



GIBSON



FRANKFURT, GERMANY
EUROPE/MIDDLE EAST/AFRICA

Former owner of the King Kameha brand, Madjid Djamegari has recently opened an innovative nightclub in Frankfurt, Germany named Gibson. The idea was to create a stripped back atmosphere suitable to operate as a live music venue as well as a nightclub. Madjid craved style and glamour for Gibson, all the while honouring the building's original and rough charm.

With a clear vision in sight, Madjid set out to build his team. He approached Sascha Schwind, Michael Herberger and Xavier Naidoo of Söhne Mannheims fame to be his partners. Söhne Mannheims (translated as The Sons of Mannheim) is a mix of pop, soul, rock, R & B and hip-hop band that has been around since the turn of the century. An eclectic group of musicians that have a lively stage presence when on tour, and after a number of years in the recording studios and out on the road, the trio have decided to take some time out from the band and concentrate on other projects... enter Gibson. The entrance to Gibson is located on The Zeil, Frankfurt's busiest shopping street. A wide staircase leads guests downstairs, through a

tunnel-like hallway until they reach the underground club and are met by a dancefloor, which is encased by seating booths. A wrap around balcony provides an ideal viewing platform for the dancefloor and stage area, hence the VIP area also being located there. While the main bar stands out in the room thanks to its metallic appearance, making a stark contrast to the exposed brickwork. Interior Designer, Vincenza Liguori said: "The idea was to leave the original building fabric, but to simultaneously create a modern contrast."

Architect Martin Willems was also on hand to help merge the existing architecture with a new concept. He said: "It was like updating an old-timer to the latest technical standards." The Gibson partners knew a worldwide technology brand would be required to meet the projected standards.

Madjid was aware of Martin Audio through its Ministry of Sound roots, however, the brand transpired into the German clubbing scene with the help of its distributor Atlantic Audio. In the beginning, Atlantic Audio very much concentrated on the raw industrial club scene, making a mark with Robert Johnson's Club in Offenbach, this soon became a pinnacle installation to aspire to. Couple that with the growth of the brand and its popularity over the years and it's clear to see why Madjid contacted Atlantic Audio to specify a PA for Gibson.



Roger Wagener, Atlantic Audio Live Sound Support Manager was in charge of designing and specifying the Martin Audio sound system that would cater for DJs and live music. Roger said: "There is a four point Martin Audio sound system, which projects sound onto the dancefloor when DJs are creating the music program. It does not matter where people are dancing on the floor, they can move and enjoy the sound from every angle.

"For live performance the club team can deactivate the sound system, which is directed to the stage, so it is limited to a two point system, which pushes the sound to the audience and ensures a high acoustic quality in the entire spectator area."

The main dancefloor system comprises two Martin Audio line arrays, one either side of the stage. Each hang includes five Martin Audio W8LM 3-way cabinets for the high frequencies and a single Martin Audio WF8LMD enclosure for downfill. A total of four Martin Audio WS218X dual-driver subwoofers and four Martin Audio AQ212 subwoofers equipped with long-throw drivers providing the sub-bass element of the main system. Four Martin Audio DD6 compact loudspeakers, with the company's built-in Differential Dispersion technology have been installed for near fill. When the four point sound system is required two Martin Audio W8VDQ line arrays are added to provide even coverage throughout the venue.

When a band is playing at Gibson monitoring is taken care of by seven Martin Audio LE1200S stage monitors and one Martin Audio LE1500S stage monitor, all of which are capable of a very controlled dispersion pattern, produce a high output and all from the depths of a compact cabinet. Two Martin Audio Blackline F12+ loudspeakers and a further four Martin Audio DD6's on the balcony make up the delay system. While two Martin Audio Blackline F15+ wide-bandwidth loudspeakers and two Martin ▶

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Audio WS218X subwoofers look after the sound requirement in the VIP area. Roger continued: "Our target was to create a strong, powerful sound using the expertise of Martin Audio to produce an inspired atmosphere in this architectural and exciting location." MC2 Audio provided a combination of amplifiers from its E Series range including E4-75's, E25's, E45's and E90's to power the Martin Audio system. The E4-75, E25 and E45 models are equipped with MC2 Audio's proprietary current driven output stages allowing them to be capable of delivering high definition sound quality across the entire audio bandwidth. While the E90 Class D amplifier caters for sections of the sound system that require higher power outputs. Roger said: "We chose MC2 amps to power the PA system because they work well in any application where transparency and no compromise performance are the focus. They deliver the stunning sound quality and reliability expected for this purpose. In combination with the XTA controllers and the Peavey NION matrix it works very successfully." Two XTA DP448 and one XTA DP446 audio management units are in charge of DSP at Gibson. Both feature four full balanced inputs combined with eight outputs and six outputs respectively, which creates a truly flexible crossover system. A Peavey MediaMatrix NION nE DSP platform works in conjunction with the XTA processors to deliver the optimum routing system for the venue. Although, not chosen by Roger, he integrated an Avid Profile System into the audio line-up at Gibson. The Profile System comprises one Avid VENUE Profile compact console; one VENUE FOH Rack providing local I/O, computer, and DSP processing; a VENUE Stage Rack provides remote mic/line-level inputs and outputs from the stage, an element typically used during live gigs; and an ECx Ethernet Option Card for wireless control of the system. Gibson was not only about setting new technical standards on the audio side, Madjid and his partners wanted to conceive a complete package. A 50 sq metre stage acts as the heart of the club. Its focal point is the high definition LED screen that lines the back wall of the stage. A total of 32 Martin Professional EC-10 LED panels and 12


Martin Professional LC 2140 LED panels make up the LED screen. The EC-10's form the centre part of the screen, while the LC 2140's provide the frame. Content for the screen ranges from live streaming - capturing moving images from around the club, to animations relating to the performing act or DJ. The lighting and visual installation was overseen by Stefan Wagner of Martin Professional Germany. He explained the control for the LED screen: "Controlled via the P3 you can arrange both LED systems to create one big screen with one picture over all of the panels. Then you also have the option of showing one thing on the EC-10 screen and something different on the LC frame." Stefan's input to the project dates to Prolight + Sound 2011 in Frankfurt, when Madjid went in search of the best lighting products for Gibson. After visiting the Martin Professional booth, considering the products it has to offer, "he left the booth with the impression that he had not only found the right products, but also the right partner to fulfill his vision," said Stefan. Stefan provided lighting design, support during installation and was on standby at the opening. He was asked to specify a multifunctional lighting rig that would give an outstanding performance, comprising only LED fixtures and would be simple to operate. Two circular truss structures, as well as four crescent shaped truss structures are mounted on the ceiling overlooking the dancefloor. There is a third section of truss that sits above the front of the stage, while the back of the stage provides the final mounting point for the lighting fixtures. A total of 40 Martin Professional MAC 101 compact moving heads, 18 Martin Professional MAC 350 Entour LED fixtures and 22 Martin Professional MAC Aura wash lights are configured on the trusses. Stefan said: "The MAC 101's are perfect beam lights that create stunning effects not only from the different positions on the ceiling, but also from their position on stage, they create a fast and bright wash effect in between the LED panels." The main challenge Stefan faced with the lighting design at Gibson was the need to create suitable lighting for both stage and dance-



The Gibson partners

floor applications, all from the same lighting fixtures. The combination of the MAC 101's, the MAC 350 Entours and the MAC Auras helped Stefan meet his goal. He continued: "The MAC 350's are used for all the gobo projections and the profile tasks on stage and on the dancefloor. With its 50,000-hour LED-lifespan and its 8,000 lumen output it is the perfect solution for a club, and there is no need to clean the fixtures because no air can get inside."

Alongside the Martin Professional P3-100 video signal processing and distribution unit that takes control of the LED screen, Gibson is equipped with a Martin Professional M1 console and a Martin Professional Maxedia Broadcast unit for media composing and playback. Together these three control elements fully integrate the lighting and visual technology, and provide an easy to use, simple to operate system ideal for either live or club environments.

Earlier this year The World's Finest Clubs, a company dedicated to finding the most exclusive nights around the world, awarded Gibson the World's Finest Clubs Award. So, in the not to distant future, Gibson will be welcoming owners of The World's Finest Clubs membership cards into the establishment. 

TECHNICAL INFORMATION

SOUND

10 x Martin Audio W8LM 3-ways cabinet; 2 x Martin Audio WF8LMD enclosure; 4 x Martin Audio WS218X dual-driver subwoofer; 4 x Martin Audio AQ212 subwoofer; 8 x Martin Audio DD6 compact loudspeaker; 2 x Martin Audio W8VDQ line array; 7 x Martin Audio Martin Audio LE1200S stage monitor; 1 x Martin Audio LE1500S stage monitor; 2 x Martin Audio Blackline F12+ loudspeaker; 2 x Martin Audio Blackline F15+ wide-bandwidth loudspeaker; 2 x Martin Audio WS218X subwoofer; 2 x XTA DP448 audio management unit; 1 x XTA DP446 audio management unit; 1 x Peavey MediaMatrix NION nE DSP platform; MC2 amplifiers - E4-75, E25, E45, E90

LIGHTING & VISUAL

32 x Martin Professional EC-10 LED panel; 12 x Martin Professional LC 2140 LED panel; 40 x Martin Professional MAC 101 compact moving head; 18 x Martin Professional MAC 350 Entour LED fixture; 22 x Martin Professional MAC Aura wash light; 4 x Martin Professional Exterior 410 fixture; 1 x Martin Professional P3-100 video signal processing and distribution unit; 1 x Martin Professional M1 console; 1 x Martin Professional Maxedia Broadcast unit; 1 x Martin Professional Jem K1 hazer; 2 x Martin Professional Atomic 3000 strobe

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FRANÇAIS

Ancien propriétaire de la marque King Kameha, Madjid Djamegari a récemment ouvert une discothèque innovante dans à Francfort, du nom de Gibson. Il a sélectionné les experts Sascha Schwind, Michael Herberger et Xavier Naidoo pour aider à la conception de la technologie audio et sa spécification. Le but de Gibson était de combiner les meilleurs éléments d'une salle de concert avec une ambiance boîte de nuit. Madjid voulait une marque internationale audio pour Gibson et il se tourna vers Martin Audio au Royaume-Uni Martin Audio. Un système line array a été choisi pour l'ensemble principal avec huit caissons de basses et quatre armoires pour nearfill. Gibson dispose également d'un système de delay Blackline. Le traitement est pris en charge par XTA, l'amplification par MC² et une console de mixage Avid Venue a été choisie. Le directeur d'Atlantic Audio Sound Support, Roger Wagener, fut en charge de la fourniture du matériel audio et a été impliqué dans son installation. Côté éclairage, Madjid a opté pour une autre marque mondiale, Martin Professional. Une sélection de lyres MAC 101, y compris, le MAC 350 Entours et les MAC Auras composent le système d'éclairage principal, tandis qu'un écran LED EC-10, également de Martin Professional, est situé dans le centre de la scène. L'écran est utilisé pour afficher des retransmissions en direct ou des animations spéciales des artistes-interprètes.

DEUTSCH

Der ehemalige Besitzer der King Kameha-Marke, Madjid Djamegari, hat kürzlich einen innovativen Nachtclub namens Gibson in Frankfurt. Er wählte die Experten Sascha Schwind, Michael Herberger und Xavier Naidoo als Unterstützung für das Audiotechnologiedesign und Spezifikationen aus. Ziel für Gibson war es, die besten Elemente eines Live Musik Treffs mit einer Nachtclubatmosphäre zu kombinieren. Madjid wünschte sich eine internationale Audiomarke für Gibson und wendete sich an das in GB ansässige Unternehmen Martin Audio. Ein Line Array System wurde neben acht Subwoofers und vier Boxen für Nearfill für das Haupt-PA ausgewählt. Gibson verfügt ebenfalls über ein Blackline Delay System. Die Bearbeitung wird erledigt durch XTA, Verstärkung durch MC² und das Mixen durch eine Avid Venue Konsole. Der Live Sound Support Manager von Atlantic Audio, Roger Wagener, wurde beauftragt mit der Bereitstellung der Audio-Ausstattung und kümmerte sich mit um die Installation. In Bezug auf die Beleuchtung entschied sich Madjid für eine andere globale Marke, Martin Professional. Eine Auswahl an Moving Heads einschließlich MAC 101's, MAC 350 Entours, MAC Auras bilden die Hauptbeleuchtungsanlage, während sich ein EC-10 LED Bildschirm, ebenfalls von Martin Professional, in der Mitte des Bühnenbereichs befindet. Der Bildschirm wird für Liveübertragungen oder spezielle Animationen von Künstlern benutzt.

ITALIANO

Il precedente proprietario del marchio King Kameha brand, Madjid Djamegari ha di recente inaugurato un locale notturno innovativo nella Frankfurt, con il nome Gibson. Ha selezionato gli esperti Sascha Schwind, Michael Herberger e Xavier Naidoo per assistere con la progettazione della tecnologia e per le relative specifiche. L'obiettivo con Gibson era quello di combinare insieme i migliori elementi di un locale con musica dal vivo con un'atmosfera notturna. Madjid ha optato per un marchio audio internazionale rivolgendosi perciò a Martin Audio, con base nel Regno Unito. Per l'audio è stato scelto un sistema array con otto subwoofer e quattro cabine per il suono da vicino. Gibson presenta anche un sistema delay Blackline. I sistemi di processo vengono gestiti da XTA, l'amplificazione da MC² e il mixaggio da una console Avid Venue. Il direttore di Atlantic Audio Live Sound, Rger Wagener si è occupato invece della fornitura dell'apparecchiatura audio nonché della sua installazione. Dalla parte dell'illuminazione, Madjid ha optato per un altro marchio globale, Martin Professional. A costituire l'attrezzatura sono presenti una selezione di teste rotanti MAC 101, MAC 350 Entours e MAC Auras, incluso uno schermo EC-10LED, sempre di Martin Professional, al centro dell'area esibizione. Lo schermo viene utilizzato per trasmettere spettacoli dal vivo o spettacoli d'animazione di artisti vari.

ESPAÑOL

El dueño anterior de la marca King Kameha, Madjid Djamegari, acaba de inaugurar una innovadora discoteca llamada Gibson, en Frankfurt. Madjid Djamegari seleccionó a los expertos Sascha Schwind, Michael Herberger y Xavier Naidoo para que asistieran con el diseño y la especificación de la tecnología de audio. El objetivo con Gibson era combinar los mejores elementos de un sitio de música en vivo con la atmosfera de una discoteca. Madjid quería una marca de audio internacional para Gibson y se inclinó por Martin Audio, con base en el Reino Unido. Para el PA principal se eligió un sistema de líneas de cajas acústicas junto con ocho sub-woofers y cuatro gabinetes para el campo cercano. Gibson además puso en relieve un sistema de retardo Blackline. El procesamiento está a cargo de XTA, la amplificación de MC² y las capacidades de mezcla desde una consola Avid Venue. El Gerente de Sопorte de Sonido de Atlantic Audio, Roger Wagener, tuvo a su cargo el suministro del equipamiento de audio y estuvo involucrado en la instalación del mismo. En cuanto a la iluminación, Madjid optó por otra marca global, Martin Professional. Una selección de cabezales móviles MAC 101's, MAC 350 Entours y MAC Auras conforman el equipamiento principal de iluminación, mientras que una pantalla LED EC-10, también de Martin Professional, se encuentra ubicada en el centro del área del escenario. La pantalla es utilizada para proyectar transmisiones en vivo o animaciones especiales de los artistas en escena.