

BARCELONA SEESOUND

DESPITE BEING A RELATIVELY YOUNG COMPANY, SEESOUND HAS QUICKLY ESTABLISHED ITSELF AS ONE OF THE MAIN PLAYERS IN THE SPANISH PRO AUDIO MARKET, AS BOTH DISTRIBUTOR AND MANUFACTURER. MICHAEL NICHOLSON VISITED SOME OF ITS LATEST PROJECTS IN BARCELONA.



BARCELONA, SPAIN
EUROPE/MIDDLE EAST/AFRICA

From Afial Show in Madrid, I travelled east to Barcelona to catch up with one of the show's most prominent exhibitors, SeeSound. The company, formed in 2004 by Director General Nacho Alberdi and Manager Paco Márquez, has under its distributor wing a considerable host of audio brands, as well as its own brand, VIETA. Its portfolio currently includes brands like Adamson, Avid VENUE, Furman, Optocore, XTA, DPA Microphones, Funktion One, Powersoft and, of course, VIETA.

I was met in Barcelona by Raul Caballero, who works under the title of Technical Product, a role he has held since joining the company in early 2010. Our agenda for the day included three recent installations; one nightclub and two theatres.

SALA TIJUANA


Positioned outside Barcelona city, in Cornellà de Llobregat, Sala Tijuana is both a nightclub and live venue, split across two adjacent rooms. SeeSound has installed identical systems in each room, but the music that each handles can be very different than the other. While the main room handles a DJ input of house music, pop and r'n'b, the live room is more akin with rock and the variables associated with live music.

Though both rooms are geared-up to swap roles quite easily. The systems comprise of two flown arrays, left and right of the stage in each room. Each array is made up of three Adamson Metrix-i 2-way true line source arrays and one Metrix Wave-i array. Like Adamson's high-end SpekTrix True Line Source Array Series, the Metrix

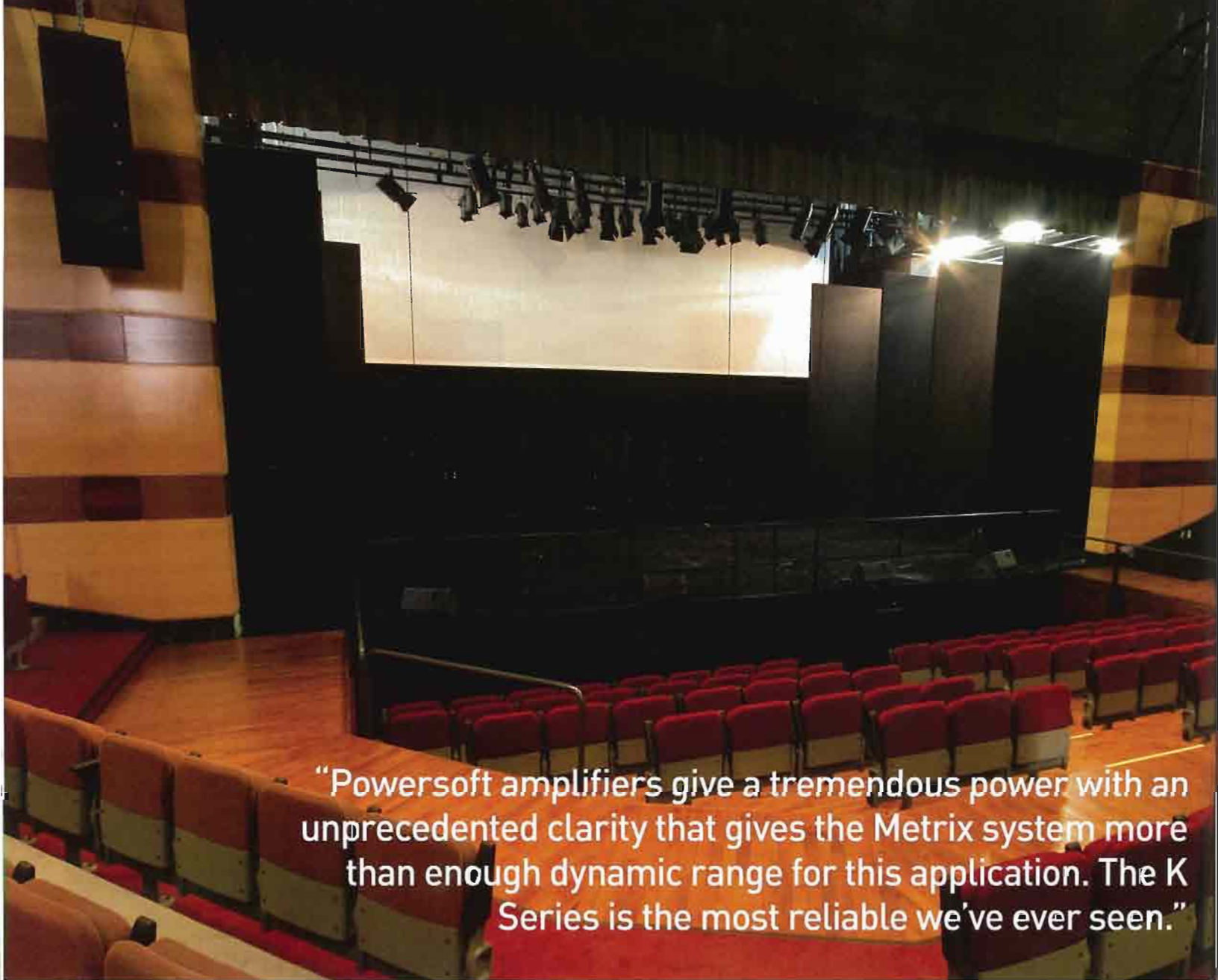


encompasses a newly designed Adamson ND8-LM 8.5-inch Kevlar neodymium mid-low frequency driver, and B&C's new DE800 1.4-inch HF compression driver, with Adamson's patented high frequency wave shaping chamber. The result is clear, clean high end, with a full and warm mid-range. Where the Metrix does differ from the SpekTrix is in its reduced size, making it far more installation-friendly. The four Metrix Sub-t subs are hidden within grilled compartments at ground level.

Amplification for the system is supplied by Powersoft's K-Series. Each room has one K2, one K3 and one K6 powering the system, with processing being handled by an XTA DC1048. The live room's spec differs from its clubber counterpart with the inclusion of Avid's VENUE Mix Rack system and VENUE SC48 mixing desk.

Discussing the reasons behind the identical audio set-ups, See-Sound's Director General, Nacho Alberdi, explained: "They sometimes use both rooms for live music. They also want to have the same kind of sound characteristics for both of them, despite being different. Metrix delivers tight dispersion on the vertical, and being a pretty low ceiling venue, this allows throw to a greater distance into the crowd from the stage edge. The double 15-inch Metrix Sub-t gives a big punch for this application and it is compact." 


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"Powersoft amplifiers give a tremendous power with an unprecedented clarity that gives the Metrix system more than enough dynamic range for this application. The K Series is the most reliable we've ever seen."

TEATRE JUVENTUT DE HOSPITALET DE LLOBREGAT

We move three kilometres towards central Barcelona to Hospitalet de Llobregat, where Teatre Juventut - which translates as youth theatre - is located. Its operation is quite far removed from that of Sala Tíjuna, yet an Adamson Metrix-based solution has again been chosen. The theatre, which can seat 513-people, has been installed with two hangs of five speakers, either side of the stage. Each array is topped by a Metrix Sub-t bass unit, with two Metrix-i and two Metrix Wave-i arrays hung beneath. Two Adamson CB1 2-way enclosures provide fill from the stage front, whilst monitor duties are fulfilled by four Adamson 10MX speakers and two Adamson M12 monitors. Amplification comes from three Powersoft's K2's, three LD2004's and one LD1404. Three XTA DC1048 processors and an Avid VENUE SC48 mixing desk manage the system.

The audio specification is focused on clarity and audience-friendliness, as Nacho explained: "The challenge was to get intelligibility all over the audience area without using a huge amount of boxes. The combination of two cabinets of Metrix-i (5°V - 120°H) for the further rows and two cabinets of the Metrix Wave-i (15°V - 120°H) allows this even coverage. Powersoft amplifiers give a tremendous power with an unprecedented clarity that gives the Metrix system more than enough dynamic range for this application. The K Series is the most reliable we've ever seen." 



TEATRE VICTORIA

Our final call of day is to a theatre in central Barcelona, on a street historically famed for its abundance of theatres, called Avinguda del Paral·lel. Victoria has successfully adapted to evolving demands for, and of, theatres since it officially opened in 1916. Other theatres on the same stretch have also enjoyed reinventions, whereas some have closed and not yet found their modern-day function.


Javier Isequilla, who represents Woods Engineering from Madrid, designed the new audio configuration for the show 40 El Musical, which is produced by DRIVE Entertainment. It comprises 14-speaker Adamson Metrix arrays, made up of 10 Metrix-i speakers, two Metrix Wave-i speakers and two Metrix Sub-t bass units. More Metrix Sub-t bass units are positioned on the ground at either side of the stage front - two on either side - along with a single Adamson Point 12 point source speaker. Two Adamson T21 subs are hung above the centre of the stage for further bass reinforcement. Front of stage fill and under-balcony fill are handled by Adamson Point 8 enclosures.

Five XTA DP448's manage digital signal processing and an Avid VENUE D-Show System is in place for mixing live sound. The sound system is powered by Lab.gruppen amplifiers, which were already in place.

SeeSound prescribed a package of Furman equipment, as there had been some problems in similar venues due to AC being noisy and unstable. The PL8C E is capable of filtering the AC and limiting the high voltages. The inclusion of two LED lights facing downwards to light the rack makes it particularly user-friendly.

"We are very pleased with the install for this particular musical," enthused Nacho. "The Metrix is a really compact system that gives that unprecedented clarity (mainly in the mid section) that every sound engineer wants to work with when using many microphones with actors. Complemented with the 2 x 15-inch Metrix Sub-t bass units and a pair of 2 x 21-inch T21 subs, we get that extra octave down that makes everyone feel something different." ►



Through a mixture of industry experience and youthful outlook, SeeSound has quickly established itself as a key player in the Spanish live and club markets, with the distribution of a reputable mix of brands. The company is moving further towards the install market thanks to its own brand VIETA, and new brands like Clockaudio, Ashly and Lectrosonics Aspen, which it has distributed since last year. If these Barcelona venues are anything to go by, it would appear that the company already has a firm footing in the install market with brands like Adamson, Powersoft and XTA. While the Spanish market undoubtedly has some challenging years ahead of it, SeeSound seem well equipped to turn challenges into successes. 

TECHNICAL INFORMATION

SALA TIJUANA

6 x Adamson Metrix-i speaker (in each room); 2 x Adamson Metrix Wave-i speaker (in each venue); 4 x Adamson Metrix-t sub (in each venue); 1 x Powersoft K2 amplifier (in each venue); 1 x Powersoft K3 amplifier (in each venue); 1 x Powersoft K6 amplifier (in each venue); 1 XTA DC1048 processor (in each venue); 1 x Avid VENUE SC48 mixing desk; 1 x Avid VENUE MixRack system

www.tijuanagroup.com

TEATRE JUVENTUT DE HOSPITALET DE LLOBREGAT

4 x Adamson Metrix-i speaker; 4 x Adamson Metrix Wave-i speaker; 2 x Adamson Metrix-t sub; 4 x Adamson 10MX speaker; 2 x Adamson M12 monitor; 2 x Adamson CB1 speaker; 3 x Powersoft K2 amplifier; 3 x Powersoft LD2004 amplifier; 1 x Powersoft LD1404 amplifier; 3 x XTA DC1048 processor; 1 x Avid VENUE SC48 mixer

www.l-h.cat/teatrejuventut

TEATRE VICTORIA

20 x Adamson Metrix-i speaker; 4 x Adamson Metrix Wave-i speaker; 8 x Adamson Metrix-t sub; 2 x Adamson T21 sub; 4 x Adamson Point 12 speaker; 4 x Adamson Point 8 speaker (front fill); 4 x Adamson Point 8 speaker (under balcony); 5 x XTA DP448 processor; 1 x Avid VENUE D Show Profile System

www.teatrevictoria.com
www.seesound.es

FRANÇAIS

Michael Nicholson a récemment visité trois lieux, lors d'un voyage à Barcelone, équipés par le distributeur SeeSound. L'entreprise, créée en 2004 par le directeur général Nacho Alberdi et par le manager Paco Márquez, distribue une vaste gamme de marques audio ainsi que sa propre marque, VIETA. Son portefeuille comporte actuellement des marques telles qu'Adamson, VENUE, Furman, Optocore, XTA, DPA Microphones, Funktion One, Powersoft et, bien entendu, VIETA. La Sala Tijuana est un club et une salle de concert où a été installé un système Adamson Metrix, des amplificateurs Powersoft et un mixeur Avid VENUE. Le théâtre Juventut de Hospitalet de Llobregat est destiné à un public jeune qui comporte également un système Adamson aux amplificateurs Powersoft. Le dernier lieu est le Teatro Victoria. Javier Isequilla, qui représente Wood Engineering de Madrid, a conçu la nouvelle configuration audio du spectacle 40 El Musical, produit par DRIVE Entertainment. Il implique des lignes Adamson Metrix alliées à des enceintes Adamson pour renforcement et remplissage sonore. Un traitement XTA a été choisi, groupé à des amplificateurs Lab.gruppen. Ces trois lieux soulignent les compétences de SeeSound sur le marché.

DEUTSCH

Michael Nicholson besuchte vor Kurzem Barcelona und besichtigte dabei drei Veranstaltungsorte, die kürzlich vom Anbieter SeeSound bestückt wurden. Das Unternehmen, das 2004 von Generaldirektor Nacho Alberdi und Manager Paco Márquez gegründet wurde, vertreibt neben seiner eigenen Marke VIETA eine beträchtliche Anzahl von Audiomarken. Derzeit bietet das Portfolio Marken wie Adamson, VENUE, Furman, Optocore, XTA, DPA Microphone, Funktion One, Powersoft und natürlich VIETA an. Sala Tijuana ist ein Club und Live-Veranstaltungsort mit Adamson Metrix Array-System, Powersoft-Verstärkern und Avid VENUE Mischpulten. Teatre Juventut de Hospitalet de Llobregat ist ein Theater für junges Publikum, das auch über ein Adamson Metrix Line Array-System verfügt und mit Powersoft-Verstärkern betrieben wird. Der letzte Veranstaltungsort ist das Teatro Victoria. Javier Isequilla, der für Woods Engineering aus Madrid tätig ist, entwickelte die neue Tonkonfiguration für die Show 40 El Musical, das von DRIVE Entertainment produziert wird. Es besteht aus Adamson Metrix Line Arrays mit weiteren Adamson-Lautsprechern zur Unterstützung und Klangerweiterung. XTA-Prozessoren wurden mit Verstärkern von Lab.gruppen installiert. Alle drei Veranstaltungsorte zeugen von SeeSounds Können am Markt.

ITALIANO

Michael Nicholson ha recentemente visitato Barcelona e visionato tre locali da poco forniti dal distributore Seesound. La società, costituita nel 2004 dal Direttore Generale Nacho Alberdi e dal Manager Paco Márquez, contiene sotto la sua ala protettrice un numero considerevole di marche audio, oltre al proprio, VIETA. Il suo portfolio attualmente comprende marche come Adamson, VENUE, Furman, Optocore, XTA, DPA Microphones, Funktion One, Powersoft e ovviamente, VIETA. La Sala Tijuana è un club e locale dal vivo, equipaggiato con un sistema di schieramento Adamson Metrix, amplificatori Powersoft e mixer Avid VENUE. Il Teatro Juventut de Hospitalet de Llobregat è un teatro per giovani anch'esso equipaggiato con un sistema Adamson Metrix e amplificazione Powersoft. L'ultimo locale è il Teatro Victoria. Javier Isequilla, che rappresenta Woods Engineering da Madrid, ha progettato la nuova configurazione audio per lo spettacolo 40 El Musical, prodotto da DRIVE Entertainment e costituito da sistemi a schieramento Adamson Metrix, altoparlanti Adamson per rafforzare e riempire il suono. E' stato inoltre utilizzato un sistema di processo XTA e amplificatori Lab.gruppen. Tutti e tre i locali mostrano l'abilità di SeeSound sul mercato.

ESPAÑOL

Michael Nicholson visitó Barcelona recientemente y visitó tres sitios, los cuales fueron abastecidos recientemente por el distribuidor SeeSound. La compañía, formada en 2004 por el Director General Nacho Alberdi y el Gerente Paco Márquez, posee bajo las alas de su distribuidor una cantidad considerable de marcas de audio, así como su propia marca, VIETA. Su cartera actualmente incluye marcas como Adamson, VENUE, Furman, Optocore, XTA, DPA Microphones, Funktion One, Powersoft y por supuesto, VIETA. Sala Tijuana es un club y un sitio de presentaciones en vivo, equipado con un sistema de cajas acústicas de Adamson Metrix, amplificadores Powersoft y mezcladora Avid VENUE. Teatre Juventut de Hospitalet de Llobregat es un teatro para la juventud, el cual también posee un sistema nuevo de cajas acústicas Adamson Metrix, alimentado por los amplificadores Powersoft. El último sitio es Teatro Victoria. Javier Isequilla, quien representa a Woods Engineering de Madrid, diseñó la nueva configuración de sonido para el show 40, El Musical, el cual es producido por DRIVE Entertainment. Está conformado por formaciones en línea de Adamson Metrix, en conjunto con otros altavoces de Adamson como refuerzo y sistema in-fill (sistema de altavoces orientados hacia adentro). Se utilizó el procesamiento de XTA junto con los amplificadores Lab.gruppen. Los tres sitios demuestran la capacidad de SeeSound en el mercado.