

SoundTube Case Study

www.soundtube.com

Project: AIA Center for Architecture, Portland OR
Venue type: Office/gallery/meeting space
SoundTube Product: RS800i-WH



SoundTube speakers bring nuances of speech and music to new facility.

The American Institute for Architects, founded over 150 years ago, represents the professional interests of America's architects. Members are committed to excellence in design and livability in the nation's buildings and communities. The Portland, Oregon chapter of the AIA, founded in 1911, currently serves over 1000 members in Portland and surrounding areas. "Our chapter has grown tremendously and is now the 16th largest chapter in the USA," says Sandra Stevens, Executive Director for AIA in Portland. "Our

growth made it necessary to create a space where we could bring people together for exhibitions, continuing education, and other functions. We had been doing these functions all along but were having to rent space and were losing our identity a bit as a result."

The AIA's search for a new location led them to a building in the Pearl district of Portland, very close to the city's downtown core. The Pearl district was an industrial area at one point but is now known for its art galleries, upscale businesses and residences. "The building we selected may be the oldest building in the district," says Stevens. "It was built in 1888 and was originally a horse stable. In later years it was a photographic gallery. That's when we learned of it. The person who owned the building kept it as close as possible to the original construction with the beams, ceiling etc." The chapter set to work designing a space that would be ideal for meetings, education and public gatherings. The main floor of the building, covering approximately 5,000 square feet, was divided into two sections. Half is devoted to a staff area and board meeting space; the other half is set up as an open room that can be used as a gathering place for meeting, educational events, and gallery exhibitions.

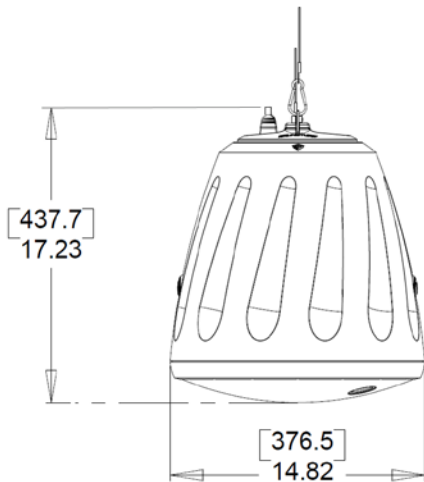
As a nonprofit organization, the AIA chapter asked for corporate help wherever possible to keep costs to a minimum. SoundTube Entertainment and Spectrum Systems Design were two of the companies that stepped up to the request. SoundTube donated loudspeakers for the "gallery" area and Spectrum Systems Design provided the overall AV system design and integration at no charge to the AIA.

"The gallery space has a pitched roof, with beams going across," says Lindsey McGill, President of Spectrum Systems Design. "The AIA wanted to maintain the original look of the building as much as possible. We have used SoundTube loudspeakers for years so we knew the perfect solution was the RSi series." RSi loudspeakers are designed for open-ceiling environments, with an attractive teardrop shape, and incorporate SoundTube's patented Broadbeam® full-frequency dispersion technology for optimal sound quality. Nine RS800i-WH loudspeakers were installed in the gallery area. "We used the white version to match the hanging light fixtures. There may be more speakers in the space than we needed but symmetry was an important factor and we wanted to achieve good sound distribution at a low to medium volume," McGill says.



ENTERTAINMENT
SOUNDTUBE[®]

Stevens loves the quality of the SoundTube loudspeakers and says the high quality was clearly demonstrated during a lecture symposium held in the gallery. "A man representing the San Francisco Tape Music Center, a nonprofit organization instrumental in starting the experimental music movement, gave a lecture in the gallery. The group had experimented with everything from a washing machine with rocks in it to making different noises with tape and so on. During the lecture, he said 'I want to play you a piece from 1962.' He put it on and the sound was just unbelievable. This man is a professor who uses sound systems on a regular basis, and he said to me 'I have never heard on a sound system like this what I was playing for my students and teachers until this lecture. You could really hear it – the quality was amazing.'"



The SoundTube speakers are in constant use at the Center for Architecture. When the speakers are not playing ambient music, they are used for movies, lectures, and audio conferencing. "The distant participants in a conference call sound like they are right in the room and not just coming through a speaker box," says Stevens. "We are delighted with the quality."

SoundTube Entertainment is consistently developing new technologies that enhance audio product performance. For more information, contact SoundTube at:

SoundTube Entertainment
6430 Business Park Loop
Park City, Utah 84098 USA
tel +1 435.647.9555
fax +1 435.647.9666
toll free (North America) 800.647.TUBE
www.soundtube.com

