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Installation Success Story

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AV Systems Ltd use Bose Professional to deliver best-in-class live event sound for Whelan's Croydon



Seriously upping the ante on your typical local, the Whelan's brand of pubs offers the very best of Irish hospitality. Delivering a combination of high quality live music and sporting entertainment, combined with a hearty food and drinks menu, all served with a local-but-welcoming vibe. The Whelan's pubs aren't just themed Irish pubs, but a genuine modern take on the Irish classic - with live entertainment firmly at their core.

The latest addition to their growing portfolio is Whelan's Croydon, which recently opened after a comprehensive renovation. The Integrator tasked with delivering the all-important Audio-Visual install was north London Integrator AV Systems. The venue hosts live music three nights a week (one night is always dedicated to traditional Irish music, of course) as well as HD Sky Sports and a host of quiz nights.

The renovation was spearheaded by owner John Whelan who takes a hands on approach with running his venues. His design brief was clear; every detail must be geared towards optimising the venue for



entertainment. The Integrator AV Systems and the design team at A Blank Canvass Interiors, were commissioned to work together on two main challenges - create an easily changeable multi-use space, and deliver a flexible AV system to keep everyone from sports enthusiasts to small touring bands happy.

The result is a meticulously well thought out interior design, and an AV system which is both adaptable and scalable. Within a relatively modest space, what becomes the stage area to host a hundred revellers at a live band performance, scales back easily the next morning to function as table space for breakfast lunch and dinner, then converts again into a stage space for mid-week quiz events.



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The audio design was based on infrastructure typically utilised in larger format live music venues, scaled down to operate inside the pub. Catering for bands in a multi-functional space meant the team had to be creative with the audio setup for live performances on the compact stage.

Hidden discreetly within an authentic Irish wooden dresser that's positioned in the corner of the stage is a Bose PowerShare 602P amplifier driving 2x Bose RoomMatch Utility RMU208 loudspeakers acting as stage monitors, and also a 24x way stagebox which runs 13 meters back to a Front Of House mixing position. Further hidden stage storage allows for mic stands and other backline equipment. Mains power requirements for touring bands with a mixture of 13 and 16 amp sockets, and stage-FOH Dante points are also build into existing furniture. All this adds up to a discreet but functional stage layout, and demonstrates the level of attention to detail undertaken by the Integrator AV Systems.

Bose Professional products were chosen for the complete audio system, which comprises of 12x Room-Match Utility RMU208's combined with 6x MB210 subwoofers, all driven by three PowerMatch 8500N amplifiers and controlled by a ESP-880 DSP processor. This loudspeaker line-up easily delivers the exceptional sound quality required for both the foreground and background applications. The audio system needed to be able to deliver the music quality required by bands and DJ's, but also work at lower SPL's for big match commentary and serves as an important part of the sports entertainment offering in Whelan's, where guests will not be disappointed when coming to watch the big games.

Displaying those all-important big matches are 16x TV's in a combination of 42" to 65". The variation of screen sizes add to the authentic Irish pub feel and character of the venue, but also translate into a great screen viewing angle from wherever you are in the venue.

For sports content Whelans Croydon has 3x SKY HD boxes, and a CYP MOD16 matrix controls which SKY box is routed to which TV via its HDBaseT over shielded Cat6a infrastructure. From one centralised bar position, staff are able to change both SKY box channel and SKY box to TV routing via a bar mounted tablet running the dedicated CYP web GUI. Also positioned here is the Bose CC-64 Global volume controller.

Whelan's Croydon has welcomed plenty of local and touring Irish bands such as Cronin, Bunoscionn, Rhythm & Sticks and the Bible Code Sundays who've all been impressed with the in-house sound. Mick Cronin commented "We had a great gig at Whelans Croydon, loved the venue! It was a real pleasure to play through their fantastic Bose system." Owner John Whelan says " I'm more than happy with the AV performance inside Whelan's Croydon, and with the guys at AV Systems. Delivering the best possible customer experience for live performances is non-negotiable for me, and this system delivers. It's easy for our staff to use and reliable for every event we host, we're also getting great feedback from the bands that are playing on it too."

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