

CASE STUDY

E11EVEN

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SOUND BY DAS AUDIO

idesign
lighting • video • audio



An immersive adventure

The installation carried out by idesign and DAS Audio at this venue has been chosen as the best installation by MONDO DR 2021 in the Nightclubs category.

Based in the heart of downtown Miami, E11EVEN is a unique, immersive venue that is totally befitting of the term 'superclub'. Boasting 20,000 sq ft of high-end social entertainment, the space is part lounge, part show experience, complete with four 24-hour, full service bars, making E11EVEN a sought-after club for both public and private events, having hosted the likes of Drake, Lil Wayne, P Diddy, Diplo, Zedd, Ludacris, Cardi B, Snoop Dogg, Halsey, Dada Life, Future, Carnage, Dash Berlin, A-Trak, Markus Schulz and more.





Offering luxury, sophistication and a truly one-of-a-kind experience, the venue has picked up numerous awards, including the Best New Concept award, as well as landing on the Top 10 Nightclubs in America, awarded by Nightclub & Bar. It's clear that the \$40 million landmark destination, which seamlessly operates as a nightclub and after-hours experience, has put itself firmly on the map as a must-visit club.

A huge part of the award-winning experience at E11EVEN is down to attention to detail when it comes to state-of-the-art technology. This was clear to see from the club's first contact with John Fiorito, Nightlife & Hospitality Design / Installation Specialist at E11EVEN Sound by DAS Audio, who designed the new audio system at the venue.

John Fiorito

Nightlife & Hospitality Design / Installation Specialist at E11EVEN Sound by DAS Audio

In 2016, the owner and creator of E11EVEN, Dennis DeGori, wasn't happy with the prior installation company and I had just been offered the East Coast Manager position with Sound Investment Audio. Michael Mea-

cham, the owner of idesign, has known me since 1992 and informed the owners of E11EVEN that Sound Investment hired a great audio technician who he would vouch for. Michael made the introduction to the partners of E11EVEN and I was given a trial period to rebuild their trust in Sound Investment Audio.

After two years of building a solid relationship and trust, I was asked by the owner to make the sound better and I began pondering with design ideas and products. Over two years as an audio designer, installer, and manager for Sound Investment, we were selling a lot of DAS Audio products. We found the speakers to have fantastic sound quality, plus product was readily available and there was excellent support from DAS Audio Spain Engineering. So, we began to discuss a premier dance club product that would blow away the competition in all aspects of sound and price.

Such was the dedication to the sound quality at the venue, E11EVEN Group and DAS Audio announced a partnership to launch a new brand of sound systems - E11EVEN Sound by DAS Audio. The Miami-based corporation and the leading Spanish sound manufacturer reached a strategic agreement to offer a new way of understanding sound and entertainment

John Fiorito

Working with Javier Navarro, Head of Engineering for DAS Audio, we developed a state-of-the-art product that delivered a superior sound quality beyond any of the competition and we were able to offer the products at affordable pricing. Due to the cost of insurance for nightclubs, build-out cost, rent if the operator does not own the building, the cost is astronomical to open a large nightclub. In sales history, operators always cut on the lighting or sound when it comes to budgeting choices. The new E11EVEN Sound by DAS Audio provides the highest quality at affordable pricing, so when an estimate is provided to a client,

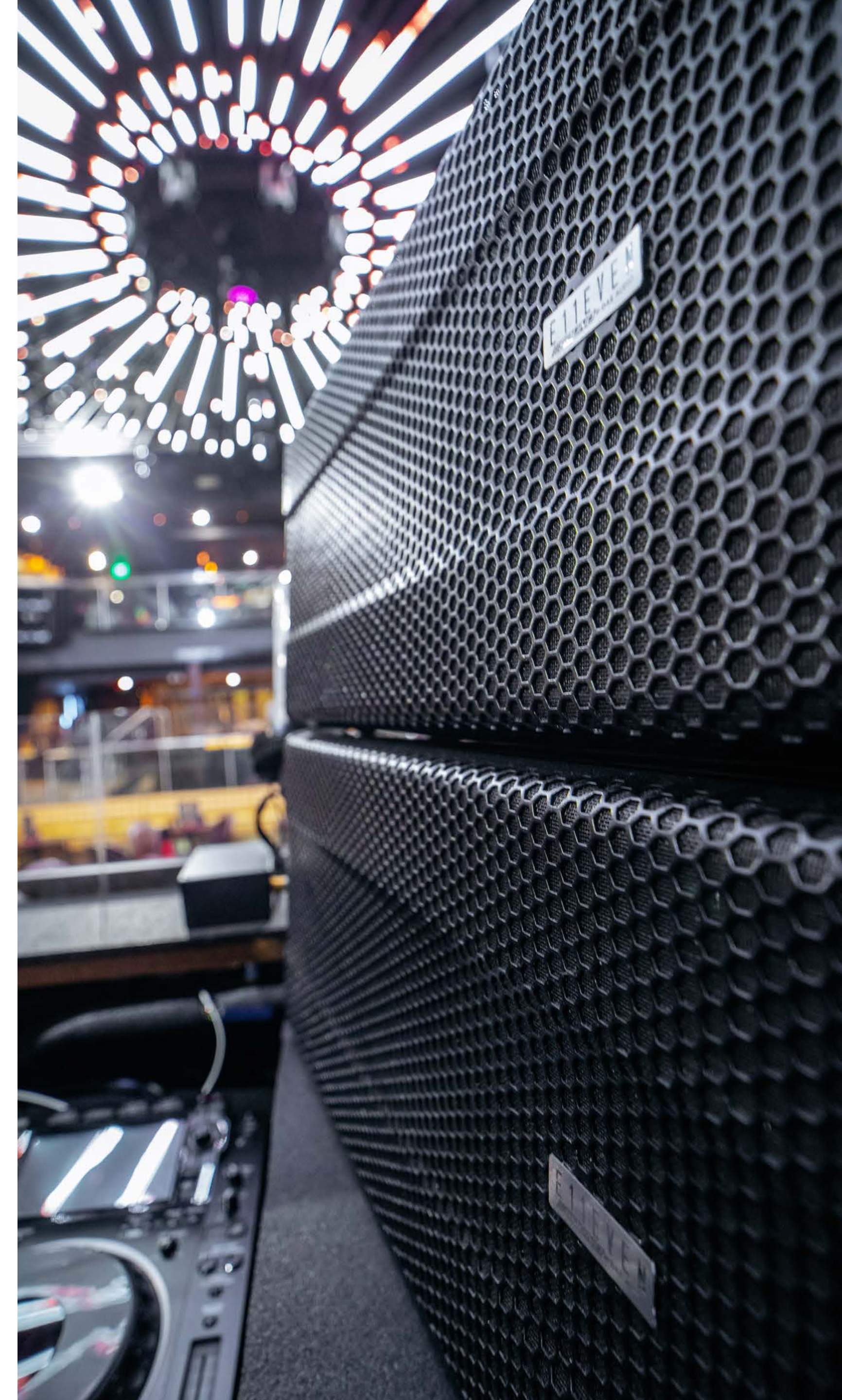
they do not have sticker shock. That is why E11EVEN is a partner with DAS Audio, with idesign also being the first vetted and authorised design and installer of the product.

The two companies bring different approaches to an industry in which service is as important as the product. In recent years, the club scene has evolved generating new needs for club owners and technicians. Hence, pre-sales, training and tech-support are the foundation of E11EVEN Sound by DAS Audio's business vision.

Gino LoPinto

Operating Partner at E11EVEN

A considerable advance has been made in the use of video and lighting to generate special effects in clubs, but there is still a lot of work to do on the non-visual elements. Our intention is to elevate the audience's experience to a sensory feast full of surprises and create memorable experiences.





The new brand has been created to bring sound back to the forefront of the nightclub sensory experience and that is something that they have achieved at E11EVEN.

John Fiorito

I was given instructions by the creator and owner of E11EVEN to make the sound like a studio; better vocals, cleaner low frequencies and add anything missing. The design process started with what the demands were of all artists, live or DJ, for E11EVEN. When designing a DJ sound sys-

tem, we want it to run at 60% maximum at full volume. We take this approach to ensure no distortion, less wear and tear on components, to ensure the amplifiers are not over driven and for the finest guest interaction experience.

The main Party PIT has loudspeakers designed with the precise coverage of the room to ensure all areas are considered sweet spots. Everywhere where a customer can sit or stand allows them to hear every frequency – there are no dead spots or lack of audibility. Each area of the club - all VIP areas and the Day Club are designed with the same concept and proper coverage. The system runs in stereo with mono sub bass.

Dennis DeGori

Owner and creator of E11EVEN

John practices the art of sound installation. His genius is in the ability to install the component sound elements in their proper configuration to allow the result-

ing sound to create the space. John has been and continues to be an essential asset in helping us achieve our vision at E11EVEN.

Gino LoPinto

Operating Partner at E11EVEN

E11EVEN has become a lifestyle brand and with that comes responsibility to always strive for the best. Quality of sound and production is at the top of our list and that's why we partnered with DAS Audio to create E11EVEN Sound, the world's best sounding club system. It has become a global destination for guests and for world class talent. The biggest live performance, DJs and theatrics at a 24-hour ultraclub, offering a truly one-of-a-kind experience. Sound, lighting and production is everything to us, that's why we searched the planet to find the world's best sounding club system – and we're proud enough to call it E11EVEN Sound by DAS Audio.

Although the new audio system has been a massive success, it wasn't without its difficulties, however, the forced closure due to the COVID-19 pandemic meant that work could be completed within a much easier timeframe.

John Fiorito

The only real challenge is E11EVEN is a 24-hour venue and we have limited time to get things done. During COVID-19 while the venue was closed, allowed for an incredible renovation – and that has really taken E11EVEN to a whole new level.



As well as the audio system, the lighting and visual elements within E11EVEN were also meticulously planned to deliver a truly striking experience in all areas of the venue. Michael Meacham, Owner of idesign, started the creative design process with the Dennis DeGori and the architect, Tom Telesco from Telesco Associates, in the early summer of 2013.

Michael Meacham

Owner of idesign

It was a synergistic process between all three of us. When Dennis had innovative ideas of what he wanted, Tom and I were able to build on these ideas with Dennis to collectively create what is now E11EVEN.

The lighting works well for this venue as its based around a round hydraulic centre stage that allows E11EVEN, as a nightclub / cabaret hybrid, to have feature aerialist performances each night, world-class DJs and specialty shows. All of the lighting around the main room has specific looks and features that allow for energetic and dramatic effects, as the venue needs.





Michael Meacham

E11EVEN is one of our favourite clients and we consider Dennis DeGori and the E11EVEN partners to be family. Dennis has a successful vision to always be the best nightlife destination and provide everyone with the ultimate guest experience.

John Fiorito

What makes E11EVEN so special and why it is so successful is the culture and leadership embraced by the creator and owner, Dennis DeGori. E11EVEN treats their customers like gold, they go above and beyond to ensure the best performances and show for everyone.

How the owner-creator and partners treat people runs downhill and it is passed onto everyone to enjoy the E11EVEN experience. The staff are amazing, and this is a perfect example that it takes money to make money - and treating customers and your team right is how you build an empire and successful operation.

With the state-of-the-art technology in place, along with a strong culture and successful venue, E11EVEN promises to go from strength to strength, further establishing itself as one of the best nightclub experiences in the world.





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