

Dubai's latest nightclub, the Chameleon Club, is a celebration of light and sound. Integrator Procom sets the record straight on previous reports on the venue and gives *S&S* the grand tour...

**L**ocated in the Byblos Hotel in the fast-growing TECOM district, the Chameleon Club is a celebration of light and colour and is dominated by – as the name suggests – a huge Chameleon, that is suspended from the ceiling above the main bar and who's illuminated tongue extends out across the dance floor.

And the wow-factor, achieved thanks to rumoured multi-million dollar budget, doesn't stop there - 60,000 LED lights adorn the different sectors of the club, which along with the Meyer Sound audio system, were supplied and installed by Procom Middle East.

"I've known the client, Byblos Hospitality, for many years and they contacted us almost 16 months ago and since then we have overseen the design of all technical elements of the club – from lighting to audio and video – as well as the execution," explains Procom managing director Charbel Zoghbi, who says contrary to previous reports, the company was the main integrator on the project and sub-contracted other local contractors to come in and oversee the installation stage.

Zoghbi is proud of Procom's achievement in working with Italian architectural firm Italo Rota, best known for its work on the Cavalli Club, Dubai, to come up with technical elements that complemented, and highlighted, the venue's aesthetic, but he admits to some challenges along the way.

"The installation took about nine months – there were quite a few delays that were out of our control but we got there in the end and are really happy with the end result. The VIP area was one of the biggest challenges – just because of the sheer number of LEDs involved, which is 8,000," he says, adding that the final solution is one he is very confident with. "The Cyclops-branded LEDs have proven to be very reliable.

They are obviously designed to not to emit high-temperatures and to have long-life spans, and to make the client even more comfortable, we've made sure the drivers for all the LEDs are positioned for easy access in case of any maintenance. We offer a one year warranty on all our products and should any LEDs need to be replaced, they can be without disturbing any of the club infrastructure."

And because the LEDs are operated at three- to four-per cent capacity, their lifespan will likely extend far beyond the five years indicated by the manufacturer.

"The lighting including all LEDs and the Cyclops 700 spot on stage and gogo dancer areas are all controlled by an Avolites Tiger, which contains a lot of pre programmed lighting looks. It's a great console and it's all you need for a space like this really, there is no need to go overboard with something overly-complicated," adds Joe Chidiac, who was sub contracted by Procom to do the integration at the club and who had the arduous task of connecting all of the LEDs.

"Each LED light has four cables and each group of 150 lights comes into a group, so you have to connect each set of four to another group of four and to another and so on, to make up 150. In the ceiling space of the VIP area alone there are around 30,000 connections!" he says.

The imposing chameleon, which was built by Red Hot and transported to the venue in parts and then assembled on site, is adorned with 7,600 Cyclops LED lights, and includes a long tongue that extends over the dance floor and is illuminated with a colour chasing effect.



**11 SOMA 12/AR111 CYCLOPS DIFFUSER LED RGB LIGHTS ARE PIXEL MAPPED TO CREATE A 'CHASING' EFFECT DOWN THE CHAMELEON'S TONGUE.**

The huge structure is so big, in fact, that the custom Meyer sound system had to be configured to offset its size.

"The Chameleon itself impacts the sound in that area, so in that section of the venue, we've included speakers at a lower level than the others. Each zone in the venue has been treated separately, audio-wise, and each zone has its own graphic EQ, different set-ups and even different levels. The VIP room is a little bit lower than the main area, for example," Chidiac explains.

Adds Zoghbi: "Sound-wise, the Meyer system truly sounds amazing. The system was configured by Meyer using the "MAPP Online Pro acoustical prediction program" from Meyer Sound, which is a powerful, cross-platform, Java-based application for accurately predicting the coverage pattern, frequency response, impulse response, and maximum SPL out-



**KITLIST**  
**AUDIO (MEYER SOUND)**

**Stage and DJ**  
8 x UPJ-1P  
2 x 700-HP  
8 x MAA-UPJ

**Gate**  
4 x UPA-1P  
4 x M1D Sub  
2 x MYA-UPA

**Chameleon section**  
4 x UPA-1P  
2 x 500-HP  
4 x MYA-UPA

**VIP**  
4 x UPJ-1P  
2 x MM-10  
4 x MUB-UPJ  
2 x MUB-MM10U

**Speaker DSP**  
1 x GALILEO 616

\*Additional audio was supplied in the lift and restaurant areas.


put of Meyer Sound loudspeakers. Also, the Galileo processor from Meyer really helps to do fine-tuning to make sure the system sounds as good as it possibly can."

The sleek, polished aesthetic of the venue looks great, but not surprisingly, throws up challenges audio-wise. "We were conscious of the absorption – or lack of absorption at the venue. There are a lot of laminated boxes that feature on the walls of part of the venue, which look great but are not ideal for sound as there is no padding or anything. Also, there are not many upholstered surfaces to absorb sound either. And this is where the Meyer system really works at its best to be honest – because you can alter the coverage, change how wide the beam is, and even, when the place is empty, turn the system right up to 120dB and there is not a single delay or distortion," says Chidiac.

But as all integrators will attest, a great-sound in a nightclub is one thing, but in the Middle East, where they are almost always located within a hotel,

guest-comfort of the upmost importance to the end client.

"It was very important to ensure sound did not carry to the other floors of the hotel and disturb other guests, so they used sound proofing material everywhere – from the floors, the walls and even in the speaker hanging points," explains Zoghbi. "So the entire club was treated by a sound-proofing company we recommended to Byblos Hospitality called Acoustic Logic."

The result – guests are left undisturbed but inside, punters can enjoy sound-quality that according to Zoghbi is some of the best around. "We are really happy with the finished product, especially the audio. Meyer sound is not one of the best but THE best when it comes to sound quality and sound management," he says. 

**60,000**  
**LED LIGHTS ADORN THE CLUB**