

# A Connoisseur's delight

INSTALLATION – AN OUTLINE

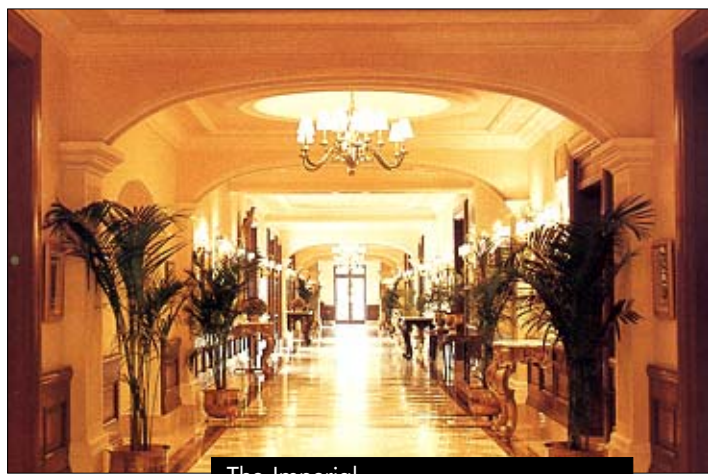
**B**ose and the Imperial have plenty in common between them. Both are known for their attention to detail and outstanding customer service. Counted among the 'Grand Hotels of the World' The Imperial's customers are accustomed to all-round outstanding quality. So it was inevitable that when embarking upon an extensive restoration of the almost 70-year-old hotel, The Imperial resolved that only Bose could furnish them with a consummate music system, delivering superlative sound.

The perfect hostess to masters of men, architects of nations, and legends of fine arts The Imperial, in the heart of New Delhi city, was among the four ancient 'Maiden of the East.' The architecture interweaves Victorian and old colonial styles with some light-hearted art deco – a reflection of its Indo-British heritage and also the potpourri of Indian culture. Unfurling the banner of revolt in its early years, The Imperial extended its hospitality to British aristocracy and Indian nobility with equal panache. Center-stage to the country's freedom struggle here Pandit Jawaharlal Nehru, free India's first Prime Minister, could confabulate with his men in absolute discretion, while the elite of western society waltzed the night away in the Royal Ballroom. Today many stately heads and heads of state continue to be its time-honored guests.

Imperial became the first hotel in India to set up Bose sound systems in all its public areas. Mr. Harvinder Singh Sekhon, Vice President and General Manager of The Imperial, recalls, "Our pursuit of the best is not limited to just fittings and trimmings it extended to the selection of a sound system that would deliver pure music." The decision came easily,; Mr. Sekhon recalls, "We had absolute confidence in Bose Corporation's technical know-how.

Wherever you go the pure strains of music from Bose sound systems enchant you. Whether it's the atrium, the lobby, the theme restaurants or unique bars, Bose sound is there." We are a totally Bose fitted hotel," Mr. Sekhon proclaims." There is no other sound system anywhere."

Personally supervising the restoration process of the 'grand old dame', Mr. Sekhon demanded total perfection. Furnishing and fittings fit for emperors and maharajahs, cutlery fashioned by gold and silver smiths,



The Imperial

the finest of crystals, silks and marbles, were painstakingly gathered from all corners of the world," "Everything here has been selected with a purpose, for a particular reason," is an oft-heard refrain. So it was with the Bose sound system; flawless sound with absolute ease of use while harmonizing beautifully with aesthetics of its environs.

Flanked by king palm trees and lazily beautiful landscaped gardens, The Imperial retains its soul while augmenting its facilities in tune with the new millennium. Understated elegance, the hallmark of vintage class, makes its presence felt from the foyer itself, evoking a feeling of grandeur, along with an Old World charm. Reinforcing the natural warmth of the staff, Bose FreeSpace™ Model 8 flush-mount speakers welcome guests with music, assuring superior sound quality and discreet design.

## ATRIUM

A 70-year-old foundation from an Italian palazzo creates a languorous mood in the four storey's high sunlit atrium, with plush cane sofas and silver tea service. The gentle tinkling of the water fuses with soft music from Bose FreeSpace™ Model 25 speakers, as guests savour dainty sandwiches and sip afternoon tea.

## BRASSERIE

Privy to history, remnants of the Raj days are seen in The Imperial Art Gallery, the 1911 Museum and the Brasserie. Priceless originals of the 17<sup>th</sup> and 18<sup>th</sup> centuries, like the 70-foot long mural by Mongin, grace the walls. As visitors linger here, Bose FreeSpace™ Model 32 speakers add to the ambience by filling the

rooms with background music.

#### PATIALA PEG

The cosy Patiala Peg bar is the right setting to delve into the antecedents of a 'peg' measure, under the listing gaze of a drunken clock. The pub commemorates an old tent-pegging encounter between the Viceroy's team and the Maharajah of Patiala's men, where the latter replaced their team's pegs with bigger ones to ensure a victory.

Stocked with fine wines and liquors, the pub also displays an old plaque listing the first bar licensee to be given in the United Kingdom. Less conspicuously, a Bose FreeSpace™ One system, with its four Virtually Invisible™ speakers, fills the room with music. The satellite speakers provide uniform coverage, while deep bass is produced by the Bose Acoustimass™ Bass Module placed discreetly out of sight.

#### SPICE ROUTE

One of the world's few restaurants to offer visitors an armchair travelogue, its architectural lay-out retraces the old trader's route and the passage of spices from India's Malabar Coast through Indonesia, Malaysia and Thailand. Richly textured and darkly mysterious as the Orient itself, Spice Route offers a glimpse of the Asian subcontinent, with carved wooden pillars, quaint windows and doorways, wall paintings gilded with gold and terracotta – all steeped in symbolism and folklore. Guests are transported on a culinary journey as well, with heady aromas from a varied palate, conjured up by chefs lured from the streets of Calcutta, Lucknow or perhaps Bangkok.

To create the ambience of a boat journey here, with the rhythmic beat of oars slicing the seas, Bose combined two business music systems, the FreeSpace™ One and FreeSpace™ 6 to achieve the required performance. The sound coverage is uniform throughout, with the tiny cube speakers invisible to the restaurant's patrons. Bose FreeSpace™ 6 speakers; elegantly mounted on the tiled roof, they are painted green to blend with the décor.

#### 1911

The unusual name of the grand old restaurant and bar shows how closely entwined are the histories of The Imperial and its home city. Mr. Sekhon believes, "If Delhi had not been crowned the seat of power, Imperial too would not have existed." It was in 1911 that New Delhi was conclusively declared India's capital and architects began planning a city for its rulers. The only

luxury hotel to be part of Delhi's master plan, The Imperial was designed by Bromfield, associate to Sir Edwin Lutyens.

1911 is the country's largest bar spilling into several areas with their own distinctive ambience. "Hardinge Room' and the 'Lutyens and Baker Room,' are private lounges, fit for soldiers weary from battle to unwind. Endlessly flow the stories of momentous happenings at the bar, most of them never to be chronicled. The walls are chock-a-block with British orders, medals and decorations, including the Victoria Cross – intermeshed with two sophisticated plane television sets.

Bose has integrated an ensemble of music system to meet the 1911's varied sound needs. One requirement was to reinforce the performance of the live band. A Bose Panaray™ sound system has been intalled to provide exceptional voice and music reproduction. It combines Bose 502A and Bose 502B speakers to guarantee smooth response and even sound coverage throughout. Bose FreeSpace™ Model 32 speakers fill intervening areas in the sitting rooms with sound.

#### PATIO

The 60-feet high verandah opens out onto the patio, overlooking a tranquil green lawn. Time slips by unhurried and the world stands still, as guests unwind under a starry sky. An array of cuisine for the discerning world traveler has been culled from the kitchens of Tibet, Morocco, France and the Mediterranean. Inside a Bose FreeSpace™ One system plays exquisite background music. While the sleek speakers complement the decor, the larger bass modules are placed unobtrusively in the corners. Outside, exposed to the elements, Bose 302A speakers let the music extend outdoors.

Looking ahead to extending music to more areas, Mr. Sekhon is lavish with his compliments about Bose.

“ Besides excellence they offer a complete solution-their solutions are not limited to purchase, but also include no-questions-asked after sales service. This is because the company itself is retailing its products and not operating through vendors. This offers a great measure of confidence to the clients. ”

Mr. Sekhon

Bose provided The Imperial with a total and multi-dimensional sound solution, without compromising the essential splendor of the place. Quality Bose sound is now an integral part of the comfort, class and luxury found throughout The Imperial.



Bose Corporation India Private Limited

4<sup>th</sup> Floor, Shriram Bhartiya Kala Kendra, 1, Copernicus Marg, New Delhi 110 001  
Phone: 011-23073825/ 26/ 27 /29 e-mail: prosales@boseindia.com