

*Pioneer*

CASE STUDY

# THE STRAND HOTEL

NETHERLANDS

When a new sound system was needed for the two latest restaurants of lauded chef Sergio Herman, there was only one brand for the job.



## PINE HOUSE (BREAKFAST RESTAURANT) BLUENESS (LUNCH AND DINNER RESTAURANT)



A visit to a Sergio Herman establishment is about much more than dining. Yes, the food is as exquisite as you'd expect from the revered Dutch chef whose restaurants have won a galaxy of Michelin stars. But each location also strives to create an absorbing ambiance and music is at the heart of that.

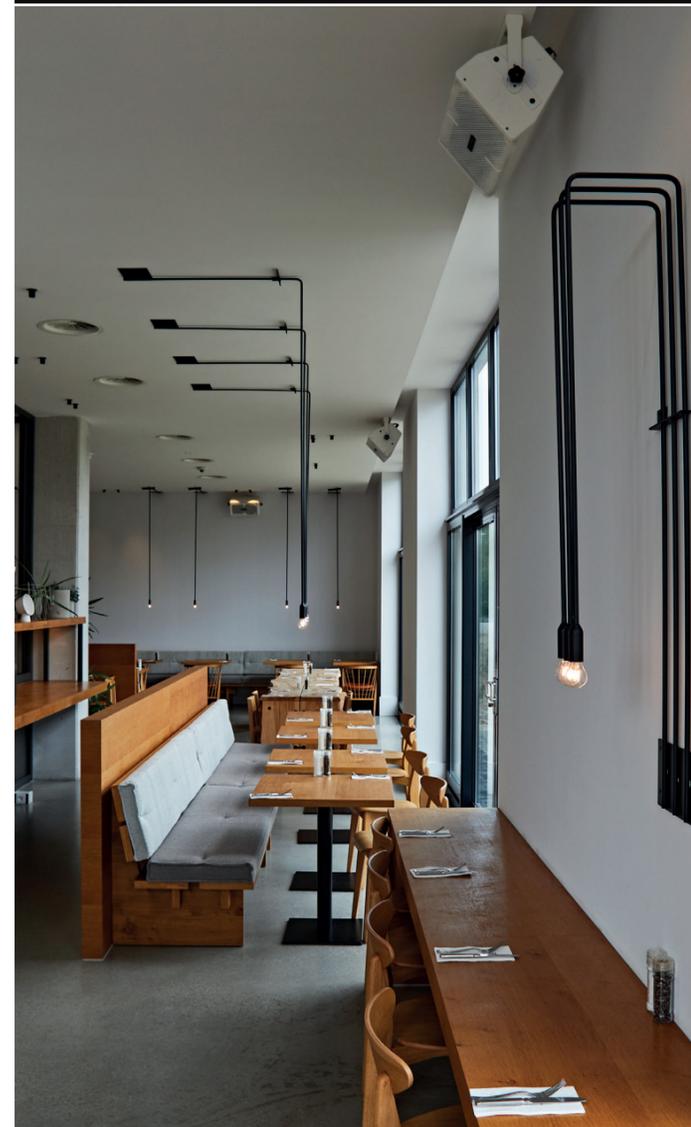
Opening its doors in 2018, Blueness became the third restaurant bearing Herman's name at Strandhotel, a chic wellness and culinary destination in Dutch Flanders on the nation's southernmost stretch of beach. Serving up a unique lunch/dinner menu of Japanese-style bar food made with local Zeeland produce, paired cocktails, an exclusive saké selection, and a soundtrack provided by live DJs, Blueness truly is a one-of-a-kind venue. Located inside the hotel, it complements the chilled-out vibe in the breakfast restaurant, Pine House, where guests can lazily enjoy fresh, healthy dishes and sweet pastries from Herman's own bakery.

“  
Music is in the DNA of all  
the Sergio Herman brands.  
Each restaurant needs a  
professional sound system.”

Jacco La Gasse | Brand Manager | Sergio Herman Group

## THE CHALLENGE

### DEEP BLUE SOUND



Ever since Pioneer Pro Audio installed a sound system at Herman's two-Michelin star Antwerp restaurant The Jane in 2014, the chef's team has refused to work with any other audio brands. "We use their equipment because it's high-quality and, like us, Pioneer Pro Audio is all about a personal service."

When they needed new systems for Blueness and Pine House, the team wanted to achieve sound that would help to ease guests into their day at breakfast, complement the relaxed vibe on weeknights, and provide energy when things get livelier and guest DJs play at the weekends. With a diverse music policy that aims for an analog tone and encompasses everything from jazz and live funk, to rock and deep, vocal house, the setup had to be versatile. And considering the positioning of the two restaurants inside the hotel, it was crucial to ensure sound didn't disturb residents or cause noise pollution outside.

“  
We wanted a warm,  
embracing sound for all kinds  
of music and volume levels.”

Jacco La Gasse | Brand Manager | Sergio Herman Group

# THE SOLUTION

## ADAPTABLE AUDIO

**A**fter assessing the size and shape of the restaurant areas, Erwin Nuyts, job title at Belgian installation company DiscoStore, knew that the XY Series was the right choice for the project. "The speakers are voiced flat for a natural sound, so they can accurately reproduce different genres of music," he explains. Working closely with the Sergio Heman's team, Nuyts recommended a setup including XY-81 8-inch two-way loudspeakers and XY-215S dual 15-inch quasi-bandpass subwoofers. "They sound great at lower volume and give that warm sound we were looking for. But, despite their discreet size, there's plenty of power when you crank the music up."

Working with DiscoStore and Pioneer Pro Audio was a smooth process, explains Jacco La Gasse. "They listened carefully to our needs and were always in close contact with our hospitality team and the project leader on site. When we do a renovation or a new project it's always smart to have specialists on the floor. It helps us integrate the sound system into the interior design."

To focus sound in the right places and prevent leakage, it was key to choose the right materials for the project. Together, the team selected acoustic fabrics for the benches and nooks, acoustic panels for the bar, and heavy curtains to prevent sound escaping from the balcony. The XY Series speakers also played their part, explains DiscoStore's Nuyts: "They're perfect for targeting audio dispersion to specific zones, so you don't have to worry about sound spilling into the wrong areas."

“  
We always get personal attention from Pioneer Pro Audio.  
They have an answer for every question and it's easy  
to see they're passionate about what they do.  
”

Jacco La Gasse | Brand Manager | Sergio Herman Group



# THE RESULT

## WARM SOUND THAT GIVES YOU CHILLS

“  
We can ‘burn the house down’ when there’s a party but  
still sound full and warm during a dinner service.  
”

Jacco La Gasse | Brand Manager | Sergio Herman Group

**W**e got a chill when we turned on the systems for the first time. It’s been like that with every new sound system,” enthuses La Gasse. How do Herman’s team feel about the output of the setup? “We describe it as ‘moderate yet present’. It’s perfectly designed for our needs because we’re not a club, but we still like to add a layer of music to the hospitable experience.”

But it’s not just the team at the restaurant who’ve been impressed by the new XY Series speakers. La Gasse explains that guests often comment positively on the atmosphere and music, and all of the regular and guest DJs who’ve played in the venue are keen to return. The press has been enthusiastic too. “Blueness is a fine-casual food concept, so we’re often reviewed in gastronomic magazines, food blogs, and websites,” says La Gasse. “When they write about the warm and sexy ambiance, we know that music is an important part of the sum.”



**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 Pro Audio and Pioneer DJ Radio as well as social platforms KUVVO and DJSounds. AlphaTheta Corporation is a privately held company headquartered in Yokohama, Japan, and is led by President and CEO Yoshinori Kataoka.

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