

CASE STUDY

# MAD, Madrid Artes Digitales



SOUND WITH SOUL



# Unique DAS Audio Sound immersive experience at MAD, Madrid

MAD, Madrid Artes Digitales, presents its first large format immersive production based on the work of Gustav KLIMT. The companies responsible for this unique production are Layers of Reality, SOM Produce and Stardust.

MAD has transformed the emblematic Nave 16 of Matadero Madrid into a leading European center for the creation of immersive experiences. A revolutionary center for digital culture creation that invites you to experience art, history and culture in a unique way.





Ditec Comunicaciones has carried out the engineering and installation project of this audiovisual solution, as it did previously at the ES-PAI IDEAL in Barcelona with a similar project. This interesting cultural initiative takes the visitor through exhibition spaces, augmented and virtual reality applications and interactive tools, culminating in a fully immersive 360° room.

The visual experience has a central role in this exhibition, but to achieve a complete immersive experience, electroacoustic reinforcement was also crucial. Ditec opted for DAS Audio sound systems, in particular the Artec500 and Vantec series.




[Click here to discover the systems used:](#)

**ARTEC 510**

**VANTEC 118A**

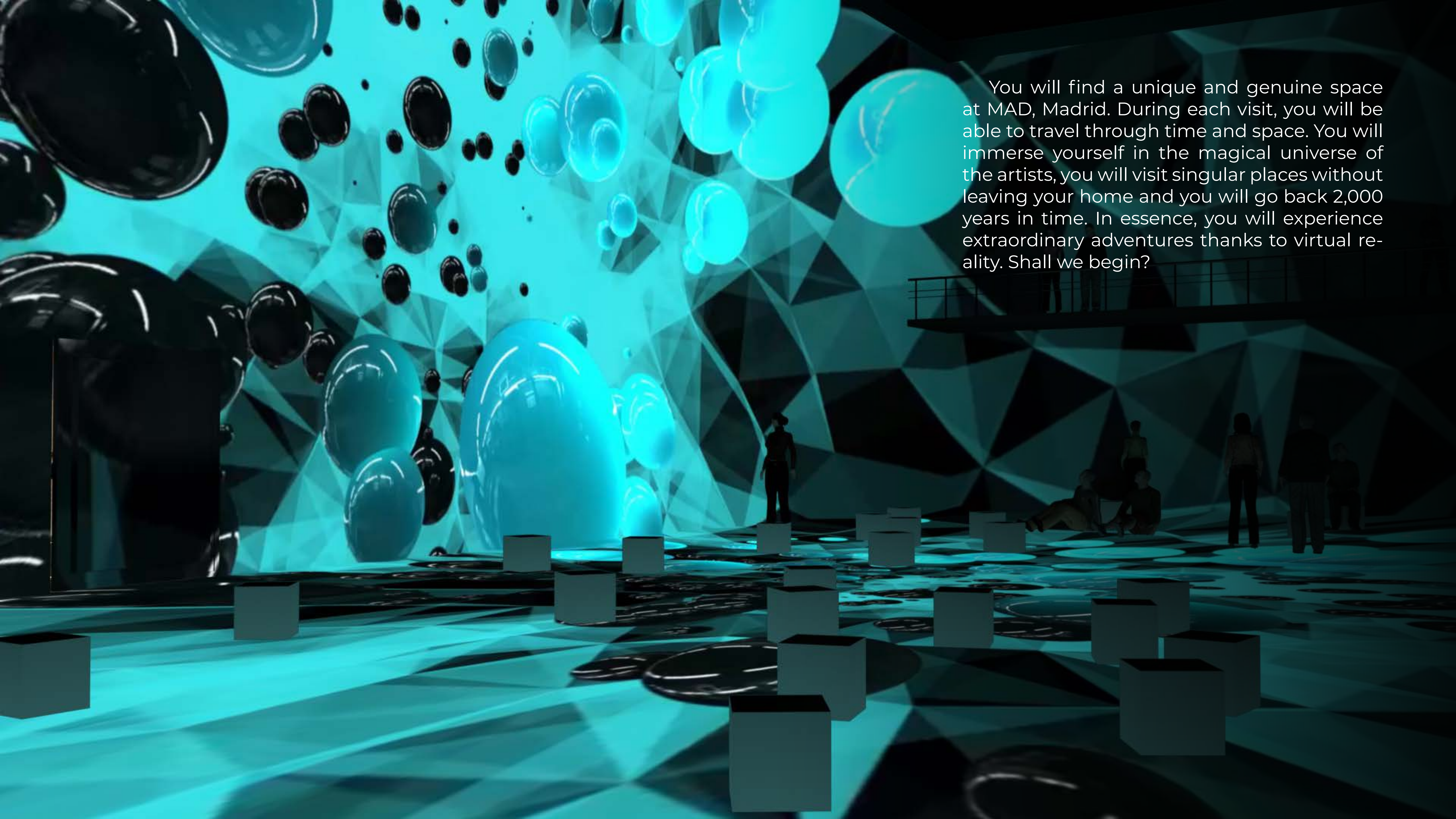






Álvaro Plumed, application engineer at DAS Audio, highlighted that “the sound systems have been strategically deployed to optimally cover the entire audience area, ensuring dynamic for the application and keeping pressure uniformity and tonality throughout the venue. The configuration and number of speakers is well integrated with the projection design, associating independent channels for each projected area and delivering the desired immersive audio”.





You will find a unique and genuine space at MAD, Madrid. During each visit, you will be able to travel through time and space. You will immerse yourself in the magical universe of the artists, you will visit singular places without leaving your home and you will go back 2,000 years in time. In essence, you will experience extraordinary adventures thanks to virtual reality. Shall we begin?



More information at  
[www.dasaudio.com](http://www.dasaudio.com)



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