

# Beat Hotel

Designed and Installed by Rob Pemberton of Parsons Audio



Located in the heart of historic Harvard Square, Beat Hotel is not a hotel at all, but a restaurant, bar and live music venue. The Cambridge hotspot revels in being a little different and draws a crowd with its live jazz and world music and ever-changing menu.

## Challenges

The basement-level, rectangular room's 100 foot length, nine foot ceilings and hard reflective surfaces presented some unique acoustical challenges.

## Solution

A distributed system centered around Fulcrum Acoustic's club-ready Prophile Series loudspeakers was designed to deliver exceptional audio with accuracy and control, while still allowing conversations to happen throughout the venue. The primary PA consists of a pair of Prophile M speakers, a 12 inch, 3-way coaxial speaker, chosen for their tight pattern control which focuses the sound without creating a lot of reflections. The main PA is augmented by a series of delay zones further into the room, with all loudspeakers ceiling mounted. Two Fulcrum US212 subwoofers were flown alongside the main PA, positioned in cardioid pattern to control low frequencies on stage while radiating freely into the room. For the musicians, the stage features Fulcrum FX Series compact coaxial vocal monitors.

Ten Fulcrum Prophile S speakers, with a 3-way, dual 8 inch design and extra-wide 100° x 100° dispersion, cover the three main seating zones which include the restaurant and bar areas. The Prophile S speakers' wide pattern, low horizontal profile and pristine sound were a great fit as zone speakers for the low-ceilinged space. They also allow the manager to change the volume in each zone to adjust to conditions during and between sets without upsetting the balance of the room.

## Project Details

### Location

Cambridge, Massachusetts

### Product Category

Hospitality (restaurant/bar/live music venue)

### Project Type

Basement-level restaurant/bar/live music venue

### Fulcrum Products

(2) M-Series Dual 12 inch Coaxial Loudspeakers, 75° x 75°

(2) US212 Dual 12 inch Direct-Radiating Subwoofers

(10) Prophile S-Series Dual 8 inch Coaxial Loudspeaker, 100° x 100°

(2) Prophile FX-Series Coaxial Vocal Monitors

### Supporting Products

BSS BLU-160 Processors

