

BRING THE NIGHTCLUB HOME



Nick Fichte, Business Manager, L-Acoustics Creations explains exactly what a home nightclub is and how to offer one.

What is a home nightclub?

A home nightclub is a space located in a property with the primary aim of entertaining with music. Everyone knows about home cinema, but ‘home nightclubs’ are an emerging trend that has been picking up speed. Typically, spaces are multi-purpose with a bar area, perhaps a pool table or football table, comfortable lounge-style seating, a connection point for DJ equipment or a mix console for live performances and most importantly, a dancefloor! Another consideration is whether the space is indoor, outdoor, or a little of both. Whilst we may not always have perfect weather here in the UK, we are designing sound systems for both indoor and outdoor use across the world.

How do installers get involved?

In joining L-Acoustics, I could see that there was a fantastic opportunity to offer professional audio products in a residential or marine environment. L-Acoustics have been known for creating some of the best loudspeaker technologies for concerts, festivals, theatres and of course nightclubs all over the world since the 1980s. So, whilst many may not have heard

of L-Acoustics, you have probably heard our sound.

In 2020, L-Acoustics launched a new division L-Acoustics Creations. For the first time, integrators working in the luxury residential and marine sectors can access not only the L-Acoustics product range, but also the design—using Soundvision, our proprietary 3D modeling software—and calibration services.

We are in a fortunate position to have been asked to assist integrators on some truly fantastic projects. By becoming ‘L-Acoustics Creations Integrators’ they have added ‘home nightclub’ to their services. We know with certainty that people want to bring the private nightclub experience home, but as an end user doing a Google search you would likely struggle to find a company who could provide that. We hope to enable more integrators to address this growing luxury niche market.

Why would consumers want one?

In a nutshell, privacy, creativity & partying. With confinement, people are spending more time in their residences. Many miss music festivals and clubbing and want to recreate that front-row feeling at home. Additionally, people are getting more creative at home and there is a trend of consumers wanting to learn to DJ themselves, fuelled in part by social media which makes it

very easy to both learn and share. Trying to get hold of a pair of Pioneer CDJs at peak lockdown last year was harder than trying to get anti-bac wipes or flour!

In the UK we are seeing people take derelict barns and convert them into premium party spaces. To quote one integrator, “There’s a trend of homeowners booking big name DJs and having small intimate parties at home where they can misbehave as much as they like.”

What are the systems involved?

L-Acoustics Creations proposes a handful of turnkey packages designed to show end users exactly what can be achieved within their setting, whether that be on land or at sea. Named after islands: Fiji, Hawaii, Tahiti, Tonga & Ibiza and collectively named Archipel (French for archipelago) these systems are available in stereo with surround options as well. Instead of focusing on watts and frequency response we focus on delivering the L-Acoustics sonic signature—the benchmark of the live music world—at a particular listening position. In premium pro audio, L-Acoustics is known for its natural, powerful, and realistic sound reproduction. These sound systems deliver the same levels of performance that a mix engineer would have at the mixing desk at venues with full concert-like dynamics. 105 dB is the reference for this, but all the systems will happily perform at over 117 dB for that extra thump. In addition to our sound systems, we offer ‘sound spaces’ – Ocean & Island Prestige. As L-ISA technology for ultra high-res, spatialised audio was introduced to the pro sound world, it was decided that Immersive Hyperreal Sound should not be reserved only for concerts and festivals, but also the home. Imagine audio so potent and realistic that you can close your eyes and visualise a whole other world around you.

For more information about L-Acoustics Creations sound systems and sound spaces, or to schedule a listening session in Highgate, London, Paris, or Los Angeles, please visit l-acoustics-creations.com

