CASE STUDY
Boerth’s Art Gallery, The Boiler Room Bar, Pinch & Pour/Fowlers Heritage and D’Vine Wine bar
Fargo, North Dakota, USA

PROVIDING CONSISTENT SOUND IN DIVERSE ENVIRONMENTS
January 2015

About the Facilities

Boerth’s Art Gallery, The Boiler Room Bar, Pinch & Pour/Fowlers Heritage and D’Vine Wine bar all make their homes in the historic Loretta Building in downtown Fargo, North Dakota, USA. Each of these four businesses offers a specialized product or service for a focused clientele. Each has a unique interior design—a different part of the structure. And, each needed a customized AV system to help create an atmosphere tailored to its specific customers.

The Sound Systems

Fargo integrator Site-on-Sound provided AV systems designed to meet the individual needs of each of these four businesses and their environments. The D’Vine wine bar received a foreground music system that offers patrons an upscale jazz and rock experience. This system consists of ten Community DS5 surface-mount loudspeakers driven by a commercial sound mixer/amplifier with a CD player that includes a 3.5mm input.

Boerth’s Gallery received a background music system that creates an atmosphere to support the gallery’s unique collection of works from local artists. This system consists of four Community DP6 pendant loudspeakers suspended below the gallery’s open ceiling driven by a mixer/amplifier with a streaming music source.
Sound Systems (CONTINUED)

PINCH & Pour/ Fowlers Heritage is a clothing boutique that also sells premium extra virgin olive oils and Italian balsamics. Pinch & Pour’s new system consists of five Community DA6 architectural surface-mount loudspeakers and a mixer/amplifier with a streaming music source. The system helps enhance the buying experience for customers of this unique business.

The largest of the four businesses is the “Boiler Room,” a bar and restaurant featuring live music. The Boiler room’s new system includes ten Community DP6 pendant loudspeakers for its open ceiling restaurant space, four DA6 architectural surface-mount loudspeakers in the bar area, a pair of D6 ceiling loudspeakers in the restrooms and two DS8 surface-mount loudspeakers for the outside patio. The system is managed by a six-zone processor, includes two large-screen televisions and is powered by a 4-channel amplifier. The Boiler Room’s system includes a wireless mic and a small mixer that allows live acts to connect to the system.

Community’s D SERIES loudspeaker family was chosen for all four projects because of its wide choice of models, sizes and form factors and its ability to provide a consistently high-quality audio experience in diverse environments like these.

The Loudspeakers

Community’s D SERIES loudspeakers include ceiling, surface mount and pendant models along with the unique DA6 “Architectural Surface Mount” Loudspeaker designed to mimic a stylish lighting sconce.

D SERIES is a high performance loudspeaker family with clear voice intelligibility and great musical sound quality. D SERIES includes true coaxial transducers, paintable enclosures, time saving installation features and uniform voicing that allows its diverse form factor to be combined in the same installation while maintaining consistent sound quality throughout the venue.