

City club installs immersive sound, and peace and quiet on the street.



The Pickle Factory, London, UK

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Adam Dickson, freelance front of house engineer

Setting the scene

In a corner of London, brothers Dominic and Jordan Gross, with the help of Director of Operations Jett Glozier, have opened The Pickle Factory, an intimate live music venue and flexible event space.

Dominic Gross: “Utilization is key. Club evenings, Friday and Saturday night, and

one or two live concert events during the week are the core. But we also expect to do a lot of daytime and evening events, product launches, conferencing, training sessions, even weddings and bar mitzvahs. It’s almost a hotel function room environment, but with a difference. The quality is a step higher. Key to that quality is sound.”

Establishing objectives

Acoustically isolating the club from its neighbours would help the Gross brothers avoid one of the most contentious causes of club shut down. But they also had other aspirations for The Pickle Factory: to establish new standards for quality in sound.

Dominic Gross: “We originally opened the Oval Space across the road five years ago, and bought both buildings at that time. We put a d&b system into the Oval Space, something that impressed us and our customers; but The Pickle Factory needed a two system installation so we could run concert style or full-on club nights with what we call an immersive system.”

Consultant Michael Guerra explains the challenging acoustic: “The Pickle Factory is quite a small space, so there is little volume within which to do much. It had to be treated like a handmade jewel box, with a set of quite complex details confined within it.”

The solution

Guerra continues: “What has been designed is a room within a room. The practical limitations were the relatively low ceiling height (which could only be solved by raising the roof - more steel, new roof etc. made this solution uneconomic), the small width dimension (which practically limits air gap between walls), and the budget.”

Initially d&b Sales Partner, Southby Productions, proposed a system based on the Y10P loudspeaker; then the larger, V-Series point sources arrived. Southby’s Project Manager, Chris Jones: “With an eye to the future they asked us to up the spec’ to the more powerful V7P.



“Yes we have over spec’d, but that prevents us from ever damaging the system and it means we can have it as loud as we are ever likely to want. That’s without ever exceeding headroom capability or upsetting the neighbours.”

Dominic Gross, Co-owner, The Pickle Factory

“Besides adding headroom they’re unlikely ever to exhaust; the addition of the V7P and its dedicated sub, the V-GSUB, brings several advantages, not least future proofing.

“The G suffix indicates ‘ground stacked’ and there is a pole mount aperture on the top as is normal. However, most usefully, the top surface has also been profiled down ten millimetres in the footprint of a V point source cabinet so it can be securely stacked directly on top of the sub. Thus redeployment of these loudspeakers for outdoor summer festival events is a very practical reality.”

The final dual system, as originally envisaged by Glozier and the Gross brothers, uses elements of both Y and V-Series. Both systems are driven by the dedicated installation amplifier, the 30D.

“When it came to commissioning, this was a very easy system to tune,” says freelance front of house engineer Adam Dickson. “I’m a fan of how d&b voice their systems, I find using them second nature. Really all Chris and I did was time align the system, the main L/R V7Ps to the Bi6-SUBs on the back wall, and the rear facing Vi10P. And just a little EQ.

“I was really happy with the way the Y and V integrated; that’s what I meant earlier when I said I liked how d&b voiced their systems, they are easy to integrate which is why there was almost no EQ needed.”

“Yes we have over spec’d,” concludes Dominic Gross, “but that prevents us from ever damaging the system and it means we can have it as loud as we are ever likely to want. That’s without ever exceeding headroom capability or upsetting the neighbours.”

> System: Bi6-SUB, E8, M4, V7P, V10P, V-GSUB, Y10P and 30D