

CASE STUDY



SOUND WITH SOUL

# El Ceramista



# The place where every detail counts

El Ceramista restaurant, on the Villarreal C.F. soccer stadium, is presented as a meeting point for sport and culinary fans.

Fernando Roig, the majority shareholder of the Pamesa business group (pertaining to the ceramic sector) and Villarreal CF, decided to undertake a visionary project.

The businessman chose the club's soccer stadium to start a restaurant that would become the new meeting point for the fans - an innovative, welcoming and sophisticated place. The facility would also serve as a showroom for the ceramics of the group, of which Fernando Roig is par, standing out for a latent balance between

design and gastronomy. Miguel Martí, a renowned Spanish chef with a consolidated career, would be in charge of creating a cuisine to match the place.

The project was presented with remarkable complexity and wonder in a place as foreign to sophistication and haute cuisine as a soccer field. All the details had to line up perfectly to live up to high expectations. Consequently, in order to achieve an ideal atmosphere in every major event that would take place in this venue, it was essential to install a high-quality professional sound system.





The Quantum series systems were the protagonists in this installation, along with some models from the Arco, Artec, WR and Ceiling Series.

The challenge was to combine exceptional sound quality with thoughtful design, and for that, the Quantum Series, available in all RAL colors, was the ideal choice. These highly intelligible and configurable response installation systems suit spaces with complex acoustic conditions and immersive experiences. With a horizontal dispersion of 120° and a vertical dispersion of up to 90°, these systems can create an exceptional sound environment in any corner of the restaurant.

The selected models of the Arco series were also available in white, giving the installation a similarly refined appearance, as well as doing justice to the sound quality. The ARCO-4-TW incorporates a 4" woofer with a weather resistant polypropylene cone and a 19mm neodymium tweeter, which delivers sparkling highs. It includes an overload safety circuit that protects the loudspeakers, 4 M6 rigging points and fixing

points for the safety cable.

The great-looking selected models of the Artec series, made of high-quality birch plywood, together with systems from the WR series are used for sound reinforcement guaranteeing

the best sound throughout the restaurant. To complete the installation, systems from the Ceiling Series were fitted on the ceiling, blending seamlessly with the space.



The good results are undeniable. Improving sound quality and power, as well as offering uniform coverage in the premises, DAS Audio systems have managed to deliver an ideal environment to host all kinds of events. In addition, the thoughtful system design guarantees customer satisfaction thanks to the excellent performance that the installation delivers. The following statements leave no room for doubt:

“We have achieved high-quality acoustics in a very complex space, considering the previous soundproofing that had to be done plus the room large dimensions. Immersive sound lets us combine different environments in different zones of the restaurant, offering high-quality and exclusivity to our clients, taking into account their needs at all times. For example, it is possible to have music in the gastro area, a company presentation in a meeting room, and a sports broadcast in the restaurant area, all simultaneously.”

The versatility of DAS Audio systems as well as our experience makes each new challenge of the brand an undeniable success.



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[www.dasaudio.com](http://www.dasaudio.com)



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