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CASE STUDY - PERFORMING ARTS | NOVECENTO



BRINGING NOVECENTO TO LIFE INSIDE TEATRO MILÁN

Novecento, a play that ran from August through December of 2019 at the Teatro Milán in Mexico City, featured an elegant and simple set and lighting design that focused on leading actor Benny Ibarra as the story unfolded. A 260-seat venue, the Teatro Milán has a built-in sound system, but the play required an innovative, flexible sound design that would provide Ibarra creative flexibility and control.

Ibarra, who is also a successful singer, songwriter and music producer, has a passion and affinity for audio technology and understands the importance of providing an extraordinary audio experience to the audience. “Thanks to the movies, today’s audience has an educated ear and expects things to sound right, to be intelligible. Those of us who produce shows must educate ourselves in this technology, and the audience should continue to demand better audio quality — it’s the only way audio will continue to improve in the theater.”

USING SOUND TO CRAFT A MODERN INTERPRETATION OF IMMERSIVE RADIO THEATER

Bringing the play to life and transporting the audience was especially important in this story about an exceptional pianist who was born and lived his entire life aboard a transcontinental cruise ship. Director Mauricio García

Lozano and Ibarra discussed how to include the right sound for the play, creating an experience where the audience was fully immersed as sound came from everywhere around them — just like in real life. They explored different ideas on how to use audio as a storytelling device, aiding the audience’s imagination around elements heard but not seen.

Whether it was the realistic sounds of crowds moving about on a pier or the sound of a storm, they wanted to create a modern interpretation of radio theater that was so popular in the first half of the 20th century. In order to do this, they knew they needed a solution that delivered the best sound quality yet was also flexible and directionally customizable and could handle a more complex audio track mix.

A FLEXIBLE, PORTABLE AND POWERFUL AUDIO SOLUTION BRINGS THE AUDIENCE INTO NOVECENTO

The audio solution needed to be easily portable while delivering all the capabilities identified by both Lozano and Ibarra. They decided a combination of the Bose S1 Pro Multi-Position PA system, F1 Model 812 Flexible Array loudspeakers and F1 subwoofers would be the perfect audio solution.

To create the sonic concept for Novecento, sound sequences were created for each scene. This required researching audio libraries to find the sounds that best suited the time period, along with recording sound effects



and music Lozano and Ibarra produced specifically for the play. The team also brought in musician and producer Vico Gutiérrez, who helped them lay out the sound sequences on each scene. The original score was played by the Atlantic Jazz Band, a spontaneous group lead by drummer Pepe Damián.

The sound production included eight audio channels active throughout the play, with some scenes requiring up to 48 audio tracks simultaneously overlaid to create a specific atmosphere. Such an immersive sound experience was possible through the proprietary technology available in the Bose portable PA systems, ensuring consistent audio coverage and unsurpassed clarity so the audience shared the same aural experience consistently from show to show.

The coverage pattern for the theater was divided into three sections: the front sections which used a couple of F1 Model 812 flexible array loudspeakers on each side of the stage, each paired with an F1 subwoofer and a third F1 Model 812 suspended from the center top. Coverage for this section was reinforced with sound from four S1 Pro portable loudspeakers, two located on the ceiling above the audience seating. The back section and the mezzanine seating had another eight S1 Pro loudspeakers strategically positioned throughout the two areas. These loudspeakers were employed wirelessly, sending the signal through in-ear monitor receptors plugged to the auxiliary jack on the S1 Pro loudspeakers.

A TRULY IMMERSIVE EXPERIENCE LIVING ON AS AN EXAMPLE OF THE POWER OF THEATER AUDIO

The Bose solution created from a combination of S1 Pro and F1 systems enabled Lozano and Ibarra to create a truly immersive experience for audiences night after night. This tailored audio system was operated by audio engineer Santiago Álvarez, who has worked with Ibarra both in the theater and on touring music shows. Álvarez programmed all the sequences and sound for the eight channels in a system that provided truly portable, flexible, quality sound was indispensable to the play's success.

"The whole process was enjoyable. We were like little kids, imagining how to tell the story even with our eyes shut, letting the ears guide and help you understand what's going on all around you,"

— Benny Ibarra
Singer, Songwriter and Music Producer

"The Bose S1 Pro was a key element because it's versatile, powerful and has a wide horizontal coverage pattern. Also, its battery saved us a lot of trouble during set up since we didn't need power cords." ■



SYSTEM COMPONENTS

S1 Pro system multi-position PA system loudspeaker

F1 Model 812 Flexible Array loudspeaker

F1 subwoofer



F1 Model 812

The Bose F1 Model 812 is a powerful, standalone device that flexes to meet your coverage need. A 1000-watt, full-range loudspeaker features Bose Flexible Array technology, including 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 — giving full voice to your sound and delivering clearer, more natural vocals and midrange clarity, even at high volumes.



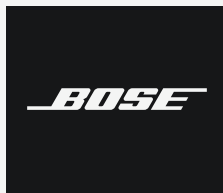
S1 Pro System

Designed for musicians, DJs and general PA use, the S1 Pro is the ultimate all-in-one PA, floor monitor, practice amplifier and primary music system. Multiple positions, supported by Auto EQ, ensure that you always sound your best. With a 3-channel mixer, reverb, *Bluetooth*® streaming and ToneMatch® processing onboard, the S1 Pro is ready to be your go-anywhere PA.



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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