



INTU TRAFFORD CENTRE



MANCHESTER, UK
EMEA

The second largest shopping centre in the UK, Intu Trafford Centre - now owned by Intu Properties - has recently seen the audio system in its atrium space known as The Orient upgraded.

The Orient, the largest food court in Europe, with more than 30 restaurants, cafes and bars, is the entertainment and hospitality hub of Intu Trafford Centre, which welcomes 30 million visits each year. The Orient is a huge part of the attraction, with 30,000 visitors each week visiting the two-level space that can be used for live events, fashion shows and seasonal celebrations.

Having worked on the original system when the shopping centre opened, systems integrator, T.G Baker was enlisted by the team at Intu Trafford Centre to help design a complete audio



solution for the large, reverberant space that is based around a large screen.

Jason Longworth, Project Director at T.G Baker, takes up the story: "So, TG Baker was involved in the original installation of the system back in 1998 when the Trafford Centre first opened. Now, 20 years has since passed, so the team at the Trafford Centre came to us as they wanted to upgrade the sound system in The Orient.

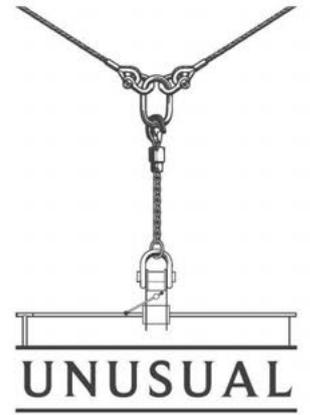
"The choice of the NEXO products was based largely on our excellent relationship with NEXO UK, where Gareth Collyer helped us with the system design, using NEXO's proprietary NS-1 modelling and prediction software.

"We've done quite a few projects recently with NEXO and we thought they had the right products to suit the install. After some discussions, the potential new system was presented to the client. They then gave us the go ahead without further ado."

The primary system for the space is a NEXO GEO M6 compact line array, with six box hangs of white M620 loudspeaker cabinets bracketing the huge video screen that is the focus of The Orient. These small loudspeakers throw sound over 50-metres



1 © Matthew Andrews, 2 © Anita Corbin, 3 © Steve Tanner, 4 © Manuel Harlan, 5 © Johan Persson, 6 © Birnhöf-Mogenburg



Unusual?
Yes.
Impossible?
No.

consultancy
design
fabrication
installations
maintenance and inspection

Theatres Trust
Conference 18:
Adapt & Thrive
16 October | Lyric Hammersmith
Proud Platinum Sponsor

+44 (0)1604 830083
sales@unusual.co.uk
www.unusual.co.uk

Distributor for
Liftket and Doughty



“The NEXO cabinets sit on an existing fibre network, which was installed by T.G Baker when intu Trafford Centre first opened in 1998.”

*• Above
The NEXO
inventory
includes the
ID Series and
the GEO M6
line array.*

across the main seating area of the food court and are supplemented by a pair of NEXO LS18 subbass units, which are discreetly fitted into the structural surrounds.

Around the perimeter of the large atrium, the space on the ground and first floor levels is served by eight pairs of NEXO's ID Series - super-compact point-source loudspeakers. For this particular project, white models with a 120° x 40° dispersion pattern are used, with all 16 loudspeakers time-aligned using BSS Soundweb.

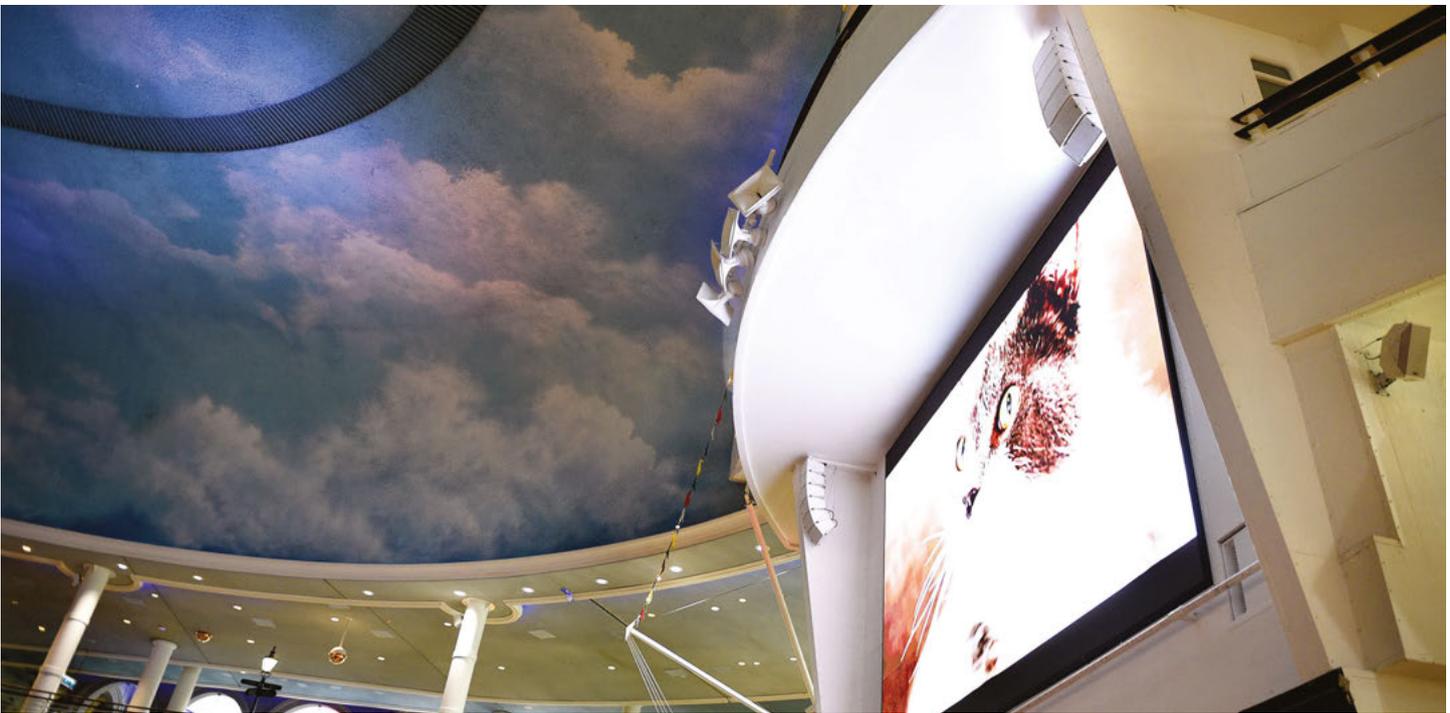
To power the whole audio system, four NEXO NXAMP 4x1 controller/amplifiers are used. Each pair of ID Series is on a separate channel, with another four channels handling the GEO M6 line array. There is a fourth amplifier for the

LS18 subwoofers, too.

The NEXO cabinets sit on an existing fibre network, which was installed by T.G Baker when intu Trafford Centre first opened in 1998. It will also play a role in the safety and evacuation provision for The Orient and has been set up to supplement the existing voice alarm system.

As is often the case with these type of projects, there were some challenges during the installation.

“The fact that the Trafford Centre is open from nine in the morning to at least 2am due to the cinema complex was something that we had to work around,” explained Jason. “The area is pretty busy until the cinema has finished the shows. So, we couldn't really start any work in



"Both the ID Series and the GEO M6 are notably small cabinets relative to their output, so the results are aesthetically pleasing, as well as sonically efficient."

earnest until 3am."

When it came to the actual installation of the boxes, access was an issue that had to be resolved, too.

Jason said: "As the floor in The Orient is a sprung floor, we weren't allowed to use any powered access equipment. The only solution was to build scaffolding across two consecutive evenings to allow us to install the two hangs. Similarly, we couldn't use any access equipment around the perimeter, meaning that scaffold towers were erected to complete the install there.

"All in all, we delivered the project over a consecutive period of over three nights,

with a fourth night to connect and commission the system."

Overall, the project has been a huge success for intu Trafford Centre and T.G Baker, with NEXO providing exactly what was required for The Orient.

"Both the ID Series and the GEO M6 are notably small cabinets relative to their output, so the results are aesthetically pleasing, as well as sonically efficient," added Jason.

"The intu Trafford Centre team have been pleased with the results so far - initial feedback has been really good and we're delighted with how the project turned out." 