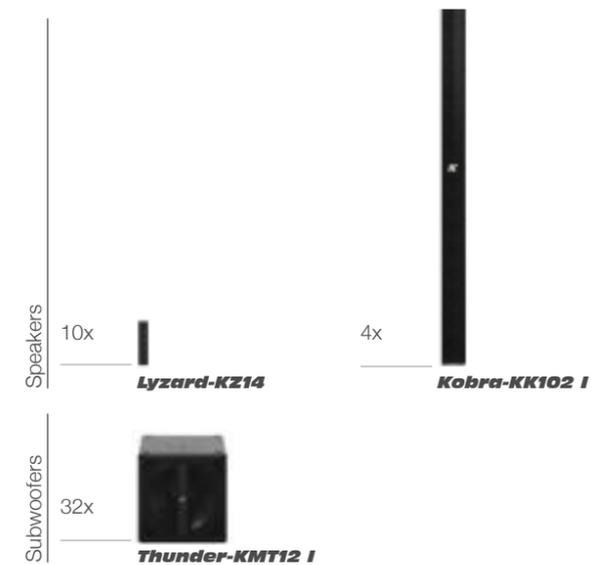
Florim Ceramics is an Italian flooring company that has been producing ceramic surfaces for various applications in the construction, interior design and architecture industries for over 50 years.

With a multi-functional office space in Modena of 9,000 square meters created for products and events, the designers of the building wanted ample white space so only speakers capable of blending into the sharp lines and structures of the architecture were considered.

K-array's Kobras were selected for their controlled directivity produced by Pure Array Technology eliminating reflections on the walls and crystal surfaces in the room. And with a custom white paint coating, they were near to invisible.



### Audio Solution





## Broadcast and Studios

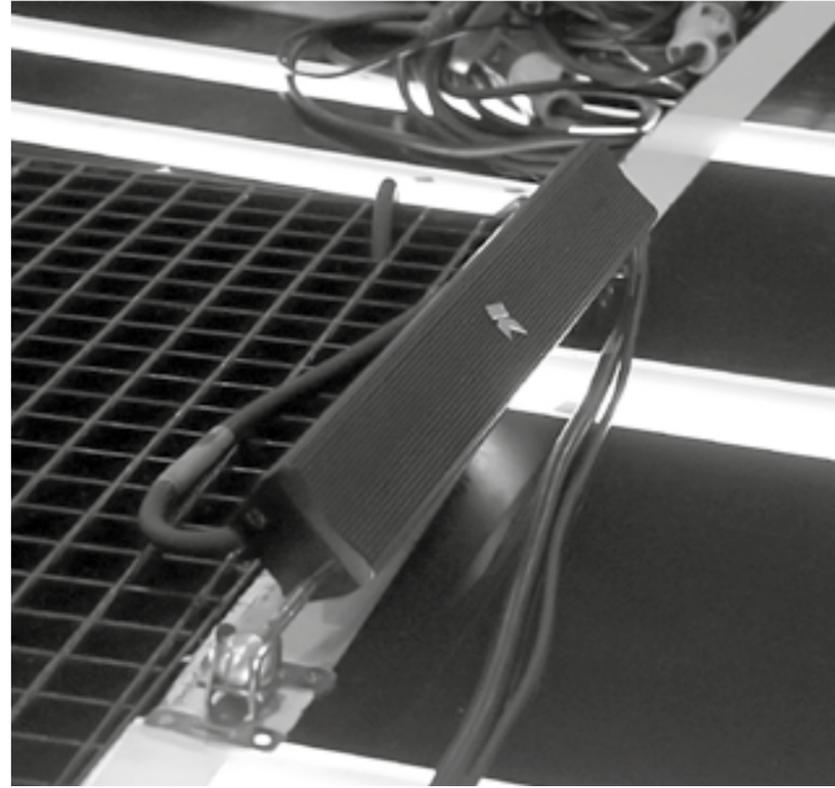
If there ever was a doubt, broadcast television can still stir up more excitement in more ways than any other medium. And big TV productions or live televised events generate a large viewership who can be unforgiving when it comes to technical difficulties. Which is why it is important to employ high-end audio solutions that perform at a high level. With invisible line arrays that can be used to create a slim PA system as well as a monitor cleverly hidden in plain sight at center stage or flexible, meters-long speakers that can stretch across the length of the stage as front fill or stage monitors, K-array has a range of unique solutions TV studios and filming crews alike can rely upon.



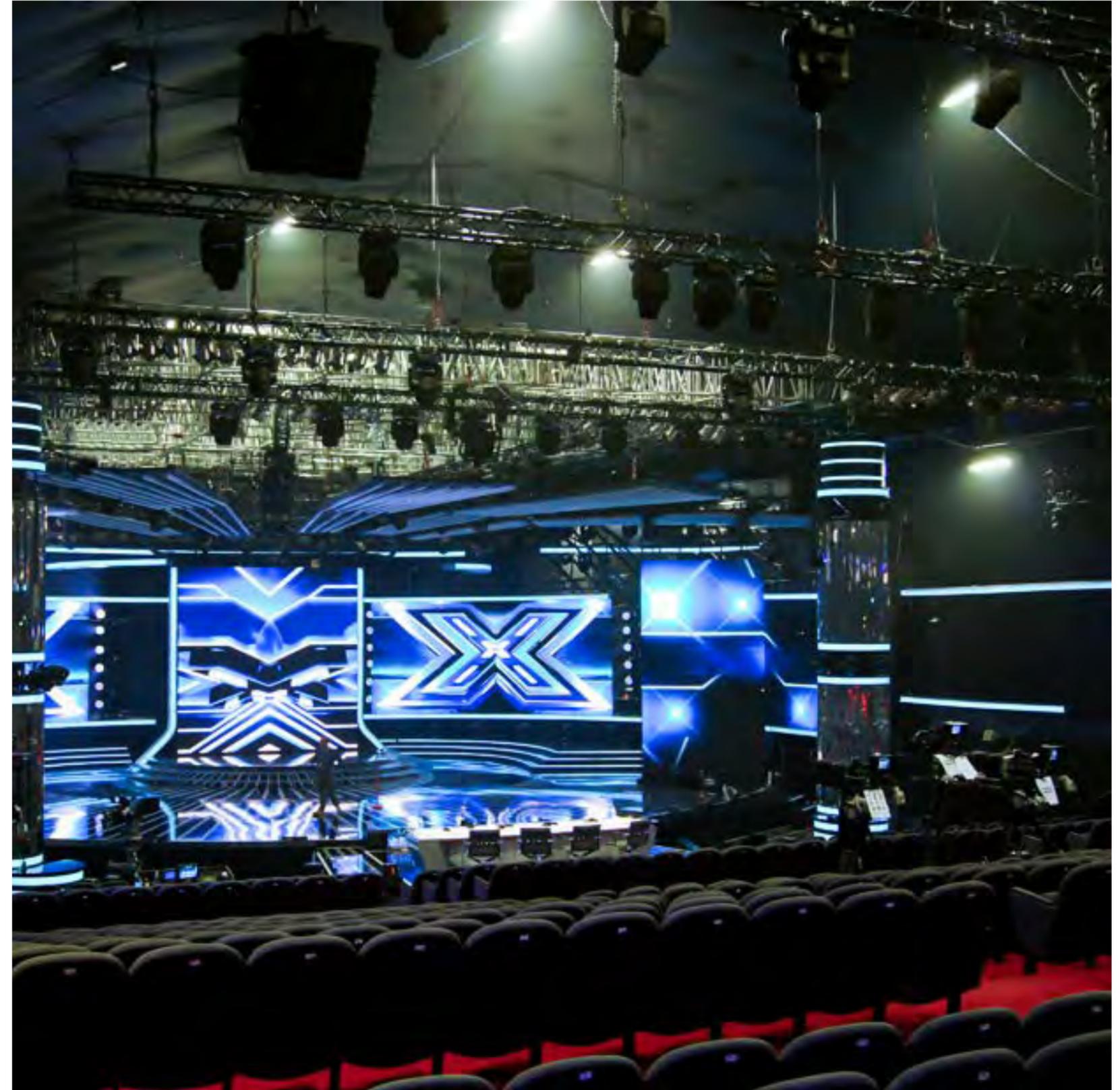
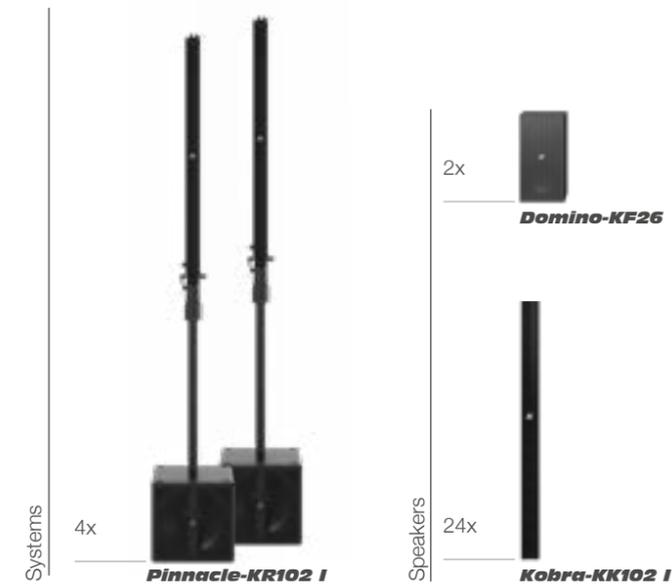
## X Factor Italia

The franchise TV singing competition, X Factor has achieved immense success on a global level, including in Italy on X Factor Italia. The show is broadcast weekly on national television and watched by millions of viewers. Under much pressure to meet high expectations of the station, the sound engineers required highly intelligent sound reinforcement throughout several areas on set.

Given its pure line array characteristics and sleek design factor, the team selected K-array for floor monitoring and front fill for the main stage. Discreet portable systems were also arranged in the three rehearsal rooms, the backstage lounge and the backlot that is dedicated to the first live performances and to interviews of the eliminated competitors.



## Audio Solution





## Theme Parks

From thrill seekers and adrenaline junkies to fun-loving families and adventurous friends, attendees from all walks of life enjoy the pure entertainment at amusement parks. To enhance their experience and liven the atmosphere, K-array has speakers with impressively high IP certifications for water parks and durable, weather resistant sound systems for roller coaster rides and fairs. Made with premium materials, our solutions can withstand the wear and tear of outdoor exposure day in and day out, rendering K-array one of the most reliable brands on the market.



Rixos Land of Legends Resort and Hotel

📍 Antalya | Turkey



## Rixos Land of Legends Resort and Hotel

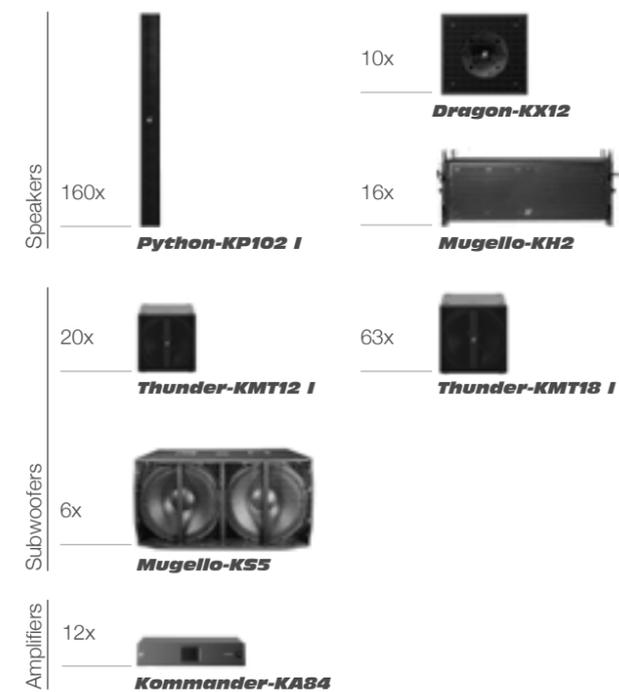
The Land of Legends resort is a joint venture between Rixos Hotels and world-renowned creative specialist Dragone and houses a theme park, a water park, a hotel, a shopping avenue and a selection of eateries.

Not only did the facilities require an audio system for the outdoor promenade, but it had to be adaptable for the resident Dragone show which is a moving performance that takes place across the entire property, beginning with a boat parade and concluding with a grand finale at the gate.

The sound designer was presented a lot of challenges during the design process given there were a lot of zones to cover and multiple time constraints in order to be fully operational for opening day, but he found a flexible quality system.



### Audio Solution





Butlin's Water Park

📍 Bognor Regis | UK



## Butlin's Water Park

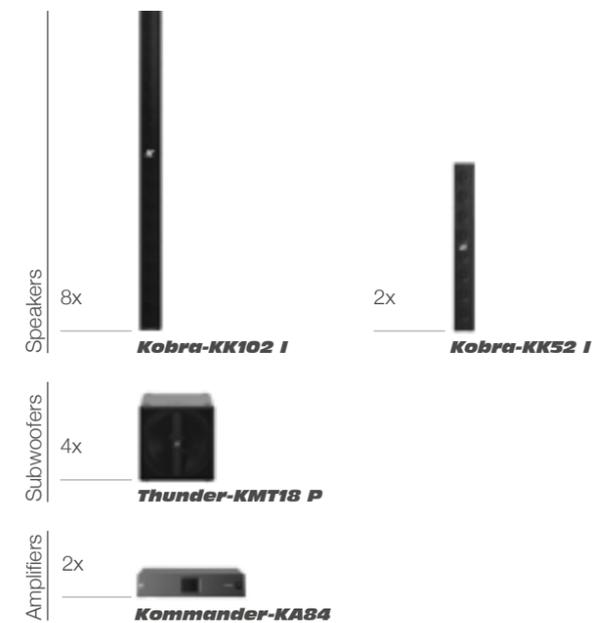
The new 6,300 sq. meter Splash Pool at Butlin's Bognor Regis Water Park has been designed as part of a £40M investment in the popular South Coast resort. To complement the Wave Pool's extremes of calm and exhilarating moments, the developers wanted a sound system capable of matching dynamic range and clear intelligibility, but insisted that it should not be seen.

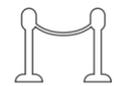
The real challenge came with the design of the main pool area sound system where ambient sound levels can be very high – especially given that the pool can accommodate up to 950 guests – amidst a generally reverberant environment.

Ruling out traditionally shaped loudspeaker enclosures left a clear choice for the system integrators and led them to propose line array systems from K-array with an aesthetic that would allow the speakers to blend invisibly into the environment.



### Audio Solution





## Event Productions

With a sleek design and a discreet form, K-array's portable systems and kits integrate seamlessly into audio designs for the most prestigious gala dinners, wedding receptions, high-end fashion shows and corporate events. Lightweight and easy to setup and dismantle, our high-tech, powered audio solutions are easily adaptable for all temporary installations including outdoor setups with durable, weather resistant features.



General Electric's Anniversary Celebration

📍 Florence | Italy

150

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## General Electric's Anniversary Celebration

Florence celebrated a historic anniversary of the city's booming industrial economy: 60 years since gas supplier ENI purchased an old iron foundry and 20 years after the acquisition of the iron foundry by General Electric in 1994 to create GE Oil & Gas, the leading manufacturer of gas turbines and compressors.

The celebration of these anniversaries took place at the Stazione Leopolda in Florence, Italy with the Italian prime minister and highly influential members of the technology industry in attendance, along with the general public, to see interactive exhibits of the companies' history and displays of their innovative technologies, past and present.

Although beautiful and renowned for its industrial architecture, the vast, old train station produces a significant amount of noise reverberation so event organisers teamed up with K-array to deliver an audio solution to confront these challenges.



### Audio Solution





Wedding at Villa di Maiano

📍 Florence | Italy

## Wedding at Villa di Maiano

Originally built in 1400, the Villa di Maiano is immersed in the lush green of the hills overlooking Florence. Its ancient rooms and park provide hospitality for every type of event, from banquets and conferences to cocktail parties, weddings and fashion shows.

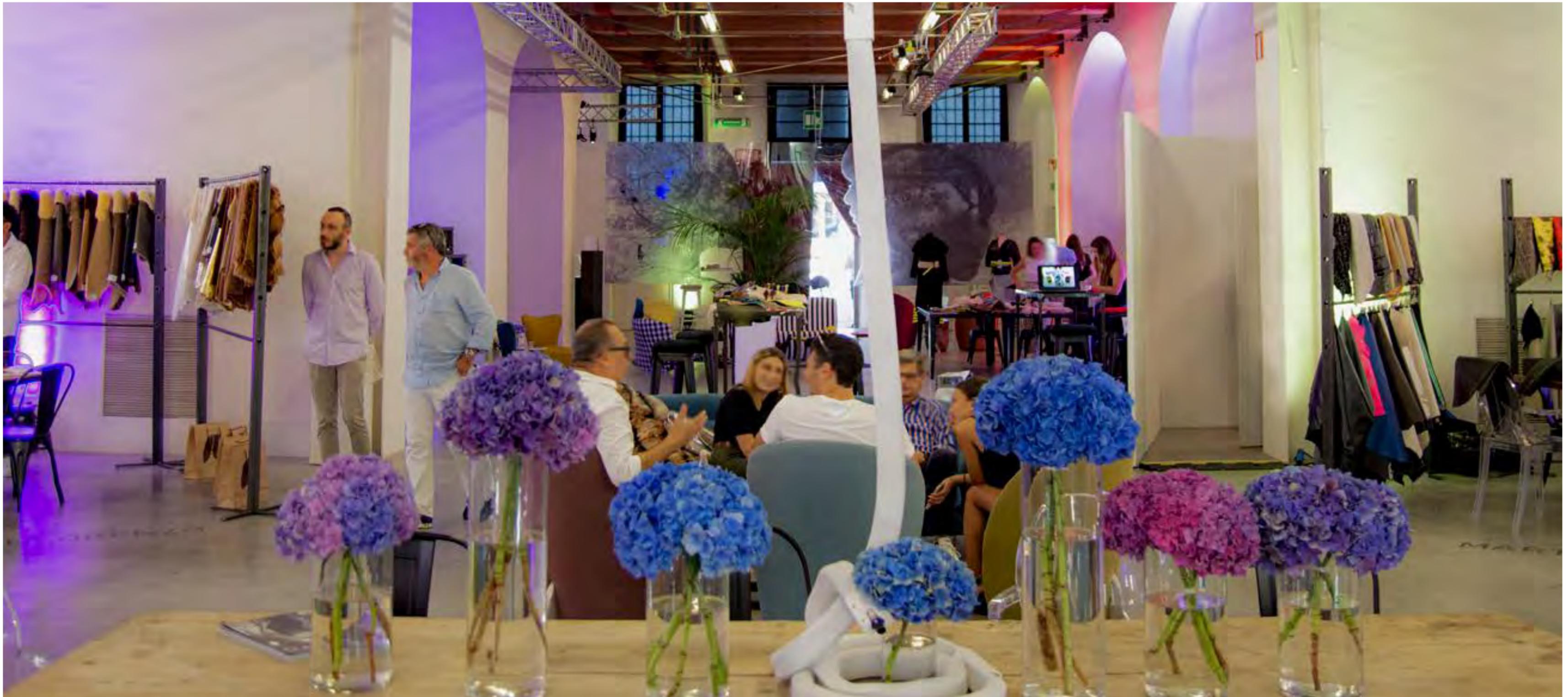
The monumental Tapestry Room on the ground floor, surmounted by a majestic balustrade in Florentine sandstone, is the main reception hall of the villa and is ideal for gorgeous wedding receptions.

To accent the elegance of the villa and the sophistication of a reception for one couple, the hired event productions company supplied a Pinnacle-KR402 portable system customized in 24K gold. The system naturally reproduced the performance of the 3-piece instrumental band and provided clear intelligibility for spoken word when speeches were given.



### Audio Solution





## Spazio Creativo

Designers, stylists and creatives at the Spazio Creativo – an exhibit for a select group of Italian artisan vendors of furniture, leather, wine and perfumes held at the Fortezza Del Basso – were blown away with the audio system setup provided by technical sponsor K-array that showcased a creative arrangement of Anakonda line arrays hung from the ceiling as well as a Pinnacle-KR402 portable system in the lounge to offer a multi-sensory approach to visitors.

“All the materials provided deceived any inattentive observer: the two wonderful column speakers and the incredible flexible white speakers adorned from the wall. Practically invisible, but at the same time, very much present given their power. This is the Spazio Creativo philosophy of bringing together culture, product, emotion and creative enthusiasm,” said event creative director, Marco Marchetti.



## Audio Solution





Polimoda Design School Fashion Show

📍 Florence | Italy

162

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## Polimoda Design School Fashion Show

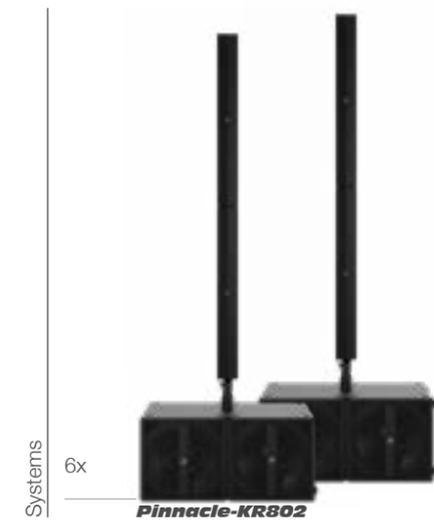
Polimoda is a prestigious private fashion school in Florence that is helmed by Ferruccio Ferragamo and is considered the top design school in Italy. To receive a degree, final year students are required to develop their own collection to present to the public at the annual fashion show that occurs during the world famous Pitti fashion week. Polimoda's 2019 fashion show featured the memorable work of 22 talented young designers, who showcased their work to hundreds of guests and international industry insiders at the former tobacco-factory-turned-event-hall Manifattura Tabacchi.

The runway was tucked inside the concrete open space of the industrial multipurpose venue and once the show began, the fluidity of the techno-primitive music that was well-coordinated with the Supernature theme raised vibrations and made hearts beat faster.

Through the use of video, computer animation and advanced audio systems which were provided by K-array, the audience experienced a supernatural immersive reality and sensory overload.



### Audio Solution





## Theaters

Ornate theaters are some of the most beautiful buildings in the world; it's only fitting that monuments to culture should be works of art themselves. Therefore, any permanent audio system in theaters must be discreet but simultaneously maintain flexibility to meet the different requirements for the many productions they host. At K-array, our unique approach is employing not just simple column speakers but ones that incorporate Pure Array Technology. With a slim form factor that doesn't obstruct the show or disturb the decor, the compact speakers have the capability to cover large venues with a minimal amount of elements. K-array's portfolio also contains some of the most unique solutions that can adapt to the curvature of the stage or the shape of seating for an impressive option for front fill and under balcony fill.



Gran Teatro de La Habana

📍 Havana | Cuba

168



Theaters

169

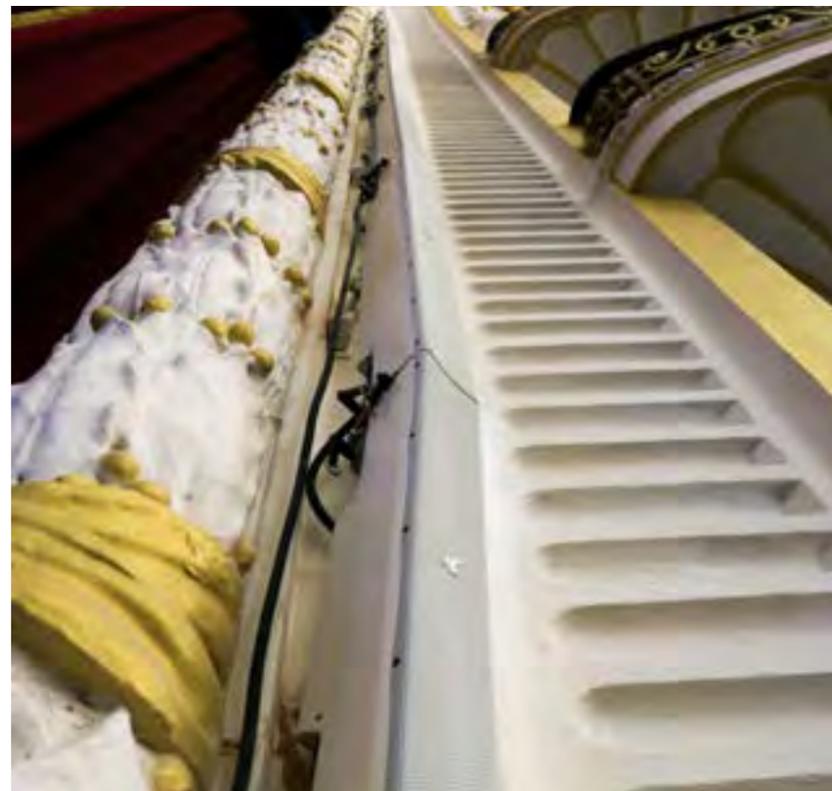
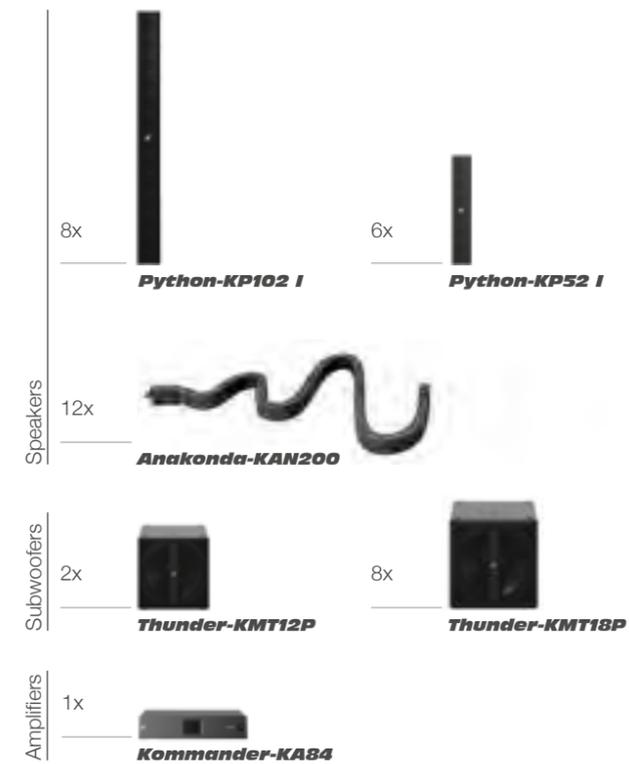
## Gran Teatro de La Habana

The Gran Teatro de La Habana opened in 1838 and is home of the Cuban National Ballet and the International Ballet Festival of Havana. Recently, the theater underwent an audio renovation and K-array was selected as the audio solution to outfit the theater.

Using simulation software, the unique and discreet system, which included the main PA, front fill and under balcony, was designed to have the most even and powerful coverage for all seating while maintaining the lowest visual impact possible.



### Audio Solution





Teatro alla Scala

📍 Milan | Italy

172



Theaters

173

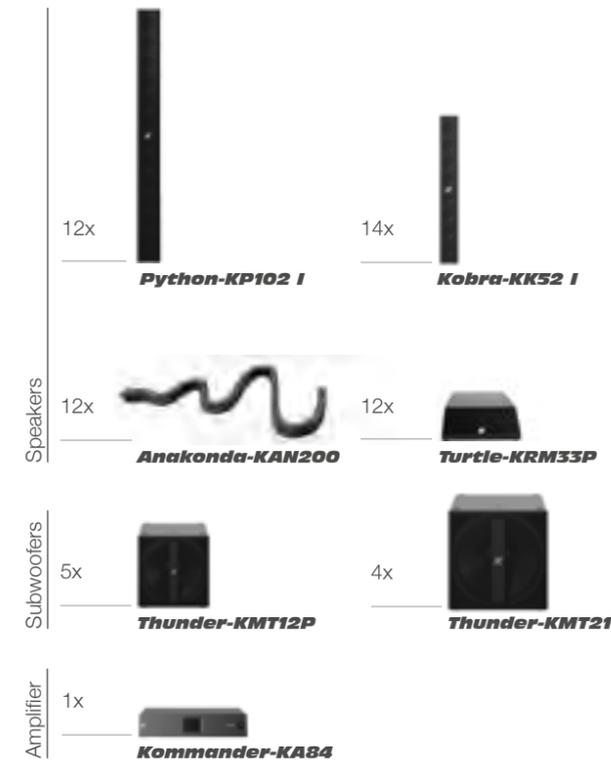
## Teatro alla Scala

The Teatro alla Scala's new amplification system was recently inaugurated for Woolf Works, a ballet inspired by three well-known novels by Virginia Woolf – Production of The Royal Ballet, Covent Garden, and London – in an unprecedented collaboration with the Scaliger Ballet directed by Wayne McGregor featuring Italian ballerina Alessandra Ferri as the guest principle.

With the latest update in 1992, the need for a new resident amplification system became imminent in 2016 and thus began the search for an invisible audio solution that was simple to install, adaptable for all different types of shows and that provided clear, uniform sound. The theater's head sound engineer identified these requirements in K-array.



### Audio Solution





Royal Opera House

📍 London | UK

176



Theaters

177

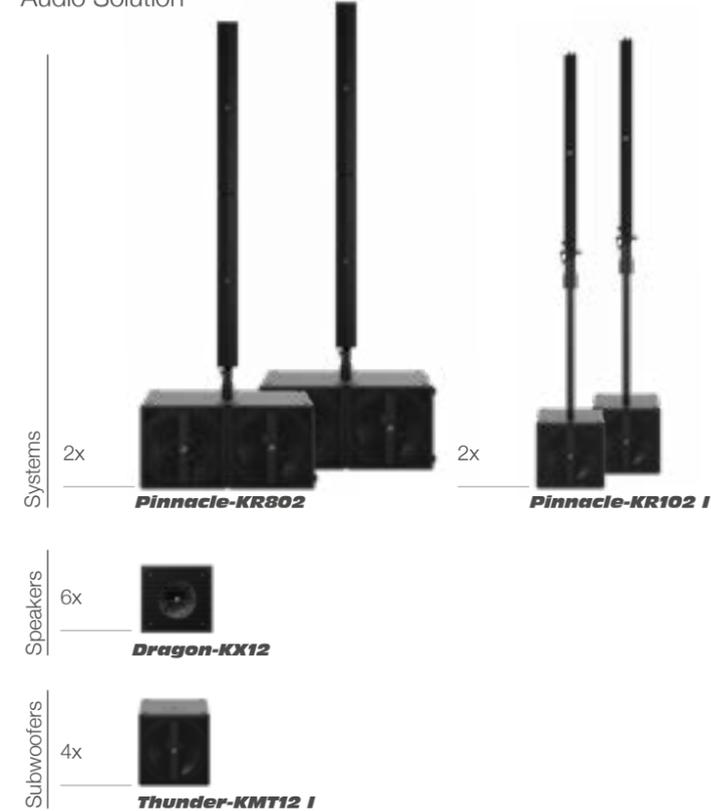
## Royal Opera House

A K-array loudspeaker system composed of a long line array of customized Python-KP102 loudspeakers mounted on each side of the proscenium arch at London's Royal Opera House is so discreet it is almost invisible.

Royal Opera House's head of sound collaborated with the integrator to design a system that is adaptable to the theater's shows as well as other commercial events hosted in the venue.

The overall performance of the system, providing 720W from 12 drivers in each section from the Pythons on each side, really gains momentum with 96 3.15" drivers providing around 5,760W, a dispersion of seven degrees vertical and 100 degrees horizontal and weighing in at 96kg, making it a system like no other.

### Audio Solution





## Auditoriums and Concert Halls

Sound design for a system in an auditorium requires powerful loudspeakers that can uniformly cover the large venue with clarity and distinction for spoken word. But because these buildings also transform into a concert hall when there is a musical event, that same system must be adapted to meet the requirements of reproducing high-quality live sound.

Our approach to these applications is to implement K-array loudspeakers with Electronic Beam Steering to digitally adjust the dispersion of a line array element, which not only ensures the same listening experience to all audience members but, at the same time, limits the noise pollution in the areas where the sound pressure must be kept at a minimum. Or if the auditorium is smaller, our PAT line arrays can be employed for a perfect phase response achieved in both the near and far fields. The narrow vertical coverage minimizes the sound spill towards the walls and the floor.



La Nuvola Auditorium

📍 Rome | Italy

182



Auditoriums and Concert Halls

183

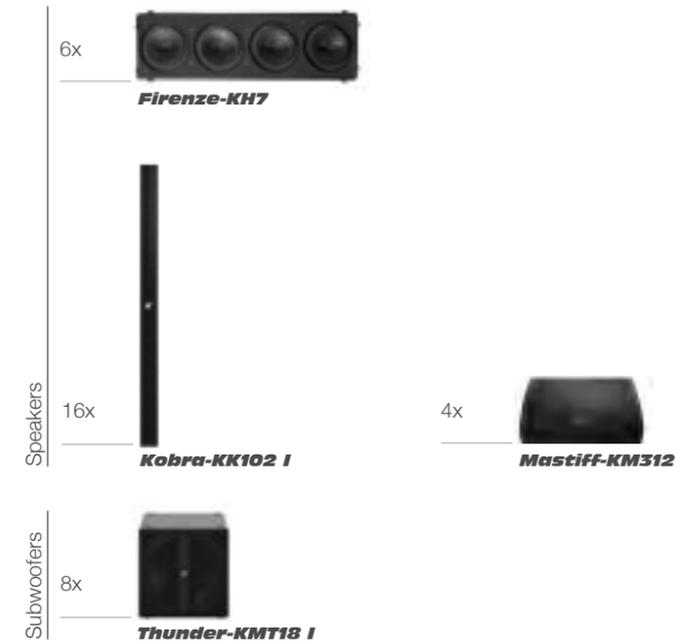
## La Nuvola Auditorium

The La Nuvola in Roma is a spacious 8,000-seat convention center designed by Massimiliano Fuksas, with 30 meeting rooms and an auditorium, the scenic heart of the building, which seats 1,750.

The General Assembly of the Councils of Chartered Accountants and Accountants' Orders is an annual meeting held at La Nuvola for members of the association to discuss relevant sector topics. For the audio system, a Firenze-KH7 system was installed for its short rigging time and its Electronic Beam Steering capabilities that allowed them to cover the entire auditorium with even sound without having to bend the line array. Its self-powered capabilities eliminated the need for additional amplifiers to maintain a clean look since no additional cables were required.



### Audio Solution





Thessaloniki Concert Hall

📍 Thessaloniki | Greece

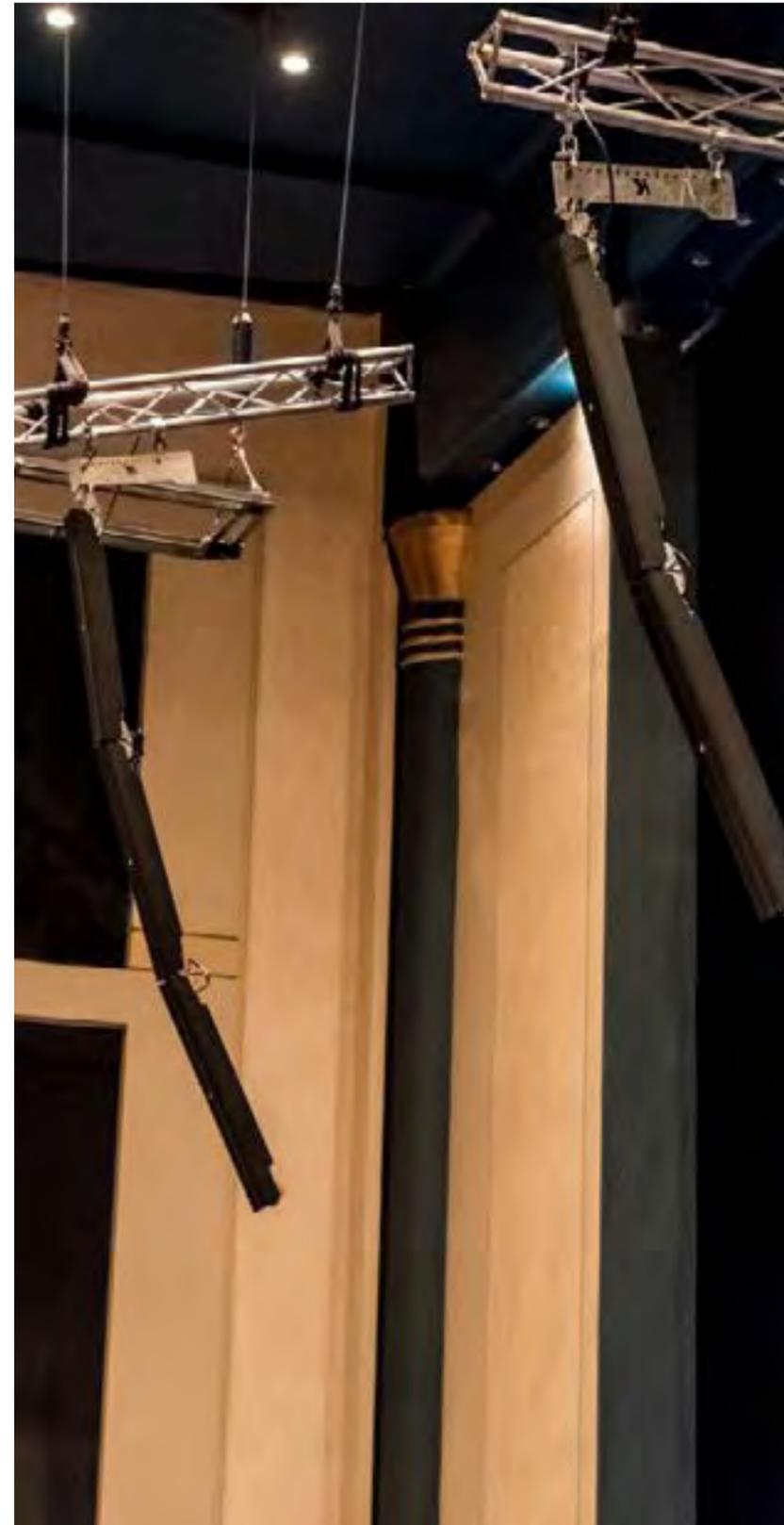


## Thessaloniki Concert Hall

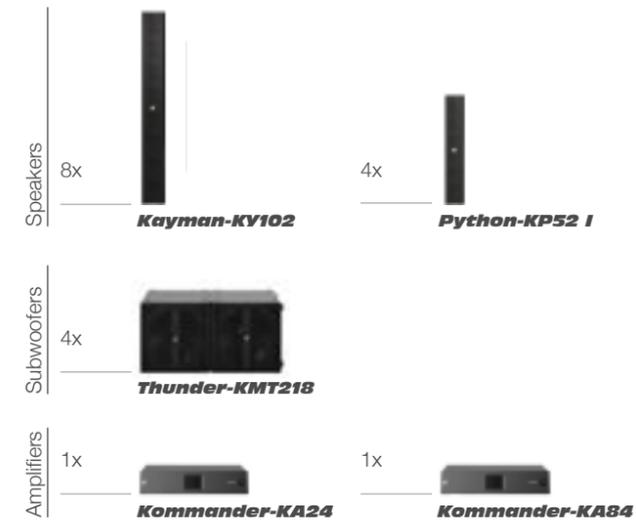
Thessaloniki Concert Hall is a center for the performing arts in Thessaloniki, Greece. Opened in 2000, the complex boasts an auditorium that seats 1,400 and a number of smaller performance spaces in more contemporary style designed by Japanese architect Arata Isozaki.

The hall needed a powerful sound with long throw to cover the entire audience with uniform coverage, specifically for Mario Frangoulis' *Stranger in Paradise* performance accompanied by the Symphonic Orchestra of Thessaloniki conducted by Luke Karytinis.

Frangoulis' sound engineer selected a K-array system comprised of flown Kayman loudspeakers in LCR order.



### Audio Solution





Lincoln Center for the Performing Arts

📍 New York | USA



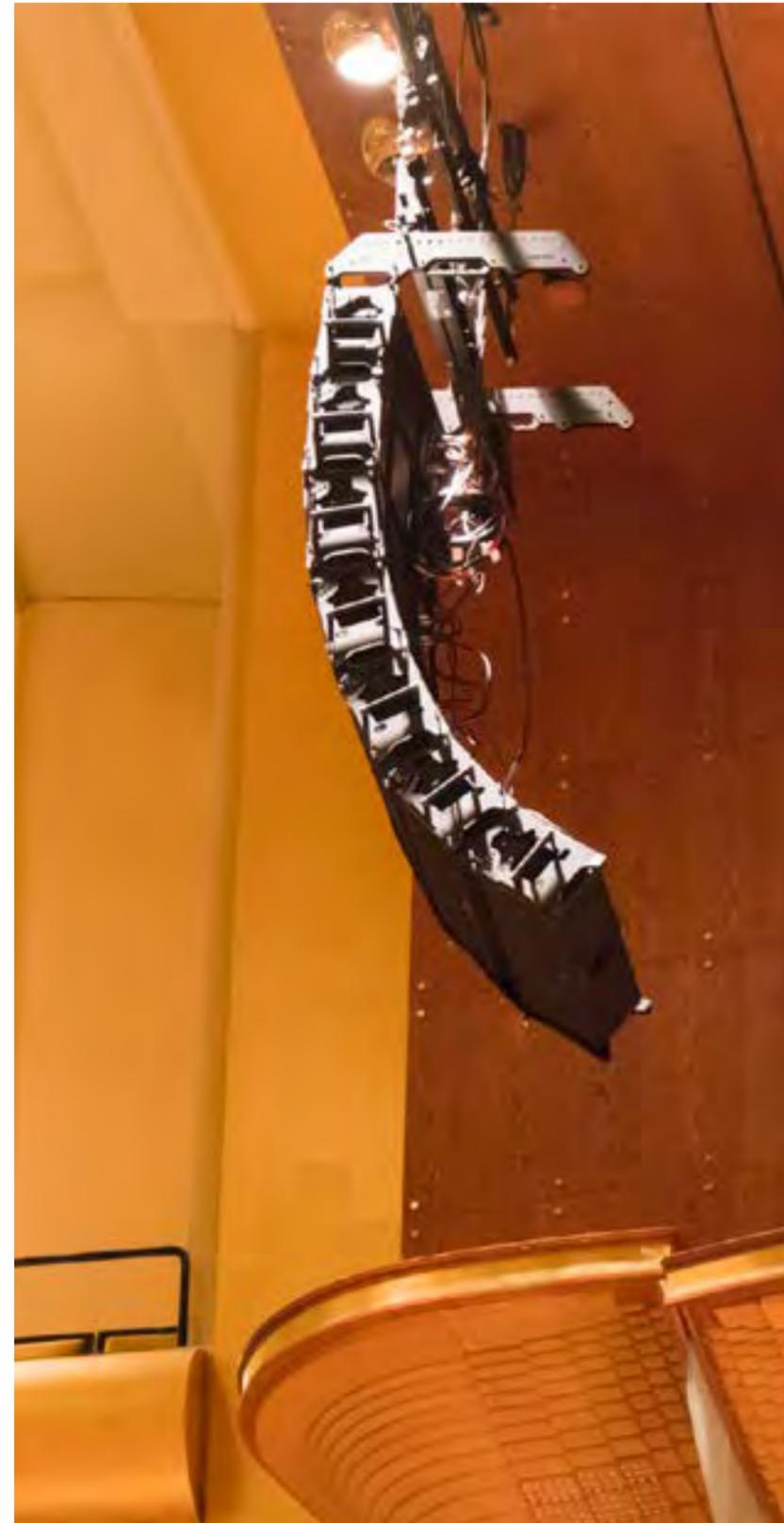
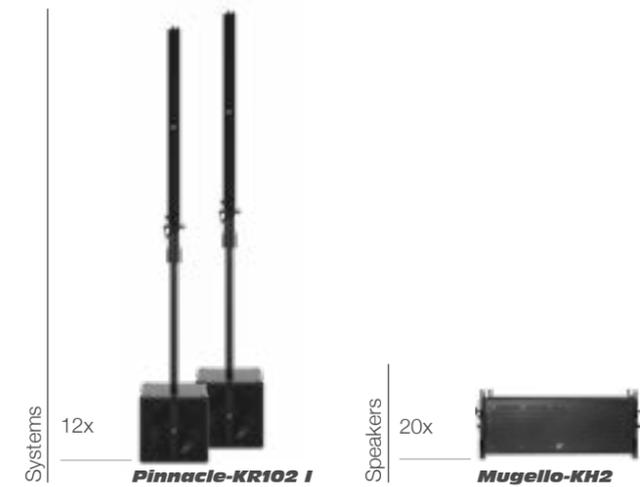
## Lincoln Center for the Performing Arts

The legendary David Geffen Hall was the first completed concert hall in New York City's Lincoln Center for the Performing Arts complex on Manhattan's Upper West Side. The 2,738-seat auditorium opened in 1962 and is the home of the New York Philharmonic.

The Hall was repurposed into a movie theater when it presented four Star Wars films which consisted of the film screenings accompanied by John Williams' iconic score performed live by the 100-plus piece orchestra.

The challenges for the audio team were to ensure the dialogue was clear, the effects were physically palpable and that the orchestra was able to successfully perform the soundtrack without too much power. After trying many different speaker configurations, K-array proved a be key to coverage because of its Electronic Beam Steering technology and was ultimately selected to comprise the main PA.

### Audio Solution





## Houses of Worship

Hallowed structures with devout congregations call for natural sound in a discreet frame. In houses of worship with impressive architecture, arched ceilings or even simplistic buildings with minimal décor, the narrow vertical coverage of K-array's slim column speakers minimizes the sound spill towards the ceiling and the floor, thus increasing the intelligibility in the highly reverberant environments. The possibility to customize the color of the speakers to perfectly match the décor of the sanctuary is available.



Guildford Cathedral

📍 Guildford | UK

## Guildford Cathedral

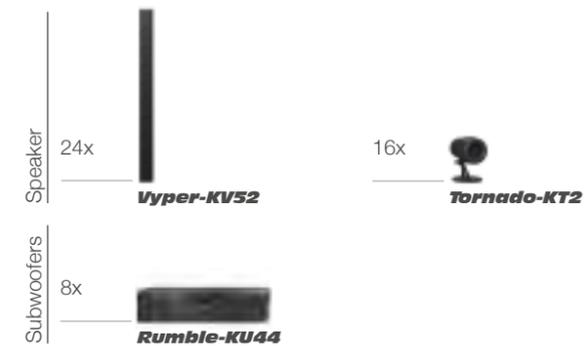
Guildford's Grade II Cathedral, designed by British architect Edward Maufe, is one of the UK's more modern worship spaces and one of only three built in the 20th century.

Apart from service, the cathedral is used quite extensively by the University of Surrey for concerts and graduation ceremonies which require a full-range system, so the cathedral's technical staff decided to replace the outdated 100V line loudspeaker system that was no longer up to the task.

System integrators installed a system of K-array line arrays throughout the nave, inward-facing on the pillar to ensure that sound is directed solely at the congregation and away from reflective surfaces. Color-customized K-array subs were fixed on the outside of every other pillar and spot monitors were installed under the choir pews.



### Audio Solution





Basilica of Santissima Annunziata

📍 Florence | Italy

200



Houses of Worship

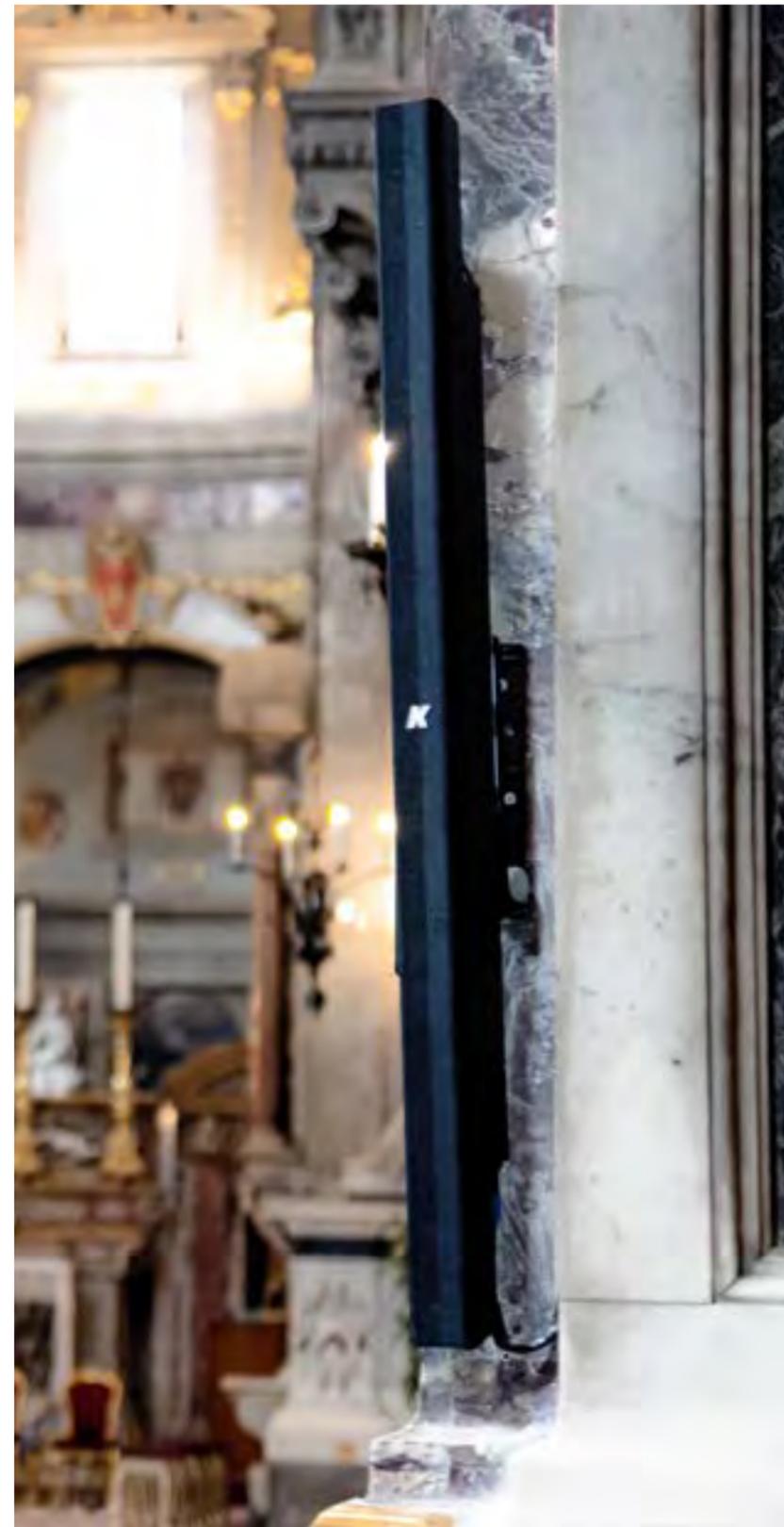
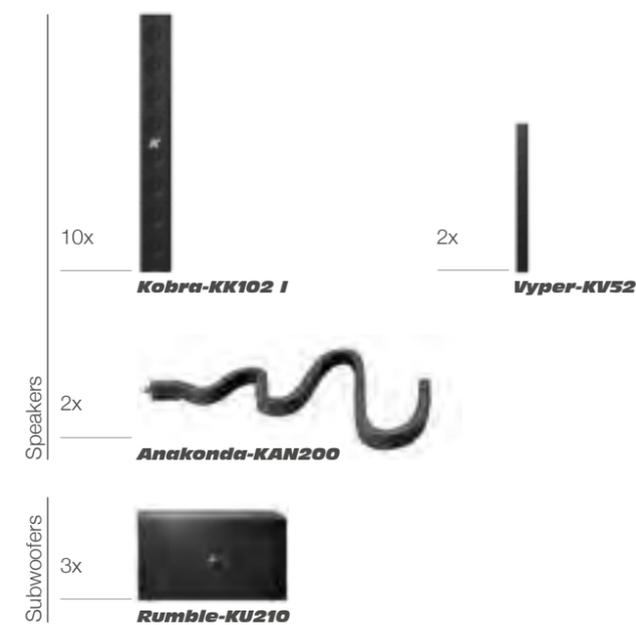
201

## Basilica of Santissima Annunziata

The Basilica Santissima Annunziata is a monumental church in Florence, Italy dedicated to the Virgin Mary with origins dating as far back as 1081. The ornate basilica includes original frescos that beautifully depict the Miraculous Annunciation.

When the administration of Florence decided to overhaul the AV at Santissima Annunziata, they requested an audio installation that would ensure optimal coverage of all areas of the basilica where religious ceremonies are held, which became the most complex aspect of the system requirements given that the services are celebrated at different locations throughout the church. Another consideration was the excessive reverberation. Officials realized that a unique solution employing compact loudspeakers would be needed.

### Audio Solution





St. Patrick's Cathedral

📍 New York | United States

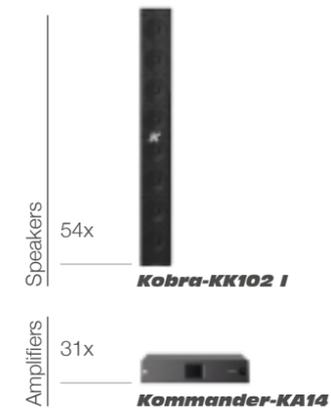


## St. Patrick's Cathedral

St. Patrick's Cathedral, located in midtown Manhattan, has been an iconic national landmark for more than 130 years and is one of the most visited churches in the US.

Recently St. Pat's underwent a massive, multi-year renovation that included extensive interior and exterior structural restorations while the audio system was in need of an overhaul as well. The church required a system with minimal visual profile and high intelligibility in a very reverberant environment.

### Audio Solution





## Large Congregations

When a large amount of people unite under one belief, their biggest interest is taking in the celebration, which is why a system that provides high intelligibility and clear spoken word is a necessity for large congregations. K-array's powerful line arrays and resistant monitors are ideal in getting the devotion to the audience with maximum clarity and equally fitting for live bands to sing the good word.



Solomon Temple

📍 São Paulo | Brazil



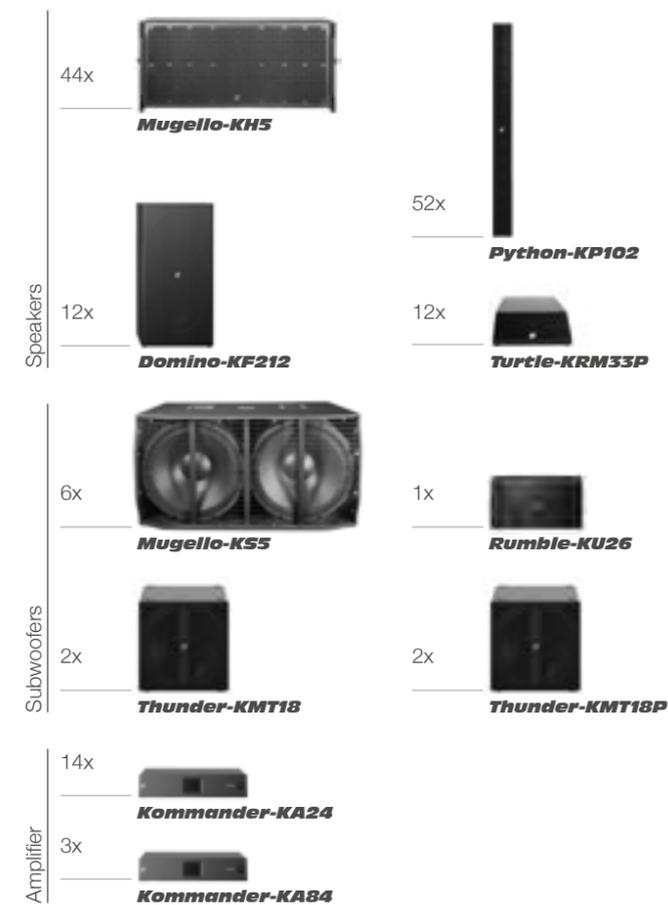
## Solomon Temple

Solomon Temple is a spectacular landmark in the city of São Paulo and is a replica of the First Temple built by Solomon in the 5th century BC but with increased dimensions. Considered the largest religious building in Brazil, the mega-church seats 10,000 worshipers in its sanctuary and stands at 55 meters tall – the height of an 18-story building.

In order to maintain the high technology standard that is implemented throughout the complex along with reproducing the gospel with faithfulness, clarity and intelligibility, the church engineering team unanimously chose K-array which was installed in the sanctuary, the outdoor main entrance and conference rooms.

This impressive installation was completed when K-array's new generation loudspeakers weren't yet available, however had they been, the system would consist of the following products.

### Audio Solution





Gran Carpa Outdoor Cathedral

📍 Cayey | Puerto Rico



## Gran Carpa Outdoor Cathedral

Gran Carpa Cathedral is a nonprofit religious organization in the city of Cayey in central Puerto Rico. In 2006 the church began the process of creating the world's largest outdoor covered congregation.

The land where the "cathedral" was constructed has an area of 459,360 square meters – a space equivalent to 4 international soccer fields – and the "roof" is comprised of 42,000 square meters of tensioned canvas. Given the complicated structural setup and large audience seating, management needed a sophisticated audio system to meet all their demands.

### Audio Solution





## Stadiums and Sport Venues

A high-intensity match, a victory high and a despairing defeat are all part of the entertaining experience at a sporting event. Stadiums, arenas, hippodromes, tracks and recreational sports facilities that employ K-array systems get an added-experience: powerful sound to match the powerful emotions running through the spectators, players and coaches alike. K-array's compact large-scale line arrays provide maximum clarity and definition and direct the sound to the audience to provide continuous, even coverage that reaches the last bleacher in the stands.



Vodafone Arena

📍 Istanbul | Turkey

220



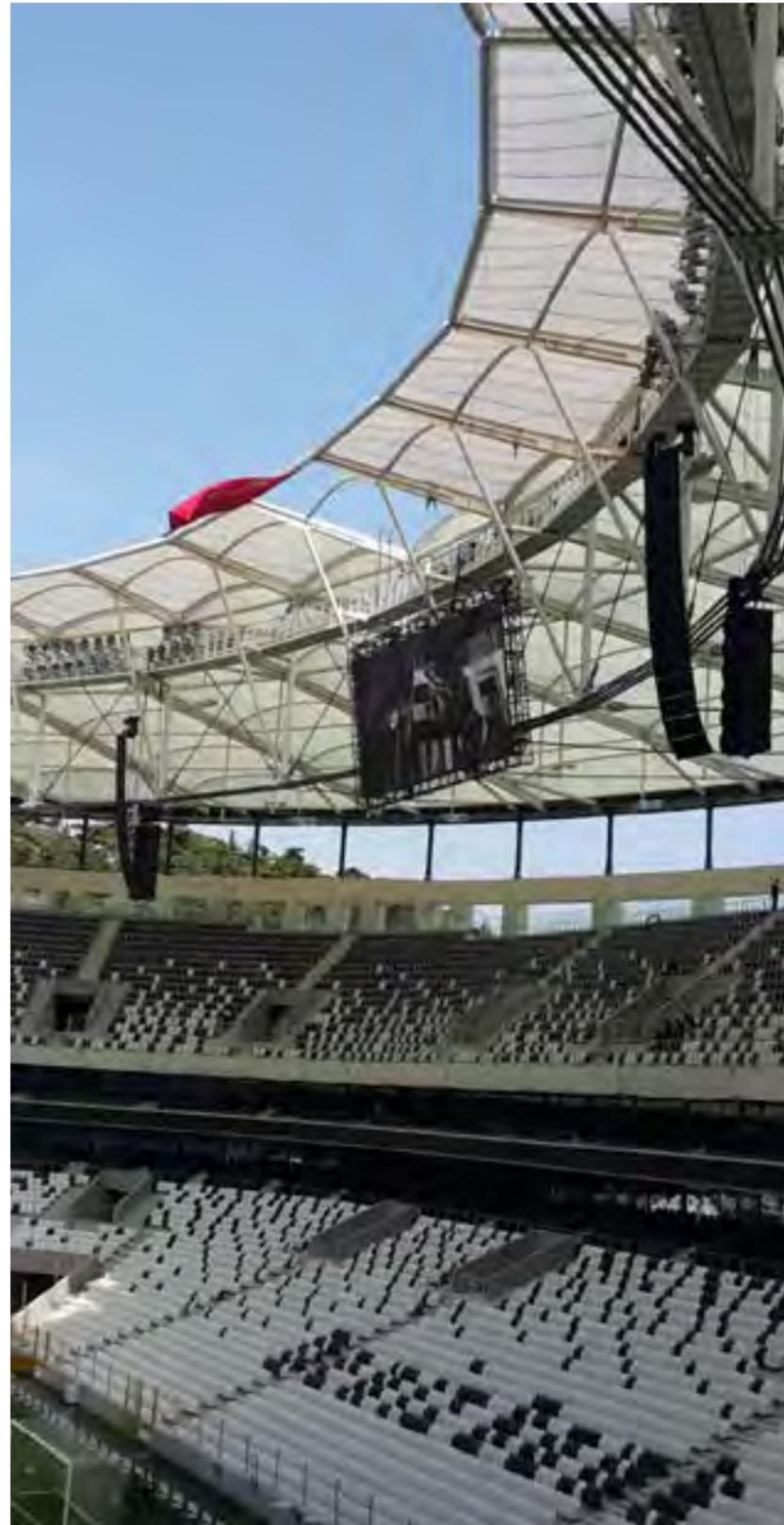
Stadiums and Sport Venues

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## Vodafone Arena

One of the most modern stadiums of its time, the Vodafone Arena, home to Turkish Super League football team Beşiktaş JK Eagles, has a capacity of 43,000 spectators and is also an entertainment and fashion center that hosts concerts and live shows, an interactive museum and the biggest sportswear store in Turkey.

The arena's sound system was also equipped with the most technologically advanced solutions on the market, suspending a K-array system from the sides of the scoreboard that reaches the back row of the bleachers on the opposite side to provide continuous, even coverage throughout the stadium.



### Audio Solution





Gangneung Ice Arena

📍 Gangneung | South Korea

224

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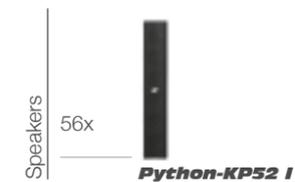
## Gangneung Ice Arena

Gangneung Oval Ice Arena hosted the figure skating and short track racing competitions for the 2018 Winter Olympic Games. With a seating capacity of 12,000, powerful, accurate coverage was needed in the arena especially for the figure skating for which music is crucial to the performance.

K-array line arrays were chosen for their sound quality and also their design as it suits the elegance of the figure skating competition. The loudspeakers were installed horizontally at the audience seating to provide wide, uniform coverage without obstructing the view of the competitions.



### Audio Solution





Kitzbühel Hahnenkamm Downhill Competition

📍 Kitzbühel | Austria

228

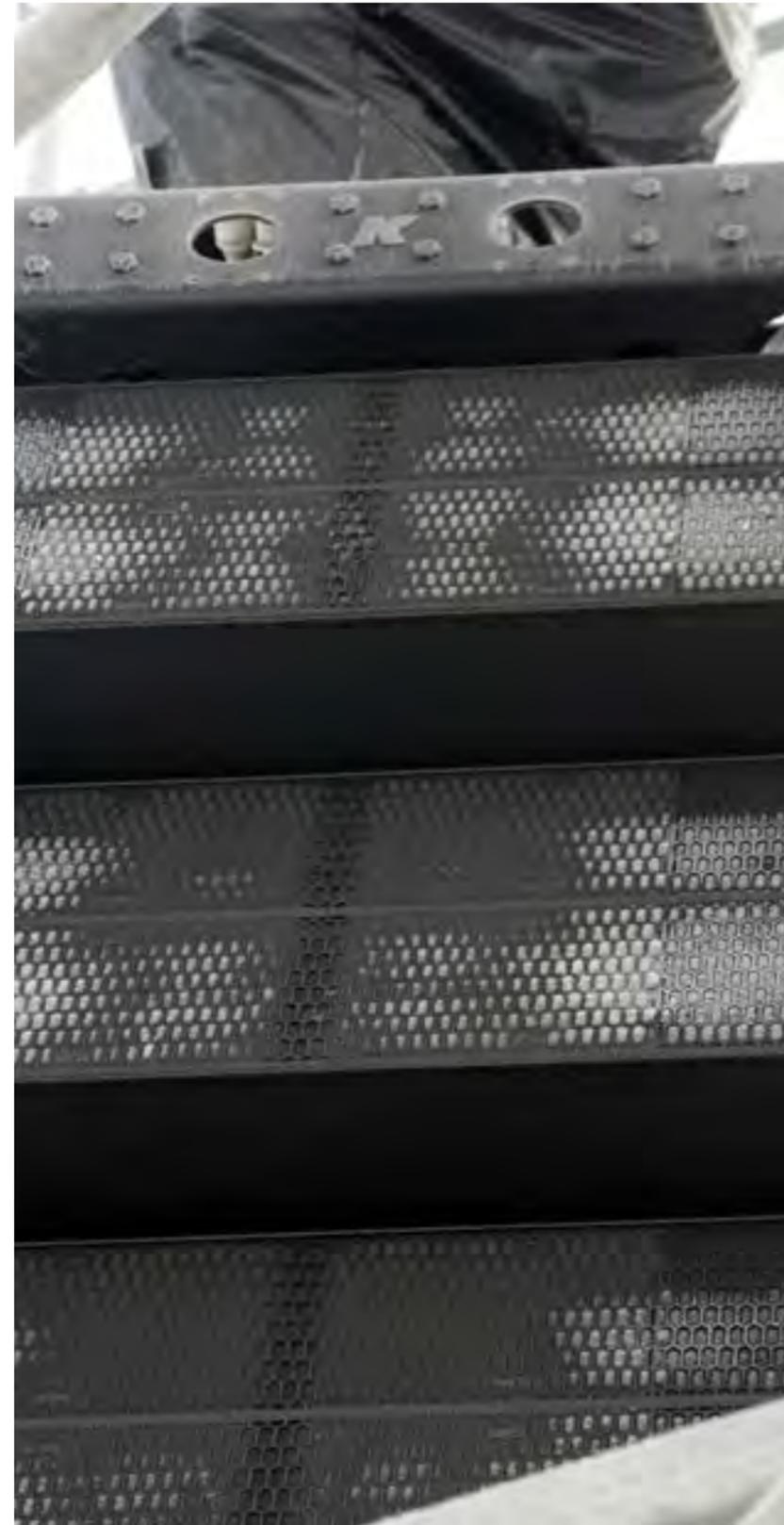
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## Kitzbühel Hahnenkamm Downhill Competition

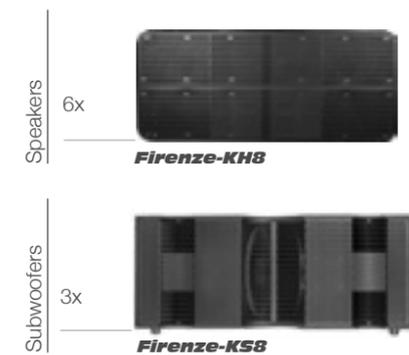
For 75 years, the Hahnenkamm Downhill in the exclusive Austrian ski resort of Kitzbühel has been the highlight of international alpine skiing as there is no faster race, none more spectacular and none more notoriously difficult.

Race organizers required audio to travel in the same direction following a single time-path. A system was needed at the finish area directly in front of the main grandstand to provide powerful coverage to the spectators without disturbing TV broadcasts nearby. Similarly, the coverage designed to serve the spectators should not spill onto the pistes themselves.

The K-array system not only met the requirements, but endured the extreme weather conditions: the Firenze Series fought through 6 days of sub zero temperatures and an abundance of snow fall, yet delivered clear, powerful sound over 200 m, throwing further SPL than the event has ever heard before.



### Audio Solution





## Nightclubs and Lounges

With the beats flowing and the bass pumping, K-array designs acoustic systems of high quality and flexibility for lounges and clubs and bars and pubs. The powerful, yet fast and controlled sound that the speakers make pulses through the veins and literally punches the air with vigor, all whilst harmonizing with any adjoining areas with different audio requirements. These reliable solutions can go night after night without relenting.



NOI Lounge

📍 New Delhi | India



## NOI Lounge

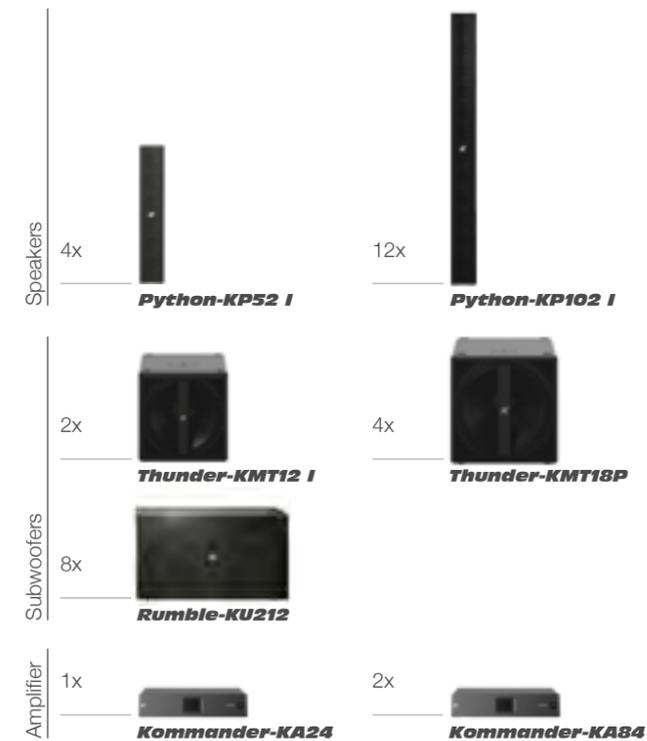
NOI is the nouveau high-energy lounge/bar located at the most high-end luxurious mall in Delhi, The Chanakya, with an inhouse DJ that transforms the locale into a nightly hot spot.

The real estate developers asked the system integrators to produce the best sounding bar in Delhi, however, interior designer Rockwell Group USA required an absolutely discreet audio system without any acoustic treatment to not disturb the high-end interior concept.

With high reverberation posing another challenge, the only product which could fit in their design and meet both demands was K-array with their small footprint and Pure Array Technology.



## Audio Solution





12 Stories at InterContinental DC

📍 Washington DC | United States



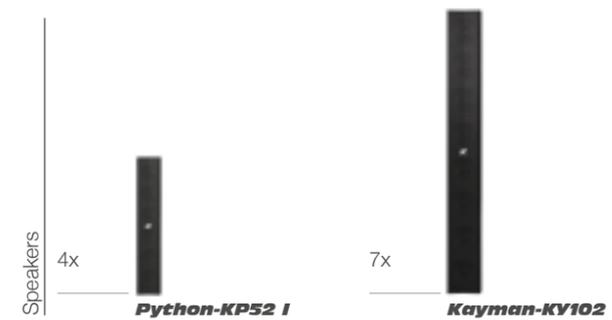
## 12 Stories at InterContinental DC

The InterContinental Hotel in Washington, D.C.'s new billion-dollar residential and retail development The Wharf boasts a 3,500-square-foot rooftop cocktail spot dubbed 12 Stories which features modern artwork, industrial-chic design touches like concrete flooring, wired pendulum lighting, velvet, marble, leather and wood furniture and an expansive 26-foot NanaWall, opening up onto an outdoor terrace.

Restaurant managers requested an audio system that could deliver a high SPL in a compact enclosure. Together with hotel management, the team selected K-array's Kayman-KY102 line array loudspeakers for its amazing horizontal coverage and its 4" closely-spaced drivers that allow for better frequency response in the lower bandwidth.



### Audio Solution





TAO Chicago Nightclub

Chicago | United States

242



Nightclubs and Lounges

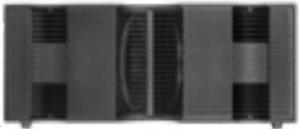
243

## TAO Chicago Nightclub

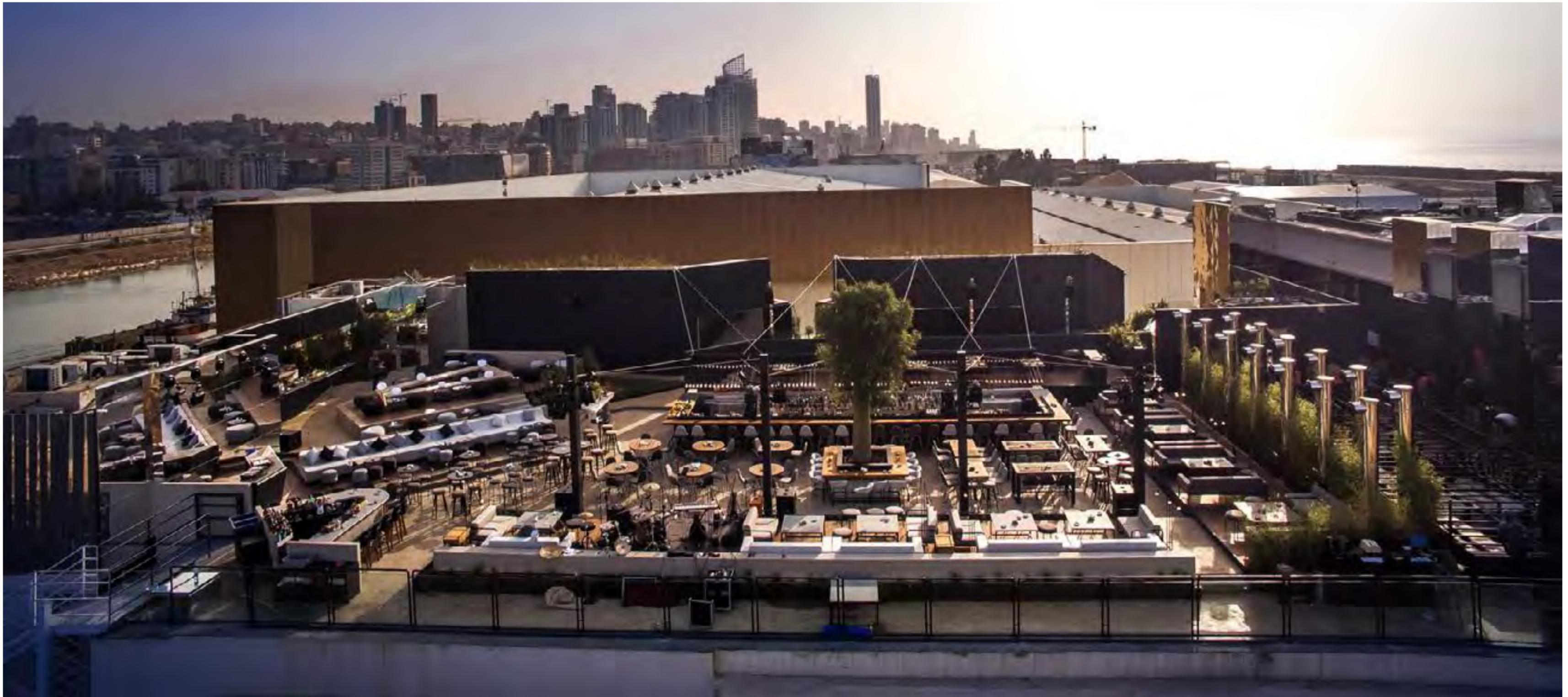
The Chicago nightclub-and-restaurant hybrid TAO is housed in a landmarked building in Chicago and is designed to reflect the theme of existing TAO locations with Asian-inspired décor. The restaurant seats up to 300 diners and hosts a DJ booth while the 7,000-square-foot, 1,000-person capacity nightclub resides on the second floor and is equipped with two bars, a lounge area, dance floor and DJ booth.

K-array was selected to meet the many aesthetics, performance, reliability and sound quality requirements presented by the clients throughout the restaurant, bar and bathrooms. For the club, the sound consultants suggested a live sound system that was less aggressive than the ones installed in the other TAO locations for a better experience for the clubgoers, but yet still maintained a powerful sound with high-definition. The club was moreover impressed with the high performance from its compact design that integrated perfectly.

### Audio Solution

8x		18x	
	<b>Firenze-KH7</b>		<b>Dragon-KX12</b>
8x		6x	
	<b>Python-KP52 I</b>		<b>Python-KP102 I</b>
4x		4x	
	<b>Tornado-KT2C</b>		<b>Tornado-KT2</b>
3x		6x	
	<b>Firenze-KS8</b>		<b>Mugello-KS5</b>
4x			
	<b>Thunder-KMT12P</b>		
2x			
	<b>Kommander-KA84</b>		





Iris Lebanon Nightclub

📍 Beirut | Lebanon

246



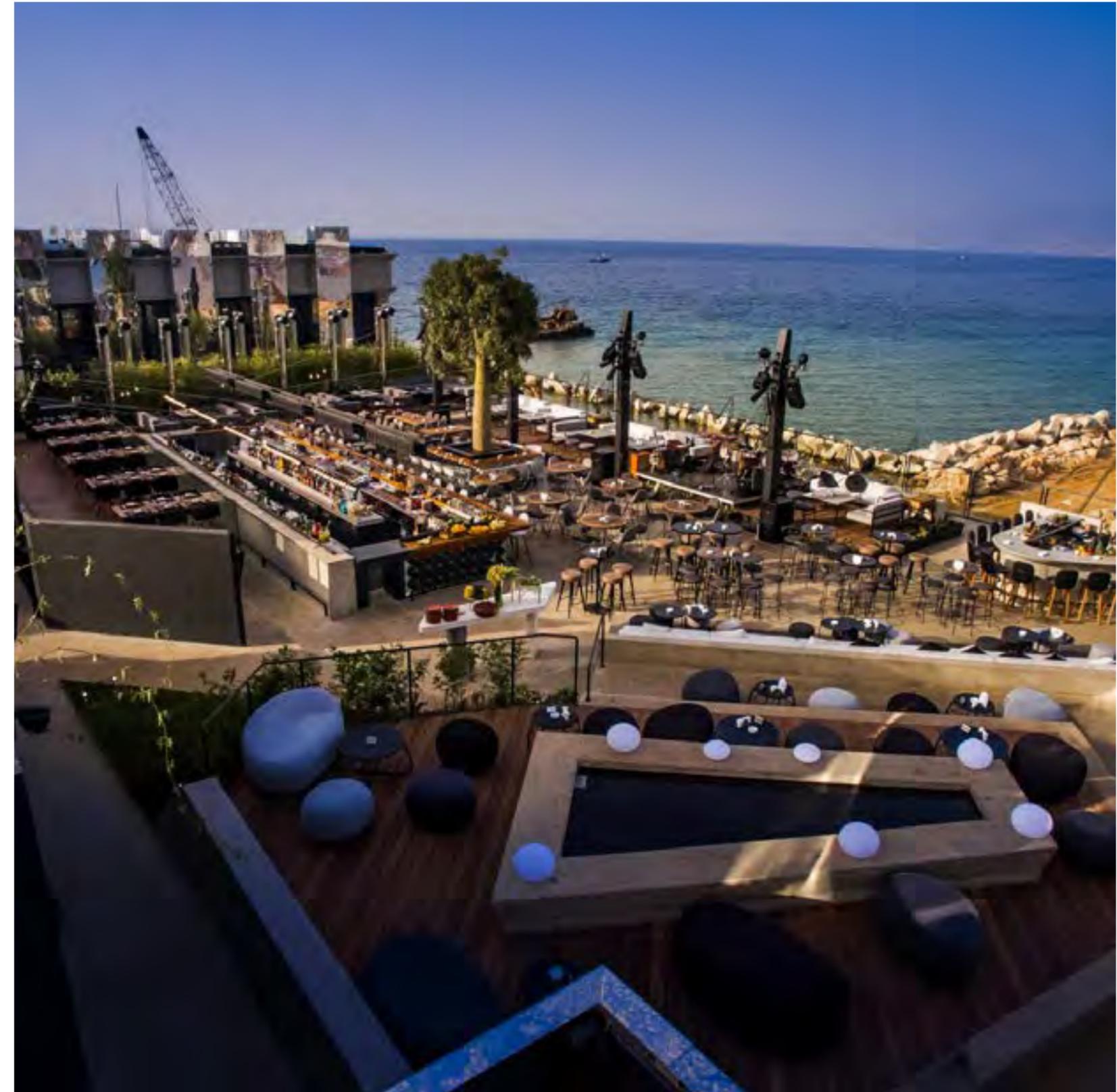
Nightclubs and Lounges

247

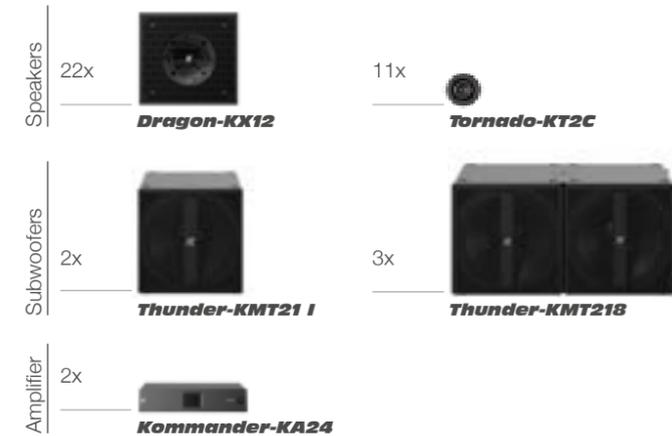
## Iris Lebanon Nightclub

Heralded for its unique atmosphere, setting and ambiance, Iris Lebanon is an open-air city retreat in the New Waterfront district in Beirut.

One of the most-visited rooftops given its amazing city views especially at sunset, the nightclub demanded excellent sound coverage able to provide pulsating dance music and to accommodate live performances, including professional DJ sets, without spilling over to other downtown buildings and without compromising the design of the venue.



### Audio Solution





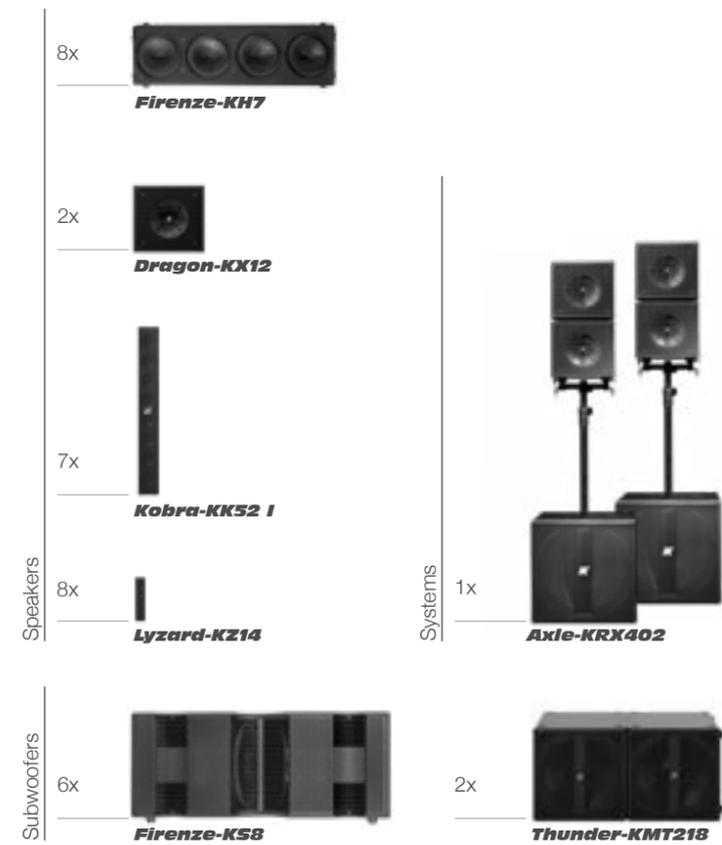
Tenax  
Florence | Italy  
250

## Tenax

More and more frequently the managers of restaurants, bars and, above all, nightclubs are requesting audio systems that comply with regulations that enforce a reduction in noise pollution, especially in areas with high residential density, hence solutions that minimize the emission of sound energy in areas outside the dance floor.

So when the managers of Tenax, the historic Florentine nightclub founded in 1981 which is considered one of the most famous nightclubs in Italy, realized the necessity to keep up with the technological developments of the professional audio industry and to invest in the renewal of the audio system, K-array was ready with a unique solution.

### Audio Solution





## Concerts and Live Events

Zealous fans, demanding performers, inadequate venues and setup and takedown time constraints are all important factors that must be taken into consideration for live performance applications. K-array has designed incredibly compact line arrays to combat these all potential production nightmares. Their slim design allows sound to exit instantaneously without resonance resulting in a better impulse response and maximum clarity and definition and pleasing everyone in the audience. Producing a sound dispersion in a hyper-cardioid figure maintains the desired directivity with minimal back emission, keeping the stage clear of sound pollution and simultaneously keeping the performers happy. K-array's lightweight concert solutions saves space along with transportation costs benefiting installation crews and event organizers alike.



Claudio Baglioni *Al Centro* Tour

📍 Italy

256



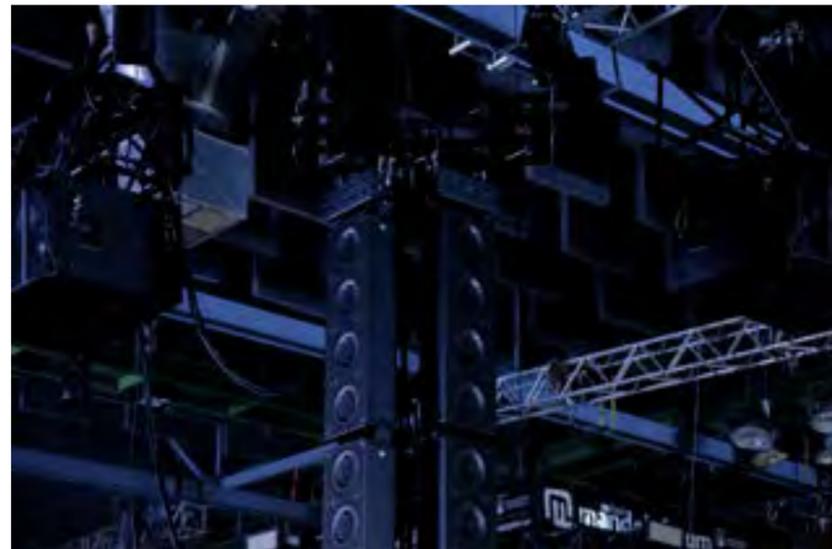
Concerts and Live Events

257

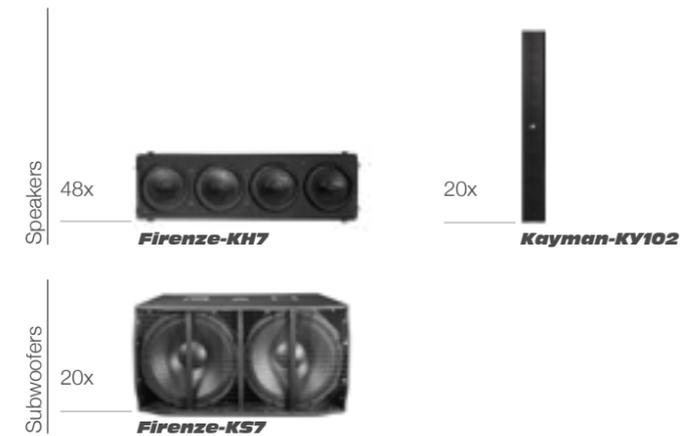
## Claudio Baglioni *Al Centro* Tour

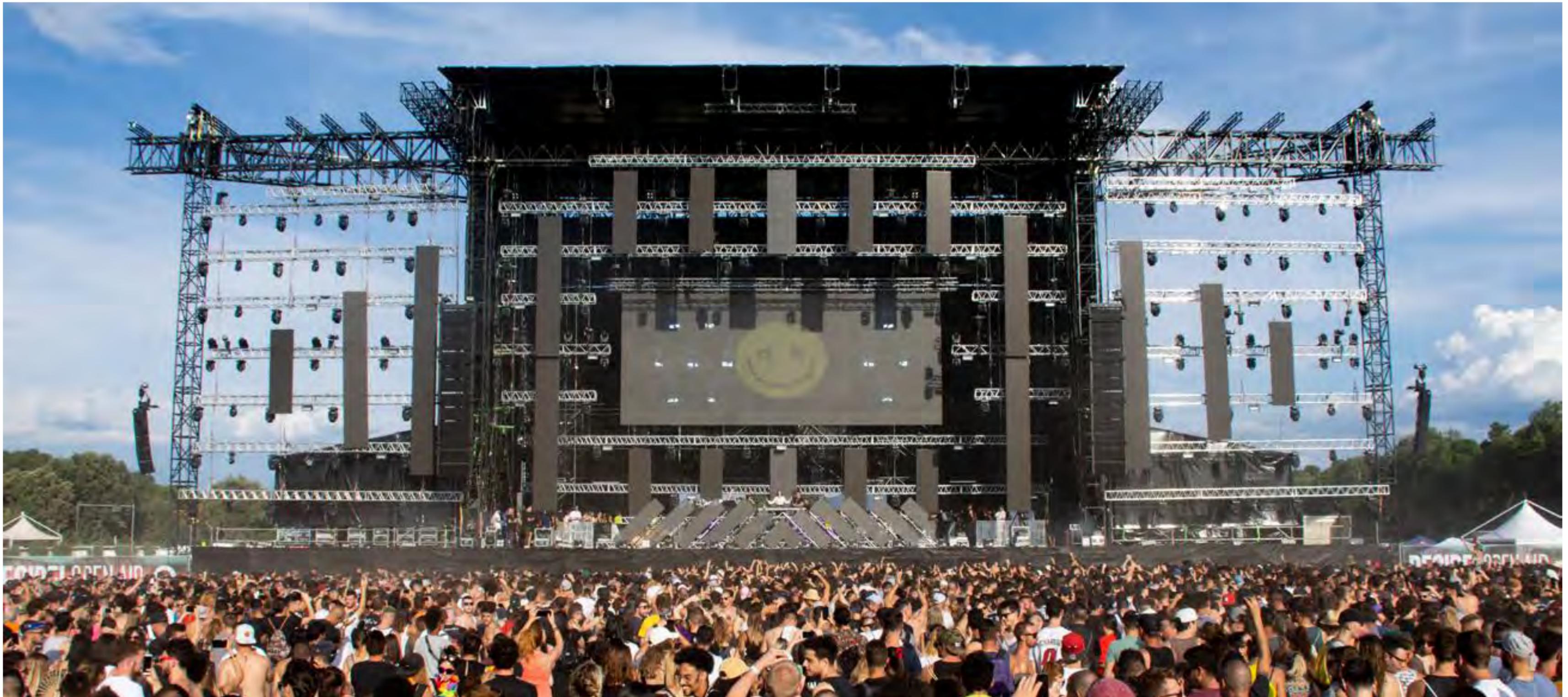
Claudio Baglioni is an Italian pop singer-songwriter and musician whose success spans over several decades as his melodic and highly-dramatic love ballads are part of Italy's musical and national subculture.

To celebrate the 50th anniversary of his storied career, Baglioni set out on a national arena tour selling out shows from Rome to Turin, along the way impressing audiences with solid performances and outstanding audio in the form of a Firenze-KH7 touring system.



### Audio Solution





Decibel Open Air Music Festival

📍 Florence | Italy

260

261

## Decibel Open Air Music Festival

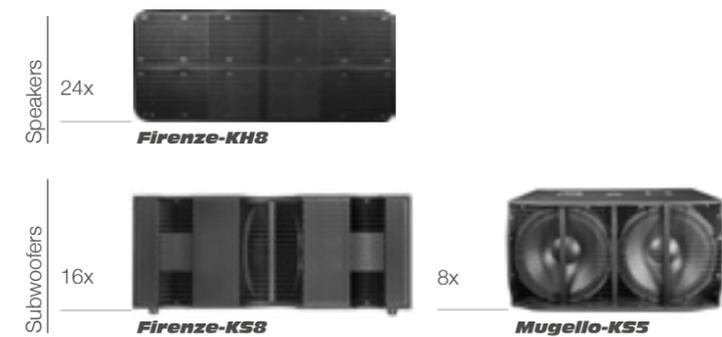
Decibel Open Air Festival is a 12-hour, non-stop music festival in Florence, Italy that featured performances by some of the biggest names in the electronic genre like Carl Cox, Paul Kalkbrenner, Nina Kraviz, Marco Faraone, Nic Fanciulli, Uner and Monolink to an audience of 17,000 festival-goers.

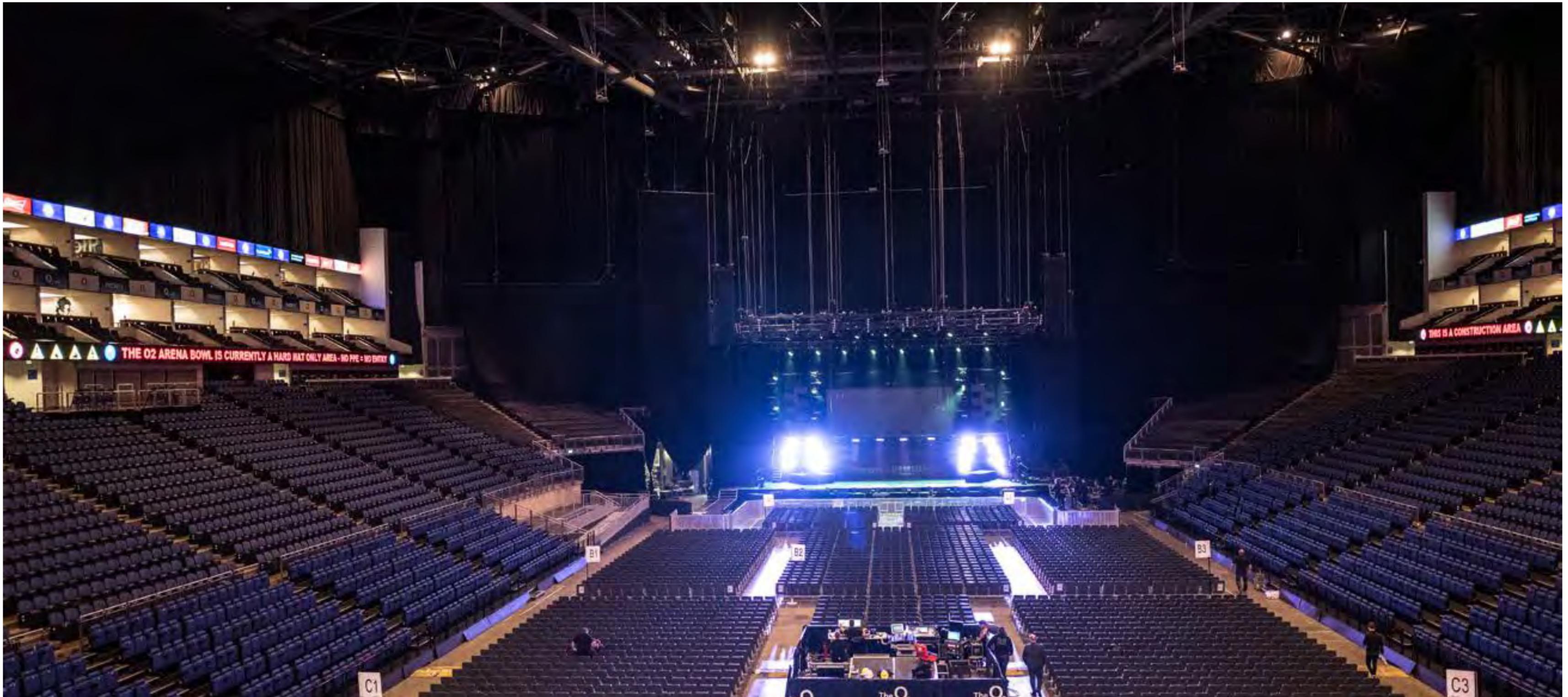
Given its residential location, the system was only allowed up to 95 dB until 10:00pm and then had to be lowered to 93 dB until midnight so compared to the power that the speakers could have expressed, the focus of the event's sound engineer was on directivity and clarity.

With impressive control over the direction of the sound dispersion due to its Electronic Beam Steering capabilities, K-array's Firenze system was a natural choice.



### Audio Solution





Diversity at the O2 Arena

📍 London | UK

264

265

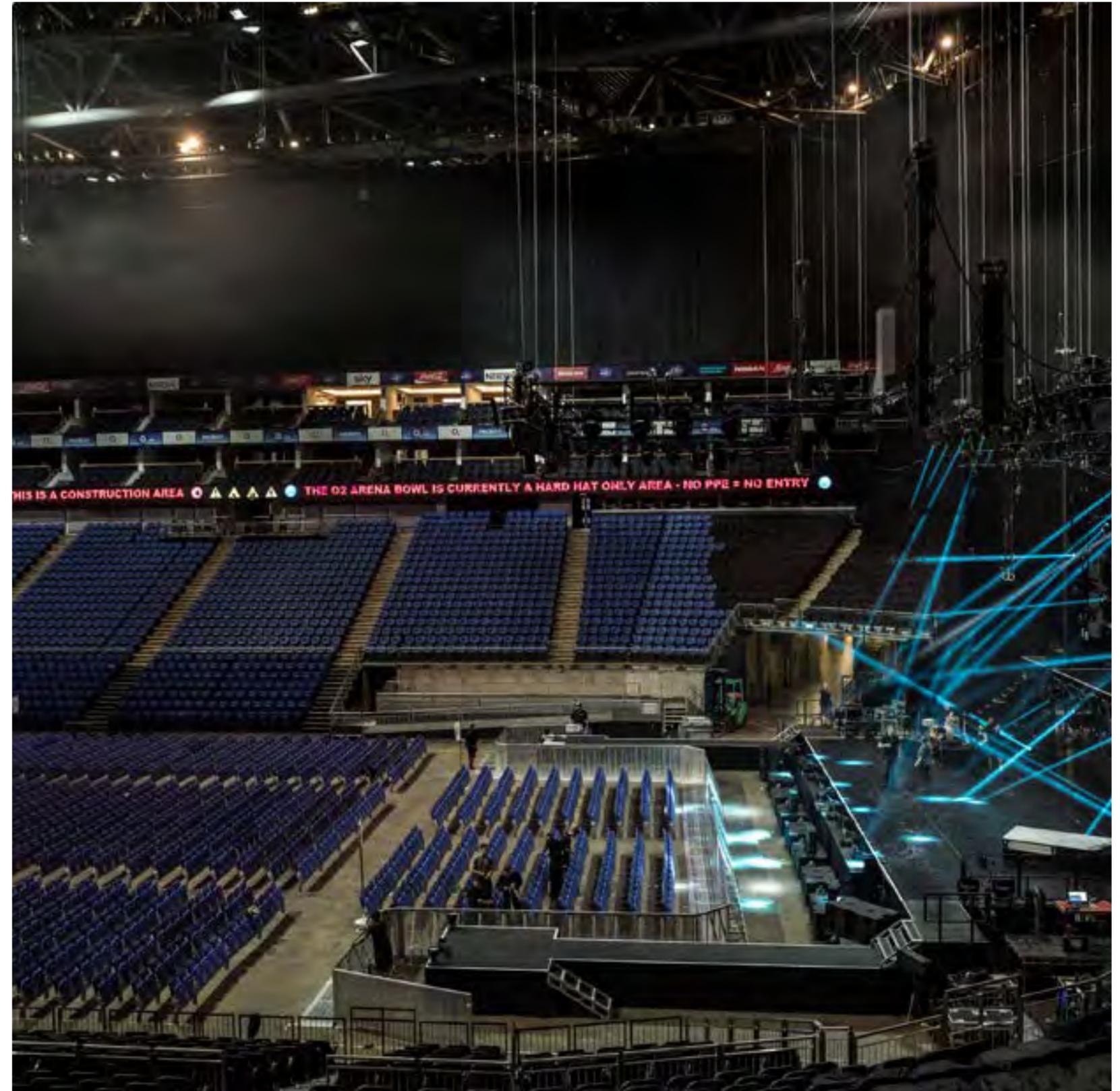
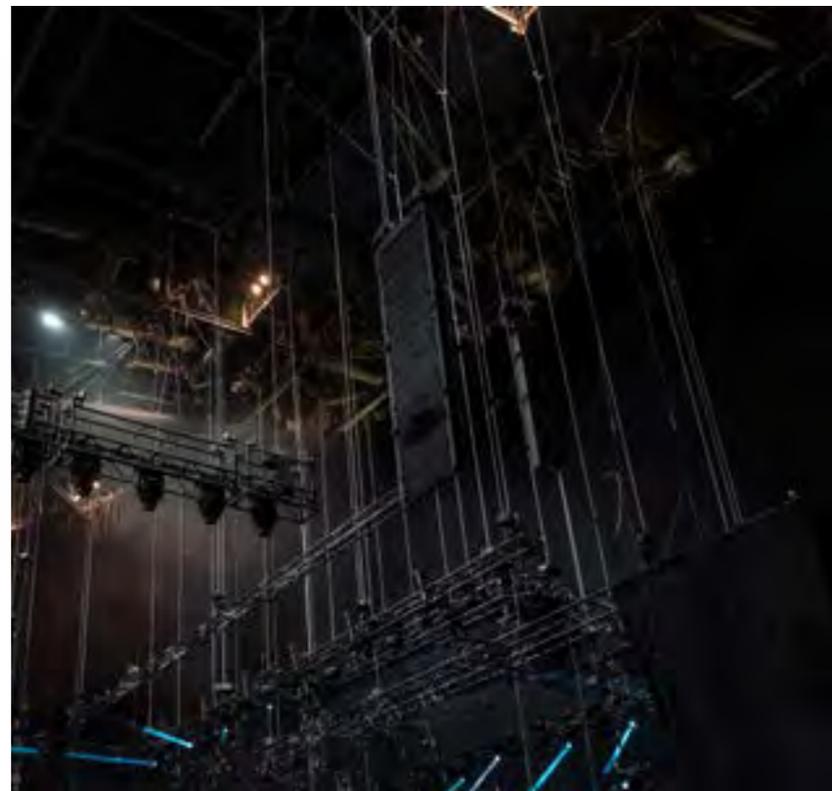
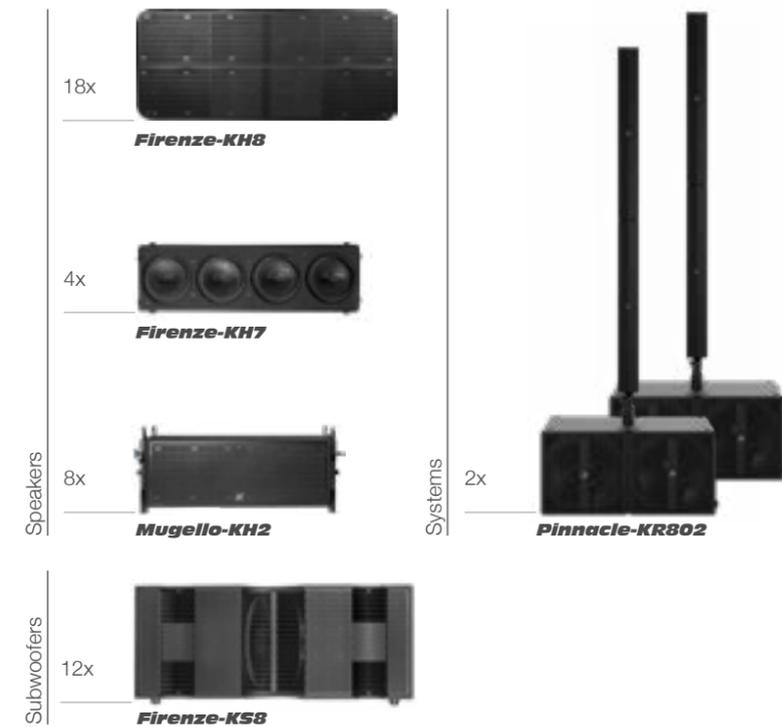
## Diversity at the O2 Arena

K-array's Firenze system was used throughout a 10-date UK arena tour of street dance troupe Diversity. Tour stops included London's O2 Arena, Glasgow's SSE Hydro, Nottingham's Motorpoint Arena, the Manchester Arena, and Birmingham's Barclaycard Arena.

At the O2, the audio system demonstrated its time and cost savings benefits by requiring only 10 minutes of unloading and 10 minutes to fly the line arrays in a straight hang rather than curved.



### Audio Solution





New Generation Festival

📍 Florence | Italy

268

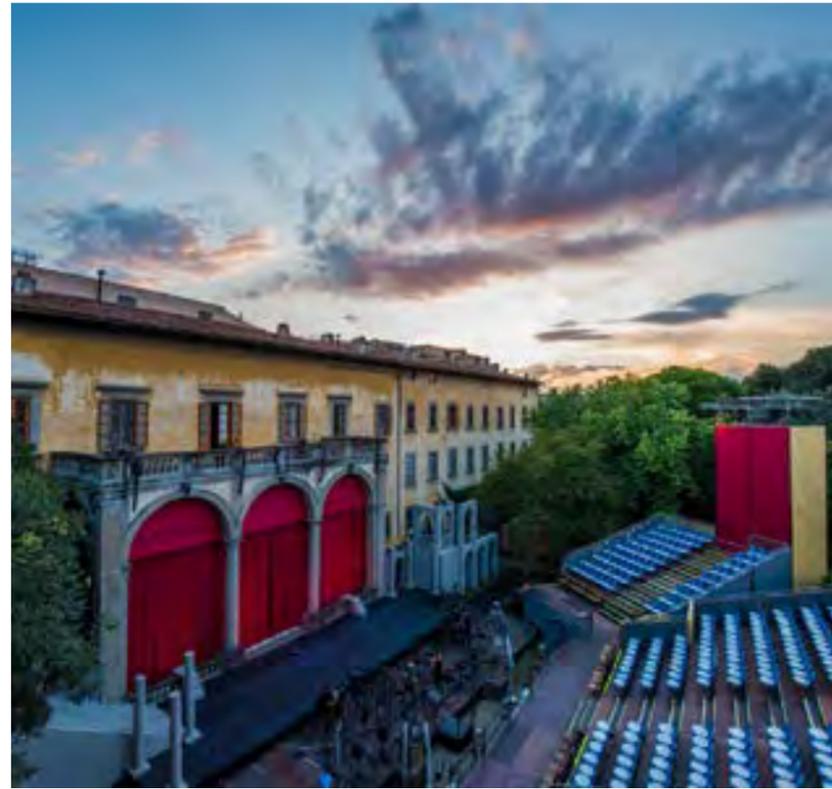
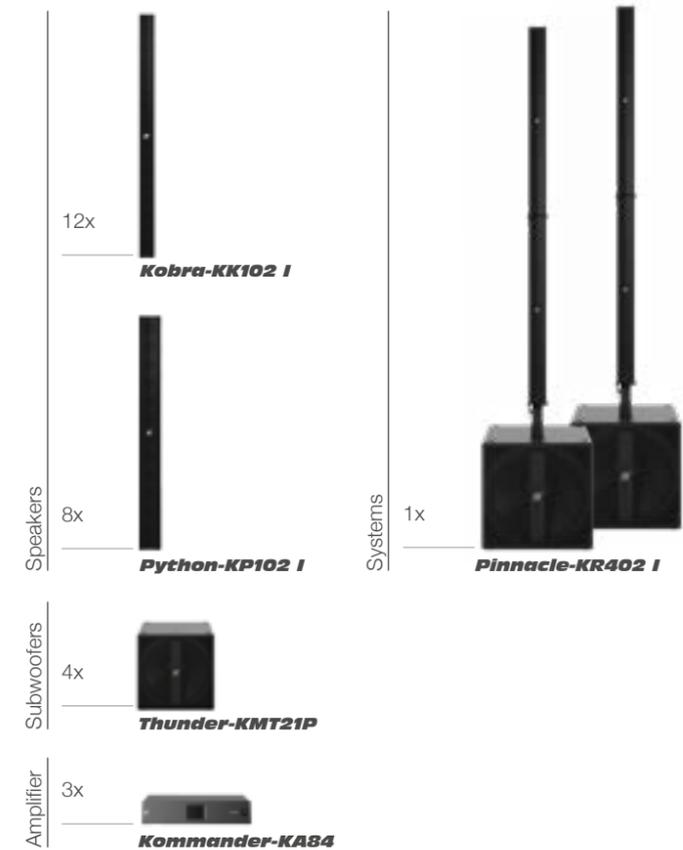
269

## New Generation Festival

The New Generation Festival is annually held in the lush garden of the prestigious Palazzo Corsini al Prato in Florence. The aim of the opera, theater and music festival is to break down the barriers between generations and musical genres by providing a platform for young talents from all over the world.

Because the program featured traditional operatic works that were originally created to be naturally-amplified in an enclosed theater, a unique audio system setup and innovative technical strategies were required since the event was hosted en plein air in one of the most fascinating and inaccessible private gardens of Florence. The speakers also had to remain invisible and ensure that the difference in amplification went unnoticed.

### Audio Solution



# ***Lookbook***

## Where in the world



-  K-array GLOBAL Headquarters | Italy
-  K-array USA
-  K-array CHINA
-  Official Distributor & Dealers

K-array is present in more than 74 countries through a network of 40 distributors and dealers.

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