

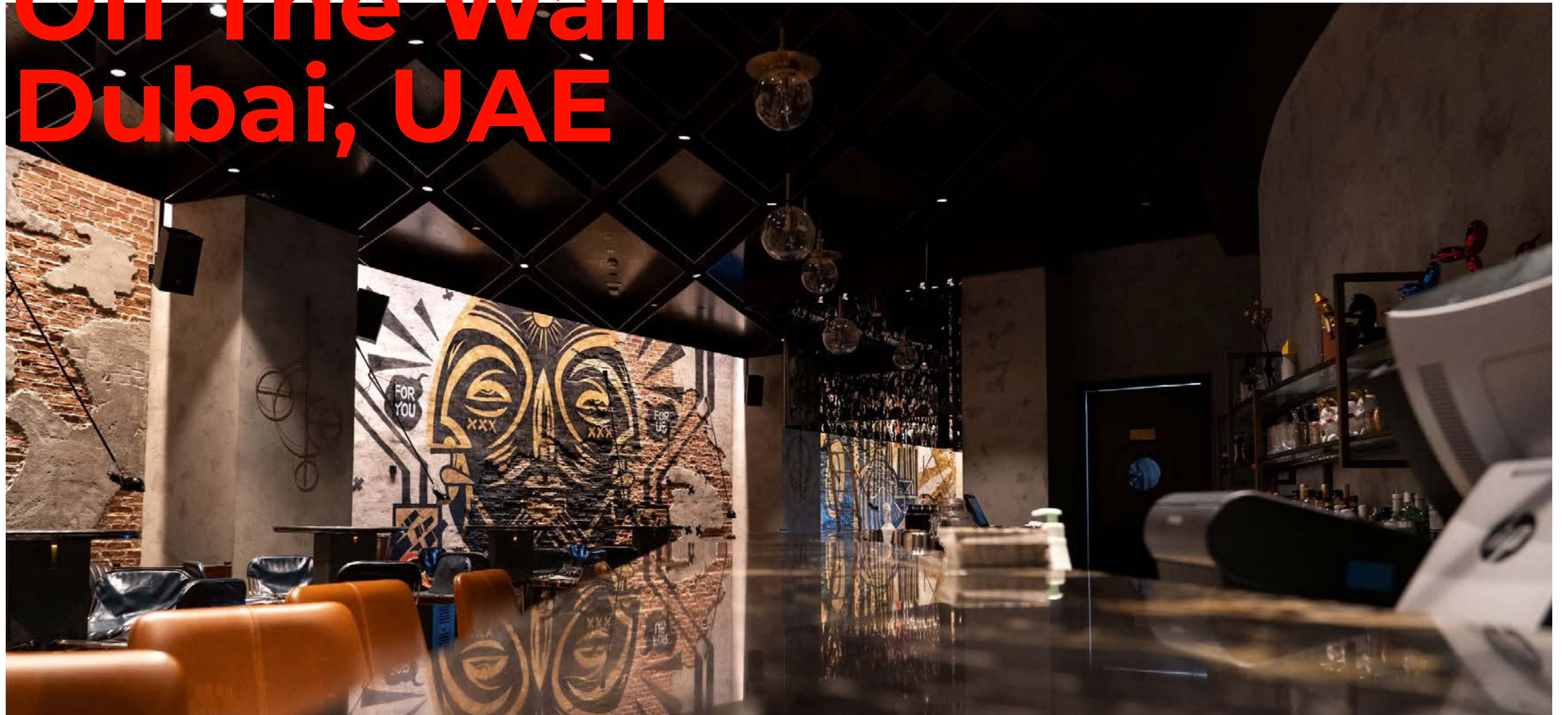
CASE STUDY

PROCOM
middle east



SOUND WITH SOUL

Off The Wall Dubai, UAE



Das Audio, in downtown Dubai

Off the wall, an exclusive urban bar offering a unique cultural experience, is part of the recently inaugurated Hotel Indigo Dubai Downtown.

Creativity has been taken to another level to create and design this exceptional bar. Off the Wall is a place dedicated to art, culture and unforgettable experiences. Inspired by the streets of Sawta, in Dubai's old town, this venue succeeds in capturing the feeling of wandering the streets of this traditional place. From the dark hallway at the entrance of the bar, illuminated by colorful visuals depicting cultural images, to the cocktails, with unconventional shapes and designs, Off the Wall has been conceived to offer a unique experience for all the senses, focusing on the sonic experience.

For this reason, Procom Middle East was commissioned to provide a sound system solution to upgrade the existing system.

The Off the Wall sound system upgrade had to match the brand identity perfectly. Consequently, all audio products were carefully selected and nothing was left to chance: Performance, durability and reliability are the key features offered by all DAS Audio systems.

In addition, the wide range of sound systems was a determining factor for Procom Middle East to opt for DAS Audio in this installation, as it has been the case in other venues with different styles and needs.

[Click here to learn more about the systems used:](#)

[Artec-508A](#)

[Artec-508](#)

[Artec-S15](#)

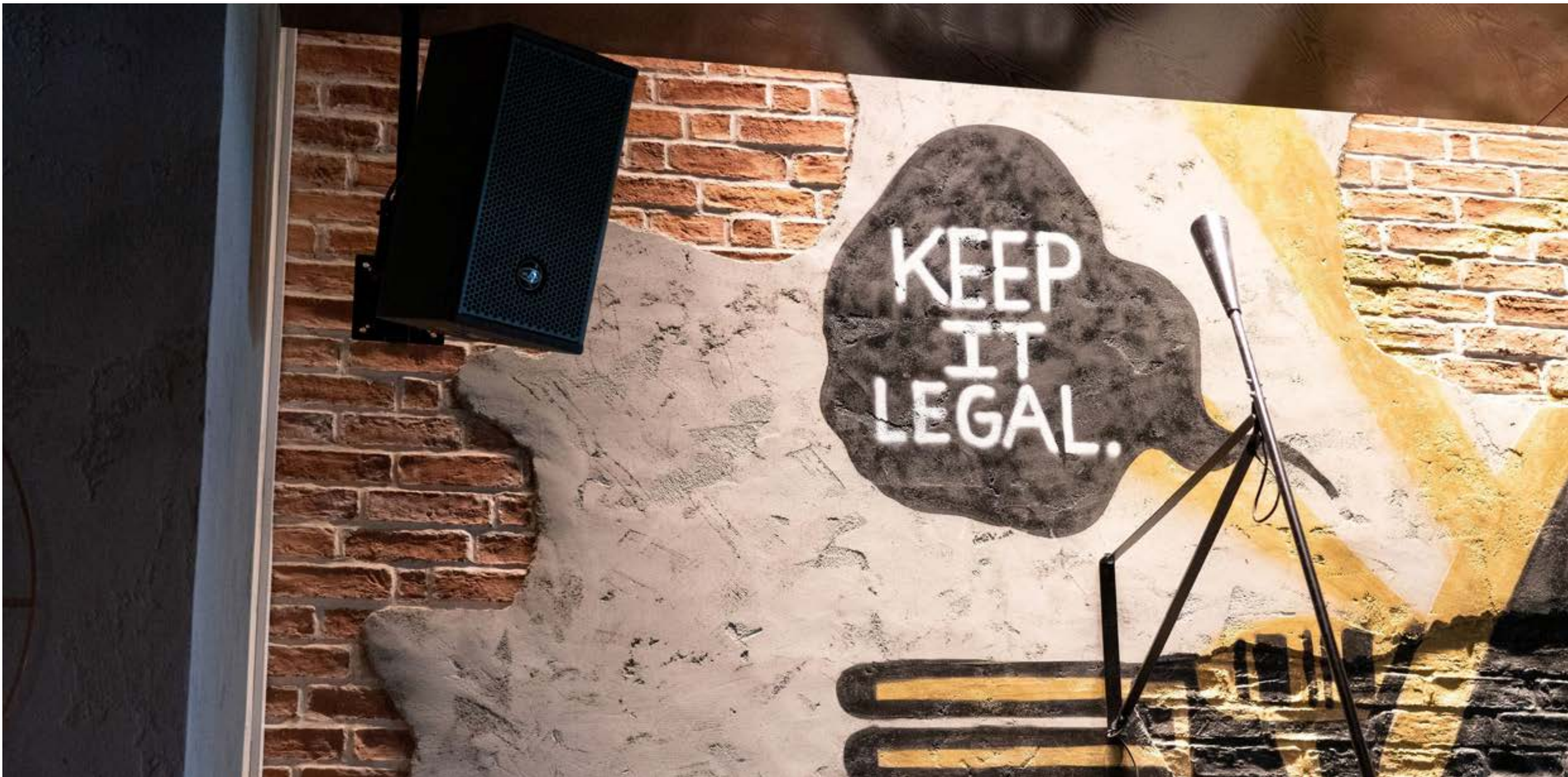
[Subwoofer Q-10](#)



The installation in this arty and unconventional bar in Dubai was far from easy. All the walls are painted by artists with stunning artistic designs. The complexity of the decor and the urban ambience of Off the Wall posed a real challenge when it came to selecting the sound systems. The walls and ceilings required models that offered the best sound quality while being sufficiently discreet to blend in with the graffiti and decorative art. For this reason, Procom Middle East selected the Artec-500 and the Quantum series.



Featuring discreet size and design as well as the best sound quality, the Artec-508A was the perfect choice as the main system for the venue. Equally important was to install a low-frequency reinforcement system with a low-profile design that would not interfere with the aesthetics of the space. As a result, the acoustic configuration included a combination of Artec-S15, as main subwoofer, and Q10 systems from the Quantum Series, which feature an ultra-compact design and are designed to reach the most difficult areas. To complete the installation, the Artec-508 passive systems were used as DJ monitors.



Such a place called for an equally remarkable sound installation. The importance of the design and aesthetics in Off the Wall not only required systems with top-quality finishes, but also first-class audio quality reproduction. It was clear to Procom Middle East that DAS Audio systems would be the best choice for the venue and would make this trendy bar a hotspot for anyone looking for a unique experience in Dubai.



More information at
www.dasaudio.com



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