

Going beyond: iconic venue reopens as club of the future



Reaching the next level of entertainment and dazzling moments with a d&b Subscription.

The customer

It's safe to say the multi-venue team behind B London knows a thing or two about clubland - past, present, and future, the rockstars and the royalty. Building on the huge success of Boujjs (which closed in 2016) B London is about balancing the wild vibes of old with the experiential horizon of today.

The vision

"Times are changing, and therefore we must propel B London into the modern era," says

Carlo Corello, venue owner. "We need to provide more than we did before, and so we are investing much more in our content creation, in what we're providing for our clients. People are looking for so much more entertainment. They're looking to be wowed and dazzled more than ever before."

The journey

Enter NKN Productions, whose services were already established with the B London team. "We started by presenting both purchase and Subscription-Series scenarios," says NKN's Nick Kyriacou on the venue's sound-system-to-be, "talking through the options and differences. Minimal upfront cost, fully maintained service of the system... all on a monthly payment. It was immediately appealing.

"The process was then pretty straightforward once we established subscribing was the route they wanted to go; it was pretty much

the same as a traditional sale. Design, quote, contract signed (paperwork done by d&b), followed by installation."

The result

In the words of Vanity Fair, "Think hedonistic innovation, a killer sound system and an epic DJ line-up every week." Such has been the success of Subscription-Series for B London that the team are now utilising it at other venues.

"Ultimately to be able to offer the highest spec sound possible with minimal upfront cost, is both financially and creatively enabling," says Kyriacou. "The mindset behind B London is testament that times are changing, times are moving, and thankfully d&b Subscription-Series is part of the journey."