



HABITECH

CASE STUDY

THE COLLECTIVE, LEEDS

Great sound is on the menu at a unique café and interiors shop, where almost everything you see is available to buy.

'The Collective' Leeds is a new café and retail experience which adds a whole new meaning to take-away. Because when customers meet for an artisan coffee or an organic afterwork beverage, they can also purchase virtually anything they see, from the sofas, tables, chairs and lighting to the crockery and cutlery.

Dine, Drink, Design

Inspired by several successful Los Angeles-based businesses, 'The Collective' is a radical departure from the conventional retail model and the first of its kind to open in the region. Based at 34 Boar Lane in Leeds city centre, it's the brainchild of experienced retail and hospitality innovators Dale Wynter and Ellen Pryce. Says co-director Ellen Pryce: "We wanted to create a feast for the eyes as well as offering a space where people could re-fuel with some incredible food and drinks. Guests can peruse the art and dreamy décor in a really chilled atmosphere, giving them time to immerse themselves in the quality, hand-crafted goods we have for sale."

The team also includes interior design experts, who are on-hand to offer design ideas and to discuss bespoke furniture and finish options as well. Guests needing further consultation can book an appointment and meet on-site to explore the options in-depth.

The Project

To enhance this extraordinary blend of hospitality and interior design spaces, co-director Dale Wynter approached local integrator Luuxx for the sound system and lighting control. Luuxx' Michael Glarvey takes up the story: "we'd worked successfully with Dale on several other projects, so he came straight to us. "He showed us a large, empty space: approximately 170 sq m of ground floor topped by a concrete ceiling



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around four metres above, with all the electrics and air conditioning architecture on show. “This would remain exposed to provide a stimulating ‘industrial’ contrast with the gorgeous interior spaces beneath.”

“Dale wanted an audio system which would match the bold design ambition for the space and provide an evenly distributed high sound quality throughout. “He’d heard the worst kind of sound design elsewhere: far too loud and distorted in some areas, too quiet and unintelligible in others. “The sound for ‘The Collective’ would be noticeably detailed and full range, without drowning out conversations in the dining and design zones, including the bar area, a large comfy lounge area for dining, and a studio area with island seating primarily for consultations. “He also wanted the staff to be able to control the sound intuitively from a tablet.”

“In addition, ‘The Collective’ planned to use a sixteen-zone lighting design created by Ellen Pryce to add a further style dimension to the meeting and dining areas, and Dale wanted Luuxx to automate the dimming with easy control for the staff.”

The Solutions

“For the sound we used a total of eight Sonance PS-P63T Pro Series 6.5” pendant speakers in the big space. “Hanging approx. 2.5m off the floor they enhance the ceiling architecture beautifully. “Habitech’s ‘Ease’ predicative analysis helped us to achieve a balanced coverage of detailed wideband audio throughout the space, and also in the restrooms, for which the interior design team pulled out all the stops, figuring that luxury loos would further distance ‘The Collective’ from rivals. “Here we chose the super discreet Sonance PS-C43RT Pro Series 4” round in-ceiling speakers to provide audio quality compatible with the sound in the larger spaces outside.”

“For power and processing we specified a Yamaha MXV-4140 4-ch amp, hooked up to a matching MTX3 matrix processor and a Yamaha MCP1 wall-mounted frontend, providing control over the system and access to music sources and playlists via Yamaha’s ProVisonaire Touch iPad app.”

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The Collective's deliberately industrial ceiling contrasts with the designed interiors below

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“For lighting control and automation, we used a Lutron wireless system of main repeater and in-line dimmers controlled by little Pico keypads, allowing the staff to activate a variety of designed effects in the different zones as simply as pushing a light switch.”

The challenges

“The project was very straightforward because, unlike a typical custom install job, we were not required to hide any cables. “We were however compelled to take utmost care in running the cable infrastructure on the ceiling so it would look impeccably neat.”



Yamaha and Lutron integrate the sound and light at The Collective. Above: the Sonance P63T pendant speaker uses a co-axial driver array within an elegant teardrop design





Sonance P63T pendants make a design statement at 'The Collective'

The results

"When Luuxx arrived early November 21, The Collective was just a shell. "Six weeks later it had become the creative and energetic hospitality/design environment you see today - such is the speed at which the retail business operates. "Even so, Dale and Ellen are delighted with the results. "The curated AV does a great job at further differentiating the business from rivals, helping to emphasise that the little details, including great sound and easy control, demonstrate the big design message. "Our relationship with the business is such that Luuxx is now able to hold meetings with prospective clients at 'The Collective', which, after all, has become the perfect environment for design creativity. "As usual our thanks goes to the team at Habitech for their fabulous product and design support."

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Equipment

8 x Sonance PS P63T pendant speakers (Black)

1 x Sonance PS C43RT in-ceiling speakers (pair)

1 x YAM-XMV-4140 four-channel amplifier

1 x YAM-MTX3 processor

1 x YAM-MCP1 touch screen control panel

1 x Lutron main repeater

12 x Lutron dimming module

8 x Lutron PICO scene keypad



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