



BOSE

CASE STUDY - LIVE MUSIC | BURGERS AND DOGS



BACKYARD INSPIRATION STRIKES IN NASHVILLE – AND BOSE ANSWERS

Nashville-based booking agent Jordan Burger was sitting in his backyard, missing live music, when he realized the hill in his backyard was shaped like an amphitheater. It was a natural next step for him to create the “Burger and Dogs” concert series. This was an invite-only backyard concert series that focused on delivering live music in a socially distanced setting.

The intimate series took place in Burger’s backyard, which could accommodate 20 individual seating spaces — all six feet apart — ideal for friends, family and guests to book, and included two pairs of VIP seating.

While there was no cost for admission to the event, donations to the artists were encouraged. Burger also encouraged people to capture these intimate venue experiences via a livestream platform, which enabled people to post and share — ultimately sharing the joy of live events while highlighting the talented musicians and performers.

CRAFTING A FLEXIBLE SPACE THAT STILL DELIVERS POWERFUL AUDIO

The series’ concert dates fell on the weekends, so that Burger and volunteers could break down the stage after each show. This required that the audio system be portable, enabling a quick and efficient setup and teardown, while

delivering the power and flexibility needed for a variety of performers. Since the stage area was set up at the base of the hill — reinforcing the amphitheater layout — the sound system needed to accurately and consistently project the sound to the audience.

“I was sitting out in my backyard rescheduling tour after tour, looking at my hill and I was like ‘my hill looks like an amphitheater, why don’t I book some shows here?’”

— Jordan Burger

THE BOSE F1 ANSWERS THE CALL FOR INTIMATE, IMPACTFUL PERFORMANCE

The Bose F1 system was the ideal portable PA, allowing the sound to be shaped towards the concert attendees. The entire system included two F1 Model 812 flexible array loudspeakers, two F1 subwoofers, and two S1 Pro multi-position loudspeakers for use as floor monitors.

The ease-of-use and consistent, high-performance sound quality was enhanced by the portability of the full system, making each concert setup quick and efficient. The entire system easily fits in a car and could be moved around wherever needed.



The F1 flexible array allowed the show organizer to direct the sound up the hill so all attendees experienced the richness and energy of the artists' music, without being uncomfortably loud to those who were close to the stage or bothersome to surrounding neighbors.

KRIS ALLEN SETS THE STAGE FOR THE JOURNEY BACK TO LIVE MUSIC

The first artist that played the concert series was singer-songwriter, Kris Allen, former American Idol winner. Allen has been livestreaming concerts through his different social media channels, but this was one of his first full performances in front of a live crowd in more than seven months.

"It was great equipment to work with," shared Allen. "It took just fifteen minutes to set up. The sound engineer went over, turned it on, and was like 'man, that sounds really good' — it was that simple."

The opportunity to perform in an intimate setting was a special opportunity for Allen. "It wasn't my full band, just me acoustic," he shared. "Getting back on stage and playing was a blast, I had so much fun. It was amazing." ■



SYSTEM COMPONENTS

F1 Model 812 Flexible Array loudspeaker

F1 subwoofer

S1 Pro system

F1 Model 812

Powerful, standalone sound that flexes to meet your coverage needs — the Bose F1 Model 812 is a 1000-watt, full-range loudspeaker featuring Bose Flexible Array technology. At the heart of the F1 is a 12-inch woofer nested behind an array of eight high-output drivers. These nine speakers are supported by a lower crossover point than conventional loudspeakers — to give full voice to your sound and deliver clearer, more natural vocals and midrange clarity, even at high volumes. And you control the vertical coverage pattern. So, wherever you're playing, you can adapt the PA to match the room. With the Bose F1 Model 812, your sound stands alone.



Bose Professional serves many different markets, delivering great sound in venues all around the world — performing arts centers, theaters, places of worship, stadiums, restaurants, schools, retail stores, hotels, and corporate buildings.

We know that our pro audio customers depend on us in a unique way. This is your business, your reputation, your livelihood — not just an amp, not just a loudspeaker. So, when you buy a Bose Professional product, you get the full weight of the global Bose Professional team behind you — our time, support, and attention. We see every purchase as the beginning of a partnership.



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