

SONANCE CASE STUDY

SIDECAR SOCIAL | ADDISON, TEXAS



ABOUT SIDECAR SOCIAL

"Anything but your typical Addison, TX bar, Sidecar Social is an innovative social experience. The 20,000 sqft space offers a place to watch the big game, relax outdoors, or get into some friendly competition with Pop-A-Shot and Foosball."

JENNIFER JACKSON, DIRECTOR OF DESIGN -
ON DECK CONCEPTS

THE CHALLENGE

Sidecar Social was an intriguing project with a bold vision and a complex space. The open concept L-shaped building brought unique challenges. There needed to be four distinct areas, each serving a specific purpose, from watching a ballgame to playing foosball, or sharing a meal with friends. The complexity came in making sure the whole space blended well together. For the project to be successful, there had to be a lot of trust and communication between everyone involved. Interior designer, Jennifer Jackson and CEO of SAVE, Tim Boyd took the challenge head on.

"The goal of the space and the real challenge was to make everyone feel comfortable. We wanted someone to be able to go to a dinner party all dressed up, and swing by Sidecar Social for cocktails on the way home. But we also have this other group of people that have been playing golf all day and want to come to Sidecar to watch the game." - Jennifer Jackson

REQUIREMENTS

The dream for Sidecar Social was to be a place that had something for everyone, with well defined spaces that served specific functions, but that all fit together harmoniously. Two vital pieces of creating that harmony came from the audio and video quality throughout the space. It needed to be top notch to get the desired experience for the guests.

METHODOLOGY

Designing an automated system for a commercial project requires unique needs of that business and that it operates seamlessly and with ease. Functionality and usability are of utmost importance. That is why the team at Sidecar Social selected SAVE Electronics to help them transform their venue with the right audio, video, and system control. Creating a space with incredible audio from speakers that didn't detract from the look and feel of the space was vital. There are roughly 150 Sonance speakers in Sidecar Social. The whole space can be turned up or played at lower levels depending on the time of day, and the audio quality isn't compromised either way. The entire system is controlled by Crestron from an iPad. IPORT is the solution used to Hold, Charge, and Protect the iPad and can be mounted to the wall or on a charging dock.



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"To achieve a successful concept like Sidecar Social, it's very important to integrate sound, lighting, visuals, and comfort for the guests. Along with that, items guests can touch and feel like the furniture, the bar, the games, just make it magic. Everything should flow together. You don't want to really specifically notice one item in the environment that stands out. You just want everything to blend and to work together and it's just magic."

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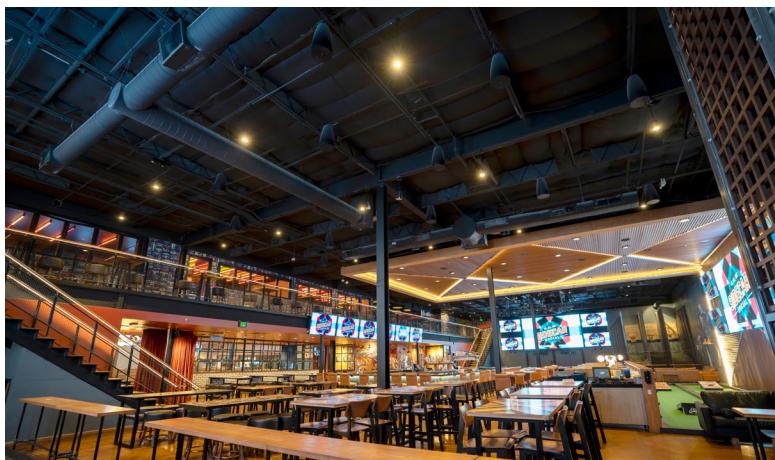
RESULT

Simply put, the results were fantastic. Sidecar Social is a place you want to be and every bit of space is utilized well. The decor ties each unique section together. SAVE elegantly curated the technology to support the mission for each space, elevating the experience throughout. The audio is seamless, each TV is well positioned and crystal clear, and the control system is simple and user-friendly.

"You can have the audio system up to 76 dB, which is pretty loud, but you can still have a conversation because it it doesn't bury you in sound and that's one of the things when we were designing it with Sonance and we wanted to make sure that we had perfect even coverage throughout the entire building." - Tim Boyd, CEO of SAVE Electronics

PRODUCT HIGHLIGHT

Sonance Professional Series has been engineered with a level of attention to detail not typically seen in the commercial audio industry. Sonance Pendant Speakers utilize a minimalistic design similar to pendant lighting to blend discreetly into the environment while providing an incredible audio experience.



PROFESSIONAL SERIES PENDANT SPEAKERS

- 70V/100V performance
- High excursion woofer
- 4", 6.5", 8" 2-way and an 8" woofer options
- Available in black or white
- Paint to match decor

ABOUT SONANCE

Sonance was founded in 1983 by Scott Struthers and Geoff Spencer, who introduced the world's first in-wall loudspeaker. This achievement led to many more "firsts" and a proud heritage of innovation. It also inspired a philosophy that continues to drive the company's brands today: that technology can and should blend in with architecture and great design. With a wide range of solutions that are designed to disappear, Sonance has cultivated long-standing, authentic partnerships with leading architects, interior design professionals, custom installers, design-conscious consumers and end-users, from their home base in San Clemente, California and throughout the world.