



HABITECH PRO
CASE STUDY

MICKEYS BEACH BAR & RESTAURANT, EXMOUTH, DEVON

Sonance Pro Series speakers and great design ensure that the audio experience complements the quality of the cuisine at this new beachside restaurant and bar.



A central part of Exmouth's exciting 'Sideshore' seafront re-development, 'Mickey's Beach Bar & Restaurant' is a new gastronomic adventure by twice Michelin starred chef patron Michael Caines MBE. Overlooking Lyme Bay on the beautiful South Devon coast, Mickey's has been curated from the ground up to deliver a beguiling blend of informal beach-bar atmospherics and culinary excellence.

Mixing pastel blues and burnt oranges with an abundance of sea-bleached wood and nautical flotsam, the award-winning interior design by Design Command forms the perfect backdrop for a menu featuring the best local food and drink, including seafood, fish, and meats, and 'the best pizzas in the south west', matched with regional beers and ciders, wines and local gins. Even the coffee comes from a small independent roaster in Cornwall.

Whether it's all-day coffee, drinks and cocktails, take-out meals, or après beach dining, says the website, "everything that Michael puts his



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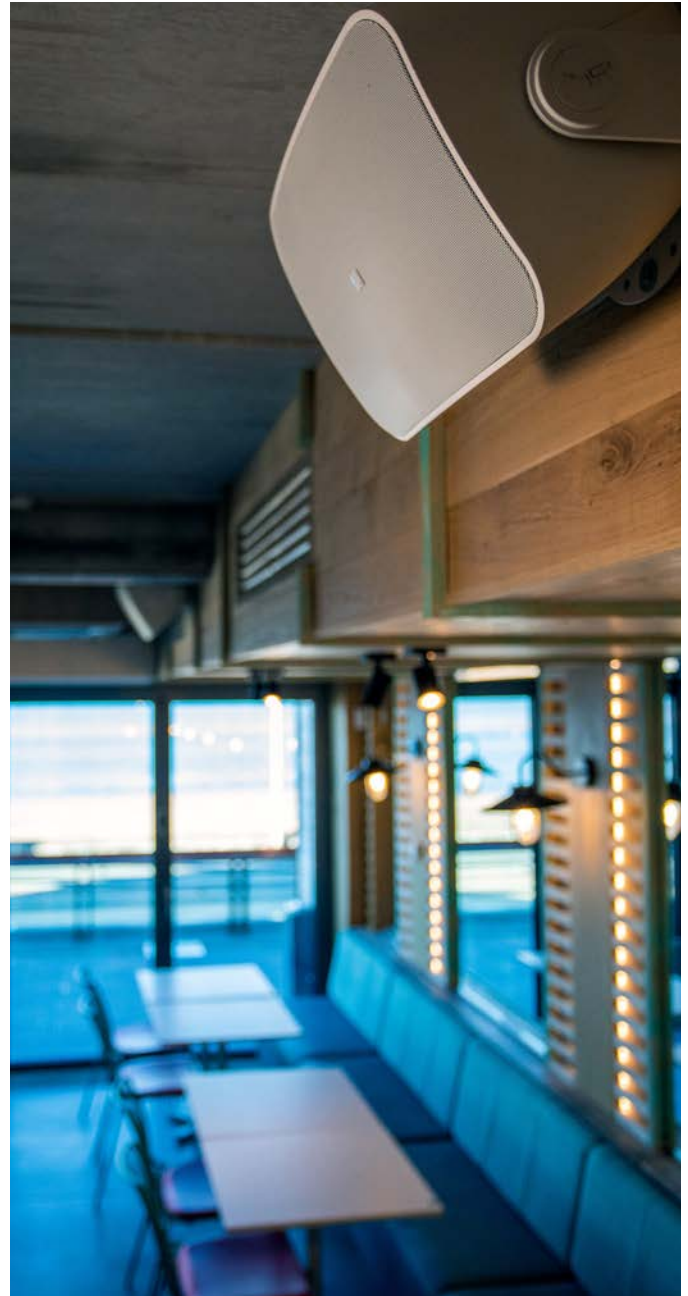
name to is quality". Obviously, the quality of the food is paramount, but it's also the surrounding atmosphere that, for Michael Caines, completes the perfect dining experience. For this signature ingredient to work its magic, Michael turned to Tim and Karen Chugg, local integrators and designers at 'Intelligent Abodes', and the Sonance Pro range of speakers.

Tim Chugg takes up the story: “having worked on the lighting design at his nearby Lympstone Manor hotel/restaurant, I’ve become very familiar with Michael’s interest in light and sound. “He takes AV very seriously, insisting that his dining environments set the right mood with the perfect mix of decor, light and audio. “With the first two already planned for Mickeys, the final creative variable was the audio. “I’ve installed audio within many resi environments but the demands on a commercial system are different. “For a start, a consistently high sound quality across larger commercial spaces is key. “The sound system needs to be versatile enough to convey detail and bandwidth especially at low levels - so that it’s discernible but not intrusive - and absolute reliability is a must. “Because commercial is a different ballgame from resi, my very next call was to Habitech. “The team has supplied and supported my design work for over fifteen years, always with great results, but this was my first commercial audio project using Sonance and Yamaha, so I needed special input.

“Their Pro Division’s John Perry got in touch, and we met at the newly constructed venue just before lockdown. “From this info and the building drawings, John supplied a full audio spec for each space, detailing the speaker types and positions as well as amplification, backed up by Ease Evac acoustic simulations. “This was all I needed to get Michael’s sign-off. “Obviously aesthetic considerations were also a high priority, but the beauty of Sonance Pro Series resides in voicing of a consistent quality from elegant pendants, discreet on-walls and flush in-wall/ceiling models, so we were able to show Michael just how space-sensitive the audio design could be, and how the different spaces could work together sound wise.”

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Working with discreet Sonance PS-S210SUBT subs at the downstairs Mickeys Beach Bar, PS-S83T satellites provide rhythmically detailed daytime background music, but also work cleanly at high volumes on club nights



The six Sonance PS-P63T pendant speakers installed at Mickeys Beach restaurant ensure that 'music floats above' diners for the perfect blend of sound and space

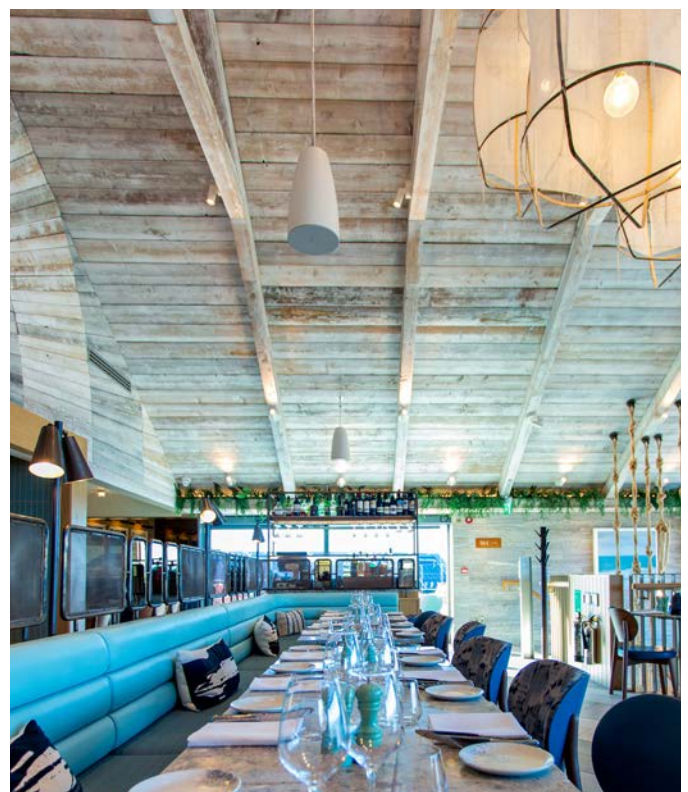
The Installation

Mickeys Beach Bar/restaurant comprises five distinct catering spaces: the signature 'Mickeys Beach' restaurant (approx. 13m x 8m) upstairs, flanked by a Terrace glasshouse restaurant (approx. 12m x 6m) on one side and a polygonal outdoor balcony on the other. Downstairs, with beach-side access, there's the L-shaped 'Mickeys Beach Bar' restaurant/bar (approx. 12m x 8m max) serving unusually fine bar meals and hosting 'Mickeys Beats' club nights, adjacent to a large (6m x 8m) walk-in café/pâtisserie.

Sensitive to space size and use, the audio design at Mickeys comprises six Sonance PS-P63T 6.5" pendant speakers within the Mickeys Beach restaurant; five Sonance PS-S63T 6.5" surface mount speakers in the Terrace glasshouse and balcony; five PS-S83T 8" surface mount speakers and twin PS-S210SUBT 10" bandpass subs in the multi-use 'Mickeys Beach Bar', and twin PS-S43T 4" surface mount speakers in the café/pâtisserie. The systems are driven by Yamaha Commercial XMV4140 and XMV4280 4-channel and PA2030 2-channel amplifiers.

To achieve the mood-matching design required by the client, the more intimate Mickeys Beach restaurant needed refined but unobtrusive audio as a relaxing backdrop to private conversations whereas the more energetic Mickeys Beach Bar system is designed to reproduce full bandwidth at high volumes - on club nights for instance. On these occasions the extremely slender and discreet 10" bandpass subs come into their own.

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Sonance PS-S63T satellites provide a versatile balance of level and detail for indoor/outdoor conditions at the Terrace space, complete with sliding roof

The challenges?

"The Sonance Pro Series is purpose-built for commercial applications such as Mickeys, says Tim Chugg, "the only problem was tracking the moving target of an evolving commercial project - especially during lockdown. "I worked with John at Habitech on four revisions before we all settled on a final plan, but this is not untypical of a creative process. "Most importantly Michael is happy with the outcome."

The results

"I think music is integral to the whole experience, says Mickeys' chef patron Michael Caines. "Choosing the right music is key, but the system it plays through is just as important. "You need to create the right atmosphere within the space with the right quality and level evenly distributed everywhere. "If you place speakers at one end of the room, they're too loud for the people sitting near them, and not loud enough for people at the other end: this is not conducive to a great experience. "What's more, the experience in the bar is different to the one we wanted to create in the restaurant. "Music floats above you in the restaurant whereas in the bar there's a clubbier vibe without it getting to the point where you can't have a conversation. "That's really important: getting the right balance is where the design comes in. "People relax when the music, as well as how it's reproduced and distributed, is right."

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"We're very much in Tim's hands but we would definitely use Sonance again. "The systems are so well integrated and controlled that they're not competing when the doors are open between the spaces: you get music only where you want it, and the quality of the speaker makes a huge difference because even at low level, you can still hear the quality and that adds to the all the experiences at Mickeys."

With a perfectly curated mix of great cuisine, interior design and sound in five highly individual spaces, 'Mickeys Beach Bar & Restaurant' has something for every visitor. "If life is truly a beach, says the website, "then Mickeys is the place to come."



Equipment

Mickeys Beach restaurant:

Sonance PS-P63T x 6

Mickeys Beach Bar:

Sonance Pro Series PS-S83T x 5

Sonance Pro Series PS-S43T x 1

Sonance Pro Series PS-S210SUBT x 2

Terrace glasshouse and balcony:

Sonance Pro Series PS-S63T x 5

Café/patisserie: Sonance PS-S43T x 2

Washrooms: Sonance PS-C43RT x 2

Amplification:

Yamaha XMV4280 power amplifier x 2

Yamaha XMV4140 power amplifier

Yamaha PA2030 power amplifier x 2

