



# Specialist sound, light & video systems integrators

Bars & Restaurants	Conference, Banqueting & Event Rooms	In-room Entertainment & IPTV	Late Night Venues
Places of Worship	Reception & Communal Areas	Systems Control & Management	Relaxation & Fitness

## Case Study: Barbecoa Piccadilly

[www.barbecoa.com/locations/piccadilly](http://www.barbecoa.com/locations/piccadilly)



### Outline

Jamie Oliver's acclaimed Barbecoa, a classic steakhouse with an elegant twist, has opened a second venue in iconic Piccadilly London, following the success of the original Barbecoa in One New Change near St Paul's Cathedral.

Set within a new space at the historic Prince's House on 194 Picadilly, Barbecoa Piccadilly is currently the largest of the Barbecoa restaurants. This 9,000 square foot venue can cater for more than 300 guests over both the ground and basement floors and features a bar, lounge and dining area as well as an impressive wine cellar to house tastings as well as a private dining facility.

Barbecoa's open kitchen gives diners a glimpse into a magical world of smoke and fire, where a unique range of traditional cooking techniques is used to give each dish its own personality. It's a showcase for all-day dining: fabulous breakfasts, decadent afternoon teas, a signature lunch and dinner menu and a bustling, stylish bar.

CGA Integration has designed and installed the audio throughout Barbecoa Piccadilly. Working with music provider Music Concierge, CGA Integration has ensured that the chosen music, which fully immerses customers in the Barbecoa experience, can be heard at its very best.

### Challenges

The venue which is much older than the original Barbecoa is split over two floors and has a significantly different internal space and acoustic signature.

The sound system needed to visually blend with its surroundings, as well as ensuring audio continuity across all of the different areas, to generate a seamless audio experience throughout.



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### Technical

CGA Integration delivered the audio throughout Barbecoa Piccadilly by installing ceiling speakers finished to bespoke RAL colours for minimum visual impact. QSC amplification with a Q-sys digital sound processing system was also installed generating end to end connectivity for improved customer support. This system ensures that all public areas work together to create a seamless audio experience throughout.

The music system has two streams of music create by Music Concierge, supporting different trading styles; one upstairs in the bar & lounge and another downstairs in the restaurant. The main restaurant also has a DJ socket to allow for private functions & events and the private dining area includes local audio input facilities and connectivity for a wall mounted digital television.

Ease of staff control of the sound systems was delivered through the installation of simple wall mounted controls.

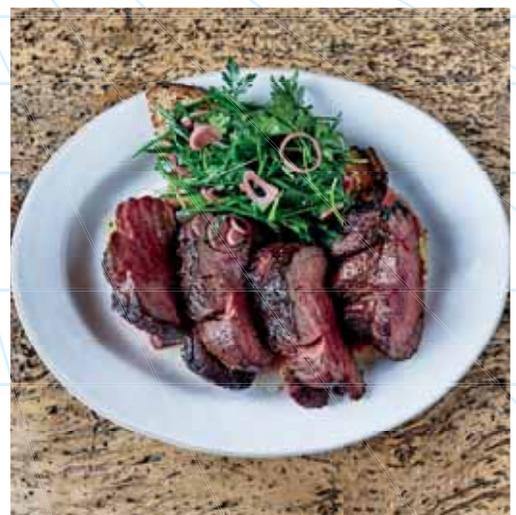
### Response

The sound system that CGA have designed for Barbecoa Piccadilly really enables us to create an atmosphere that enhances the Barbecoa experience. The restaurant concept is full of drama, celebrating "the magic of smoke and fire", so being able to produce the right ambience through great quality sound is important.

We were challenged by acoustics on two very different floors - our stunning dining room in the basement and an intimate, more clubby environment on the ground floor where our bar stands proud. We also need the mood to evolve throughout the day, from breakfast, through to lunch, afternoon tea and into dinner.

It's important to get every element right and we're fortunate that we have a great sound system to help us showcase a fantastic dining experience in a classically beautiful building. We are delighted that CGA and Music Concierge have worked together and with our team to achieve this so successfully at Barbecoa Piccadilly.

Justin Hardy, Director of Design & Developments, Jamie Oliver Restaurants



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