



Specialist sound, light & video systems integrators

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Case Study: Sofitel London St. James



Outline

The stunning Sofitel London St James is located in the former home of Cox's and King's bank in the very heart of London. This sympathetically renovated building is English Heritage grade II listed and houses one of London's most unique five-star hotels, which combines traditional British design with a contemporary style that is unmistakably French. The design and installation of flexible, yet faultless audio was required across the grand brasserie; The Balcon, featuring private dining, the Charcuterie, bar & the Champagne Balcony and the St James Bar, inspired by the 1920's Paris apartment of Coco Chanel.

Challenges

The pedigree of the design house, Russel Sage Studios and Head Chef Vincent Menager combine to deliver a standard of excellence that accepts no compromise. CGA Integration with its reputation for acoustic quality and excellence was appointed to design and install a sound system that delivers on an aesthetic level as well as ensuring the prerequisite of superior sound. Sound needed to complement and support the cuisine, and be delivered with clarity and balance throughout, with minimum impact on the meticulously designed surroundings.



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Technical

Key to solving technical issues was the audio design expertise of CGA Integration and product bandwidth available to them. Limited ceiling voids and zero visual impact required AIW 5x plaster in speakers in the St James Bar and private dining areas, with the miniature K-ARRAY KZ-10 and KKS-50 in RAL spec colour matching for The Balcon and Charcuterie Bar. The system brain features Netmax N8000 processor, CPS 8.5 amp, local controls, zone linking and 2012 ready Sennheiser G3 radio mics.

Response

"We always know that Chris and his team will enable us to deliver our overall vision for a project" says Robbie Bargh of the Gorgeous Group, "working with old and listed buildings to deliver top quality sound whilst preserving the ambience and décor is one of their areas of expertise and they work considerably with the design teams to ensure technology does not hamper aesthetics."

Antoine Winckler, Director of Food and Beverage at Sofitel London St James adds "sound is so important in creating an overall ambience in a restaurant. The system that Chris and his team have designed and installed complements the quality of the design, food and service our customers expect at The Balcon."



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