



# F.CLUB



**SINGAPORE, SINGAPORE**  
ASIA/PACIFIC/OCEANIA

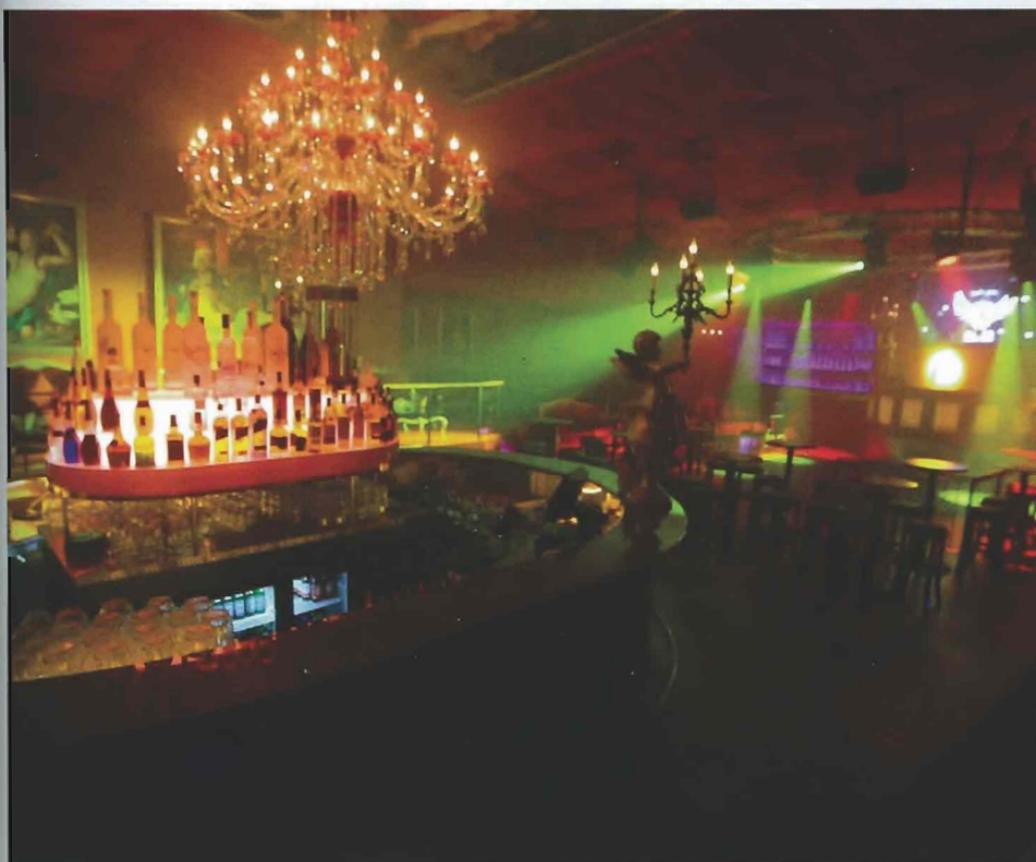
Born out of a TV concept that began in 1997 to deliver the latest style and trends in the fashion world, FashionTV outlets are now popping up around the globe. FashionTV is a global multimedia network, which broadcasts over a number of different platforms across 193 countries in both private households and public spaces. Once established as a 24-hour fashion, beauty and lifestyle television station, it was time for the next step, nightlife venues that embody the same ethos.

The latest incarnation has made its home at Clarke Quay in Singapore - a well-known nightlife hotspot - and will strive to supply its guests with great energy, cool vibes and the perfect party atmosphere, all the while providing the ultimate fusion of fashion and mu-

sic. Although there are a number of F Bars and F Cafes, Singapore is home to the first f.Club. It is spread across 10,000 sq ft, which is split into two sections, the Ruby Hall and the Diamond Room and thanks to investors from both the US and Germany the entire venue has been kitted out with state-of-the-art technology.

German-based Auxweg was awarded the contract to source the location for f.Club, as well as provide the full design, specification and installation of the sound, lighting and video systems. The aim was to ignite the f.Club brand in style.

Working alongside design company, Archetype, Auxweg partner, Volkan Gümüş and his team first began work on the Diamond Room. "From our previous experience with the Elation brand and the awesome support we've received in the past, it was clear that we would work with Elation products again," said Volkan. "The price to performance ratio both suited our client's budget and fulfilled the project's requirements."



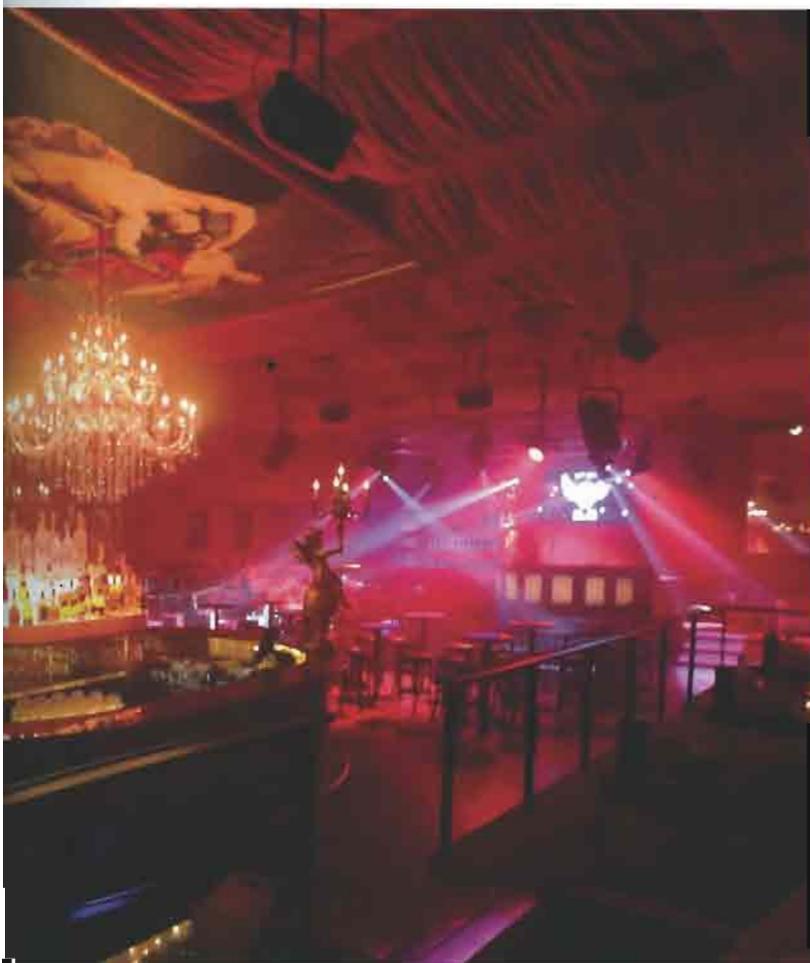
The Diamond Room encompasses a diamond-shaped bar and DJ booth, while mounted on the ceiling are three Duratruss diamond shaped truss structures. Nine Elation Platinum Beam 5R Extreme moving heads, six Elation Rayzor Q12 LED lights, and three Elation Platinum Spot LED Pro II fixtures have been split equally across the three trusses. "We decided to use the Platinum Beams and the Rayzors here because the Diamond Room is the house area where people want to party hard, so we needed moving heads with fast movement and powerful output," said Gregor Schubert, another partner of Auxweg. "The Beams are perfect for this. We went with the Rayzors because we needed a fast light that was able to light up the dancefloor area in a specific colour. The Platinum Spots are used to display the FashionTV logo at different positions, to light up dancers and to throw large gobos throughout the hall." Alongside the lighting fixtures in the Diamond Room are some special effects including two Swisslas PM-1500G lasers, one Laserworld PS-5200RGB Compact laser and a Martin Professional Jem K1 hazer, all of which ensure the ultimate dance club environment. The lighting fixtures are controlled using a Daslight DVC3 ZM Gold controller, which outputs three DMX universes, allowing for control of up to 1,536 channels, while the lasers are operated by Pangolin Phoneix4 Live software. "The reason we selected the Daslight software is because it's very easy to learn how to operate, and light jockeys can make changes quickly and easily, which is very important for live DJ performances," continued Volkan. "There are preprogrammed lighting functions that are speed adjustable via a speed fader, shutter sequences with speed faders, or operators can choose any gobo, colour, prism, or wash effects and control them very easily."

Complementing the lighting design in the room is yet another diamond inspired feature, this time through the use of video tiles. Comprising 15 Elation EPV6 LED video panels, the diamond-shaped LED video screen - measuring 2.3-metres by 2.3-metres - is mounted behind the DJ booth and runs



visual content from FashionTV along with custom visuals. A PC equipped with an Elation EPV PCI sending card controls the video screen. "We had major problems with suppliers either because of the construction involved, pricing or delivery and three weeks before the opening we were faced with the problem that one of the key features in the main room, the three-point diamond-shaped truss and LED screen, would not be ready. We decided to call Elation for help and after explaining what we needed they came back the next day with a full quote, drawings and an exact shipping time," said Volkan. "Elation saved us and even delivered the diamond-shaped truss. The happy faces of the Auxweg crew, the other contractors and the shareholders were priceless. Everything worked perfectly, and I must admit it was quite an emotional moment when I saw Elation still helping us via remote desktop access and a webcam to do the system

set-up and patch the video panel. Impressive, also when you think about the eight-hour time difference to the Elation technical support guys in The Netherlands," he continued. With the visual in place, it was time for Volkan to turn his attention to the sound equipment, and in the Diamond Room, the energy was required on the dancefloor. Volkan decided to stick with the same group of companies to supply the sound system, choosing Elation's sister brand AD Systems. He selected four AD Systems Magnus15 bi-functional loudspeakers, which offer a homogeneous directivity pattern for the dancefloor, while six AD Systems i.Flex15B bass reflex subwoofers extend the low frequency range of the Magnus15's. A further five AD Systems i.Flex8 passive loudspeakers are installed around the periphery to provide atmospheric music in the seating areas and VIP area. "The dancefloor is equipped with a four-way



## TECHNICAL INFORMATION

### LIGHTING & VISUAL

**DIAMOND ROOM:** 9 x Elation Platinum Beam 5R Extreme moving head; 6 x Elation Rayzor Q12 moving head; 3 x Elation Platinum Spot LED Pro II moving head; 15 x Elation EPV6 video panel; 1 x Elation EPV PCI sending card; 2 x Swisslas PM-1500G laser; 1 x Laserworld PS-5200RGB Compact laser; 1 x Martin Professional Jem K1 hazer; 1 x Daslight DVC3 ZM Gold controller; 1 x Pangolin Phoneix4 Live software; 3 x Duratruss diamond shaped truss structure; 4 x Global Truss eight-metre support truss

**RUBY HALL:** 8 x Elation Platinum Spot LED Pro II moving head; 4 x Elation Design Wash LED Zoom moving head; 1 x Martin Professional Jem K1 hazer; 1 x Daslight DVC3 ZM Gold controller; 1 x Duratruss five-metre diameter circular truss

### SOUND

**DIAMOND ROOM:** 4 x AD Systems Magnus15 bi-functional loudspeaker; 6 x AD Systems i.Flex15B bass reflex subwoofer; 5 x AD Systems i.Flex8 passive loudspeaker; 2 x Lab.gruppen C68:4 amplifier; 2 x Lab.gruppen E12:2 Class-D amplifier; 1 x dbx DriveRack 260 loudspeaker management system; 1 x Pioneer DJM-900 Nexus mixer; 2 x Pioneer CDJ-900 multiplayer

**RUBY HALL:** 4 x AD Systems Magnus15 bi-functional loudspeaker; 4 x AD Systems TouringSub bass reflex subwoofer; 9 x AD Systems i.Flex8 passive loudspeaker; 2 x Lab.gruppen C68:4 amplifier; 3 x Lab.gruppen E12:2 Class-D amplifier; 1 x dbx DriveRack 260 loudspeaker management system; 1 x Pioneer DJM-900 Nexus mixer; 2 x Pioneer CDJ-900 multiplayer

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#### VIDEO CONTENT

acoustic radiation system. The biggest focus for the sound concept was to ensure the sound level was just right without compromising the sound quality of power," said Volkan.

The AD Systems PA is powered by two Lab.gruppen C68:4 amplifiers - which thanks to each channel having its own individually configurable voltage peak limiter that works in combination with adjustable input gain achieves maximum headroom regardless of input levels or output impedances. These sit alongside two Lab.gruppen E12:2 Class-D amplifiers featuring the company's amplifier platform IDEEA - IntelliDrive Energy Efficient Amplifier. A dbx DriveRack 260 processor provides loudspeaker management control, while DJs can perform on a Pioneer DJM-900 Nexus mixer and two Pioneer CDJ-900 multiplayers.

Elsewhere in the Ruby Hall, a space that has a French baroque theme opted for a more discreet line-up of technology. Eight Elation Platinum Spot LED Pro II moving heads and four Elation Design Wash LED Zoom moving heads are mounted on a five-metre diameter circular truss structure from Duratruss, which hangs over the dancefloor. "We chose the Platinum Spots because they are just perfect to throw big gobos into the hall, and we use the Design Washes to immerse the dancefloor in different colours and create a special atmosphere in combination with the baroque design," said Gregor. Control for the lighting is once again taken care of by a Daslight DVC3 ZM Gold controller, however, this time outputting just two DMX universes - up to 1,024 channels - because there are fewer fixtures and fewer effects required in the Ruby Hall in comparison to the Diamond Room. For additional effects another Martin Professional Jem K1 hazer was installed along with four 50-inch Samsung LED screens - to create one large screen - for VJs to generate a visual dimension in the room when required.

The PA also bares a striking resemblance to the Diamond Room, with a further four AD Systems Magnus15 loudspeakers used as the main dancefloor system. This time these are supplemented by four AD Systems TouringSub bass reflex subwoofers that feature low power compression, high sensitivity and high power handling in order to create a punchy bass output. While nine AD Systems i.Flex8 passive loudspeakers provide the fills in the outer areas. Volkan said: "The sound should not be distorted and shouldn't create a feeling of pain in the customers' ear. This goal, we reached perfectly with the state-of-the-art sound system from AD Systems." Lab.gruppen provided the amplification for a second time, as did dbx for the loudspeaker processing.

Summing up Volkan explained the support that was so valuable in making the project a success. "Without Elation, we would not have been able to deliver the requested end result, not in time and not within budget," he said. "We give a big thank you to Simon Gasch at Elation and the team around him, also to Sven Haferkamp from AD Systems and our local hero Louis Chia from Archetype." 