

Pioneer

CASE STUDY

CONE CLUB

SARDINIA

Elegant beach club turns to Pioneer PRO AUDIO
for a sound system to complement its spectacular location



CONE CLUB



For the ultimate Sardinian beach club experience, one venue tops the list: Cone Club. Located at the 7Pines Resort in a breathtaking spot on the Costa Smeralda overlooking the Gulf of Arzachena and facing the islands of Caprera and La Maddalena, it offers indulgence and relaxation in equal measure. The club's laidback and luxurious spaces include a beautifully appointed lounge, bar, club and restaurant, all embedded in the coastline to provide a secluded haven.

Michelin starred chef Tohru Nakamura curates Cone Club's food concept, international mixology star Philip Bischoff takes care of the signature drinks range, and customers enjoy the rich sounds of guest DJs during chilled-out days and upbeat nights. And with such a high-quality offering of food, drinks and music, it's no wonder that the team at Cone Club wanted a sound system to complete the experience.



SOUND MEETS STYLE

Designed by architect Daniel Hilkmann and comprising wooden structures and 'sails' which blend beautifully with their natural surroundings and provide protection from the sun, the Cone Club opened in summer 2022 under the guidance of strategic consultant Mirko Negri. High-quality audio across every area of the Club was considered fundamental to the concept, and its Artistic Director and Guest DJ, Nello Simioli, consulted with leading audio installers Frenexport over a solution that could deliver not only fantastic sound but also meet the stringent aesthetic demands of the design.

"Marco Cresci from Frenexport proposed using Pioneer PRO AUDIO speakers and arranged a demonstration so we could experience the system at work," explains Simioli. "As well as the quality of the audio, we loved the compact size and aesthetics of the speakers, which were ideal for the look and feel of the Club."

But it wasn't just a case of assembling a great system to provide the right kinds of sound to different areas of the venue. Cresci and his team also needed to make sure there was no noise pollution that might disturb the club's neighbours. "Using simulation software, we were able to gain insights into the optimal height and positions for the speakers which would provide the best coverage without disturbing anyone nearby," he explains.



A SYSTEM OF SOLUTIONS

The final Cone Club system drew from across the Pioneer PRO AUDIO range, including professional and commercial loudspeakers from the XY-Series and CM-Series respectively, to ensure the sound in every part of the venue had the right balance of power, clarity and warmth.

Frenexport also worked carefully to make sure the positioning of each speaker complemented Cone Club's design, and some units were even custom painted to blend with the color scheme – an easy task thanks to their matte finish.

The main dancefloor area was covered by eight XY-81 8-inch two-way full-range loudspeakers in combination with two XY-118 18-inch bass reflex subwoofers. XY Series speakers are the first choice for some of the world's leading nightspots, festivals and music venues.



In the bar, four CM-S56T 6-inch surface mount speakers were combined with a single CM-510ST 10-inch subwoofer, while the main restaurant area benefited from eight CM-S58T 8-inch surface mount speakers. A further four CM-S56T units were installed in the club's private restaurant. The Pioneer PRO AUDIO CM Series is fast becoming a benchmark for hospitality and retail settings of every type and scale.

A single XPRS-12 full-range speaker was installed as a DJ monitor and the system was completed by two XY-2 8-inch mid-highs and two XY-215S dual 15-inch subwoofers directed towards the adjacent beach.

Amplification comes from Powersoft, with two 4-channel 4808 DSP and two 4-channel 2404 DSP units, plus a K2, all controlled by a digital Xilica processor which allows the DJ to adjust the level and EQ of each zone independently via a dedicated app.



CLUB SOUND, AT THE BEACH

When the new system was switched on it was an immediate hit, says Simioli: “From the very first listen, the system had a dynamic and well-balanced sound across all frequencies. We’re so pleased with the installation, which has received a really positive response from our guests. I wouldn’t hesitate to work with Pioneer PRO AUDIO products in the future.”

Describing the sound, Frenexport’s Cresci says, “We achieved a rich and enveloping sound in the bar and restaurant areas, while for the beach, the sound is beautifully clear and warm but can also deliver high performance for special events without compromising the timbre and system fidelity.”

The setup at Cone Club is the latest in a long line of systems to combine speakers from different Pioneer PRO AUDIO series. Versatile and adaptable, the brand’s range draws on rich audio heritage, allowing system designers and installers to deliver consistent, high-quality audio to every space.



SYSTEM AT A GLANCE

DANCEFLOOR:

- 8 x XY-81 8-inch two-way full-range loudspeakers
- 2 x XY-118 18-inch bass reflex subwoofers

BAR:

- 4 x CM-S56T 6-inch surface mount speakers
- 1 x CM-510ST 10-inch subwoofer
- 8 x CM-S58T 8-inch surface mount speakers

PRIVATE RESTAURANT:

- 4 x CM-S56T 6-inch surface mount speakers

BEACH AREA AND DJ BOOTH:

- 1 x XPRS-12 full-range speaker
- 2 x XY-2 8-inch mid-highs
- 2 x XY-215S dual 15-inch subwoofers

AMPLIFIERS:

- 2 x 4-channel 4808 DSP
- 2 x 4-channel 2404 DSP
- 1 x K2

About AlphaTheta Corporation (former company name: Pioneer DJ Corporation)

AlphaTheta EMEA Limited is the subsidiary of AlphaTheta Corporation responsible for sales and marketing in EMEA. For more than 20 years, the Pioneer DJ brand has been a market leader in the design and production of innovative DJ equipment and software. The company works closely with DJs and clubs to deliver next generation products that inspire and shape the global dance music community and has recently launched a new range of musical instruments for production and live performances. Its portfolio includes brands such as TORAIZ, Pioneer Professional Audio, and Pioneer DJ Radio as well as social platforms KUVO and Djsounds. AlphaTheta Corporation is in the Noritsu Koki (TSE:7744) Group, headquartered in Yokohama, Japan, and is led by President and CEO Yoshinori Kataoka..