



ORCHARD CENTRAL

Company: Powersoft

Location: Orchard, Singapore

The latest addition to the line-up of shopping malls, located along the stretch of Orchard Road is Orchard Central (OC); a development built by Far East Organization. The company's mission is 'to be the developer of choice', and with Orchard Central as an example of its work, it offers a clear message that a new era of shopping mall has been born. With the integration of so much more other than just shopping outlets, it's fair to say Far East is well on its way to that making that mission reality.

SGD9.8 million has been spent on art and architecture at OC, and the two have been integrated together so it becomes seamless. The Singaporean Government welcomes projects that integrate art, adding culture into society. An eye catching piece of art is the façade which wraps around one exterior corner of the building, creating light and moving graphics and a three dimensional vision.

Discovery Walk was also developed in line with the Singaporean Government, creating a street environment means visitors discover the shops, going in and out of them, rather than them all being right there in front of you under one roof, like it is in many of the American malls. Discovery Walk is also home to a live performance space.

A roof garden inhabits the top two floors at OC and is home to a number of food and beverage outlets. Up on the rooftop, visitors also have the opportunity to see

Orchard Road from a different perspective Orchard Road from the sky, and the canapé of the district.

The seventh floor interior is made up of recycled pieces of a Singaporean Navy ship, which was all sourced from a scrap yard by interior designers Super Potato. The mall has character and texture, and all the different designs make it very interesting for the shopper, creating new rules and new experiences.

This mall is not just for shopping it's a hub of entertainment, with other features including the tallest indoor vertical climbing wall in the world, Lush radio station, a computerised golf course, and dance studios.

The shopping centre sound system has been divided into seven zones, each with its own distinct genre of music to identify it. Far East wanted to create something different from other malls, so these different zones mean you can enter, explore and discover instead of just a shopping experience. Bruce J.R. Ngam, Senior Manager - Retail Business Group for Far East Organization, a key player in the development of OC said: "By each different zone being assigned its own genre of music, we hope that the music and interior design will work together to define and establish the space, that was always our intention, design is not just about look it's about sound too, so it's a total experience."

Local company Proaktiv Systems Pte Ltd were chosen to install the sound system, and with input and guidance on both sides the decision was made to opt for a speaker system by McCauley, which would be powered by Powersoft amplification, and supported and controlled via a Symetrix DSP network. Bruce continued: "In a typical mall, there will usually be some background music but I expect you hardly notice it and just get on with your shopping. Here at Orchard Central we have used music as an element to define."

Proaktiv's Technical Manager Jimmy Yap explained: "The whole point was to make the speakers invisible, apart from the outdoor areas where we've installed really big visible speakers, as those are actually suppose to be exposed. As the shoppers come and go the get to experience the loudness, and then in the mall area the sound is less intrusive."

At each of the three entrances, audio clusters have been installed outside, which are made up of McCauley ID2.208-96 full range speakers with ID2.112-SB subwoofers and ID4.212-64 2-way speakers with ID4.215-SB subwoofers. The clusters are there to make a statement and make OC stand from its competitors, this audio system ensures that your experience of OC stays with you at all times. In addition to the visible clusters, Proaktiv installed some more discreet speakers in the form of McCauley ID1.208-ML mi-low speakers and AC75 passive loudspeakers, which are recessed into the ceiling of the walkways, which connect the entrances. Jimmy said: "We chose McCauley because they were slim, long and fitted in with the aesthetics, the sound quality to good, and the sonic quality is excellent." Inside the mall, even more McCauley speakers, including McCauley ID2.208-64's have been concealed into the pocket atriums, RAMP - the kids zone, The Med - a subterranean level, Discovery Walk, to name just a few. And these have been installed on the premise of, "three dimensions, first is the tenants, second is the architecture and third is the sound and light," said Bruce, in comparison to most malls, which generally just use two dimensions.

A total of 25 Powersoft LQ2804 class D, 4-channel power amplifiers have been installed, backed up by a further two Powersoft LD3004's, a LD1404, and completing the line up is a D2002 2-channel light-weight digital power audio amplifier. www.powersoft.it



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