

Pioneer

PRO AUDIO

CASE STUDY

REFORMA

PALM SPRINGS, CA



REFORMA

PIONEER PRO AUDIO'S XY SERIES BRINGS THE HEAT TO REFORMA PALM SPRINGS

Nestled in the heart of Palm Springs California, Reforma offers a triple threat of entertainment as the multi-room venue includes a full bar, a fine-dining experience, and a nightclub. Given the diverse nature of the venue's spaces, Reforma needed to be equipped with a sound system that would offer the ability to both blend and separate experiences. Fortunately, Pioneer PRO AUDIO's XY Series and CM Series provided the perfect solution, offering the flexibility and sound quality the venue required.

Since its opening in December 2022, the 9,000 square foot venue has brought Latin American culture and cuisines from Mexico, Central, and South America to the City's historic downtown main strip. Embodying pan-Latin energy throughout, up to 800 guests can enjoy executive chef Erick Hernandez's creations in the main dining room, or during one of the many themed nights ranging from EDM and Latin to drag shows in the nightclub and bar space.



“If you want someone to christen your sound system, DJ Harvey is your guy. Harvey was blown away by the quality of sound the system produced, like other artists who have performed since at Reforma.”

Rob Giesecke | Owner, Reforma

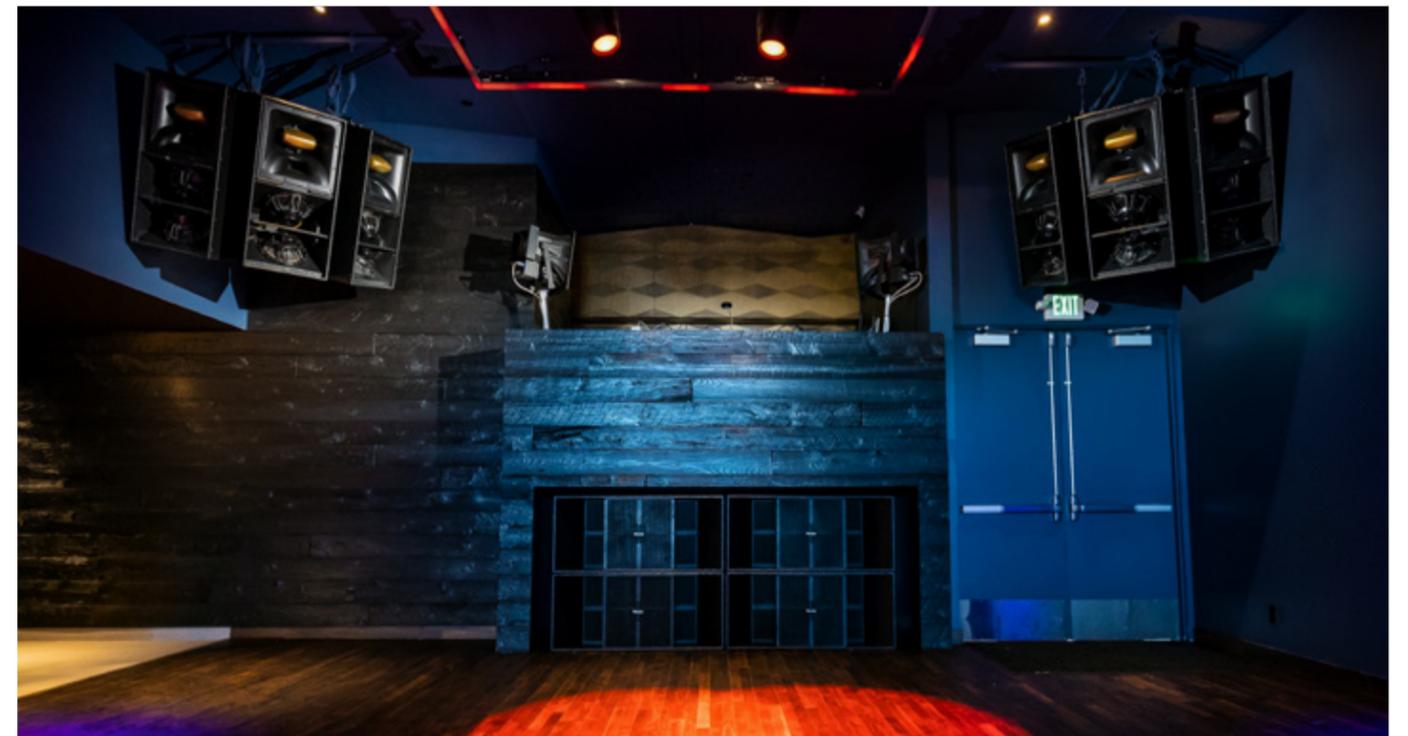
As construction for the venue began, Reforma owner Rob Giesecke and his team conducted a noise study to determine the best sound system solution that would complement the building's architectural design and encapsulate energy while also being respectful to neighborhood residents.

Giesecke enlisted Alex Montenegro, Owner and System Designer at Sonus Systems, to specify and deploy a solution that suited the venue's needs. With the ownership group's existing purchase and experience with Pioneer PRO Audio at Reforma's sister venue, Chill Bar, the familiarity provided everything they needed to choose the brand for their next venture

“We've worked with Alex for quite some time, since we installed a Pioneer system at Chill Bar in 2019,”

Giesecke explained. “The system he installed for us had a level of robustness that I have not experienced with any other sound system. To this day, the system has held up extremely well, so we knew we would go with Pioneer PRO AUDIO again.”

Alex Montenegro provided various products from Pioneer PRO AUDIO's XY Series, a versatile and dynamic loudspeaker series that is suitable for a wide variety of venues and applications, regardless of size. The warehouse ceiling of the raw space was replaced with the decorative ceiling of the original department store and integrated with speakers in both the dining room and event space. The units were tuned to accommodate each room's specific needs while also providing flexibility to be synced or utilized separately.





Among the products, the team utilized 12 of the XY-2E which allows the venue to build point-source arrays in a wide variety of configurations. The XY-2E maintains the favored X-phase system while enabling individual control of the 8-inch cone driver and 1-inch compression driver.

"Pioneer PRO AUDIO's products have always been high-performing and reliable but what is so favorable about the XY Series specifically is how they continue to upgrade them," Alex Montenegro shared, "For example, the ease of integration into our space is highly desirable as they can put them into various clusters."

PIONEER PRO AUDIO GEAR LIST:

XY-2E (BLACK)

8" two-way Passive/Bi-amp mid-high loudspeaker

XY-1 (BLACK)

Dual 12" hybrid loaded LF loudspeaker

XY-215S (BLACK)

Dual 15" quasi-bandpass subwoofer

CM-S56T (WHITE)

6" surface mount loudspeaker

CM-510ST

10" subwoofer

XY-81 (BLACK)

8" two-way full-range loudspeaker

XY-3B (BLACK)

Dual 12" three-way hybrid loaded Bi-amp loudspeaker

XY-218HS (BLACK)

Dual 18" horn-loaded subwoofer

Additionally, Reforma utilized Pioneer PRO AUDIO's surface mount CM Series, the small surface mount speakers are perfect for discreet installation in a variety of spaces where reliability is crucial while producing high-quality sound. Within the series the team utilized 18 CM-S56T throughout the bathrooms, corridors and lounges, which are built to blend and fill tight spaces with punchy sound.

With the completion of a successful soft-opening during Pride Week 2022 featuring DJ Harvey as its first performer. "If you want someone to christen your sound system, DJ Harvey is your guy." Giesecke shared. "Harvey called the system a monster and was happy with the results, like other artists who have performed since." Reforma officially opened its doors on New Year's Eve.

"Pioneer PRO AUDIO is very proud to be a part of such a versatile venue," John Powell, President at AlphaTheta Music Americas shared. "Our XY Series was built with the goal to easily integrate into any space while producing clear, outstanding sound quality."

As Reforma Palm Springs continues to blend nightlife and dining experiences, Pioneer PRO AUDIO's XY and CM Series will continue to encapsulate the venue's energy through reimagining sound.



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Alex Montenegro | Owner and System Designer at Sonus Systems

For more information about Pioneer PRO AUDIO, please contact:

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

AlphaTheta Music Americas, Inc. is the subsidiary of AlphaTheta Corporation responsible for sales and marketing in North, Central, and South America. For more than 25 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 KUV0 and DJsounds. AlphaTheta Corporation is a privately held company headquartered in Yokohama, Japan, and is led by President and CEO Yoshinori Kataoka.