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## **BOSE GOES AL FRESCO IN LONDON'S HEDDON STREET**

When owners of London's Regent Street, The Crown Estate, decided to open a pedestrianised food quarter in adjoining Heddon Street, a quality background music system was high on the list of items needed to create an ambient atmosphere, and first stop was the Bose store on Regent Street for advice.

Bose store manager, Alex Richardson, referred The Crown Estate and its partner the Regent Street Association on to his colleagues in the Professional Systems Division and it wasn't long before a full design and specification was drawn up to meet the very specific requirements for the area. Not only did the system have to meet the creative and operational requirements of the members of the Regent Street Association in Heddon Street, but Westminster City Council's stringent planning guidelines and the aesthetic requirements of the Regent Street brand, also needed to be accommodated.

Installed by Bose Pro Partner, Bose @ Horsham's professional installation team headed up by David Foster, the result is a high quality environmental audio system that helps to make Heddon Street a very pleasurable place to be, both during the day and at night when the restaurants and bars offer outdoor seating for al fresco dining. David Foster and The Crown Estate's architects Allen Bell worked closely together ensuring Westminster City Council knew exactly where the speakers were to be placed, how they would be mounted, what colour they would be and where the cabling was to be laid.

It was important that the sound did not bleed into the offices located above the shops and restaurants, so a total of 19 Bose FreeSpace DS100SE loudspeakers are directed towards seated customers and passing trade at street level, so as not to disturb the office workers. Where the walls are painted dark red, the speakers have even been spray painted to match, allowing them to blend into their surroundings and remain unobtrusive. Audio management is via a Bose ControlSpace ESP-88 processor rack mounted in the Heddon Street Office, with a CC-16 wall plate for volume and source control which is positioned in an environmental lockable box together with separate inputs for an iPod, microphone or mixing desk. By utilising the ESP88, it ensures volumes levels have been limited and

equalized to perfection and cannot be tampered with. The system is used as a background music system during the day and a lively entertainment system in the evening. According to Annie Walker of the Regent Street Association, "We're delighted with our new Bose sound system which truly brings Heddon Street to life for al fresco diners. The Bose approach to sound quality and design reflect perfectly Regent Street's brand values, quality, heritage, style and success."

### **About Bose Corporation**

Bose Corporation was founded in 1964 by Dr. Amar G. Bose. The company today is one of the largest and best-known audio technology developers and product manufacturers throughout the world. Bose is known for home speakers and systems, the WAVE® music systems, premium automotive sound systems, noise reducing headphones for consumers and pilots, and professional sound installations for public places.

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