



THE HENDRICK'S GIN PALACE

Liquid Audio, inspirational and discreet

CASE STUDY

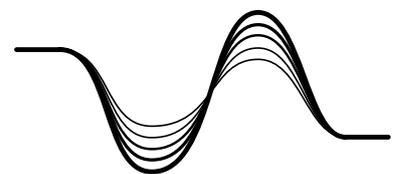
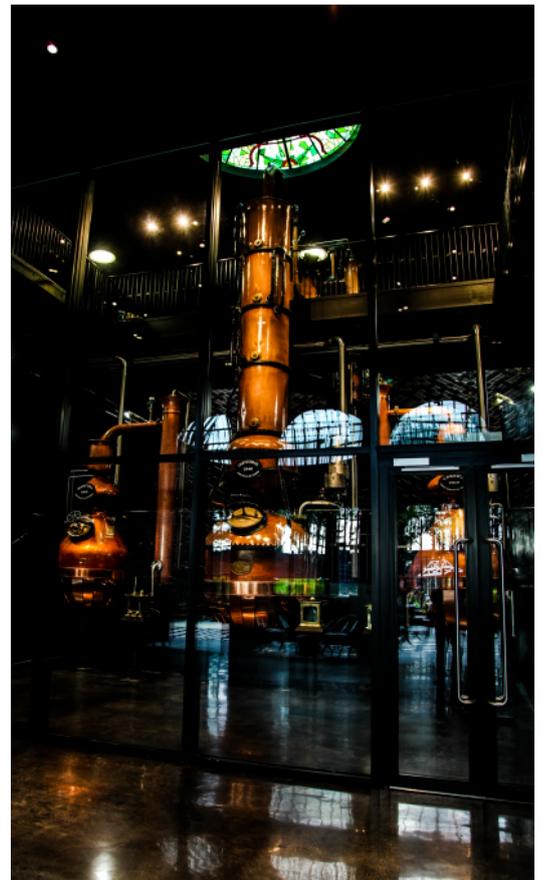
**The Hendrick's Gin Palace
Girvan Distillery
Girvan
Ayrshire
KA26 9PT**



William Grant & Sons has unveiled a £13 million distillery expansion to create The Hendrick's Gin Palace, designed to be a "playground for experimentation, invention and curiosity".

The new facility boasts two still houses, and features a walled garden that leads to a Victorian-inspired palm house, which sits between two botanical hot houses planted with an array of unusual botanicals and flora from around the globe. The second floor hosts a new laboratory for Hendrick's master distiller Lesley Gracie as well as a lecture theatre and a bar.

Intended to "inspire curiosity, open minds and serve as a platform for invention," according to Pamela Selby, the global brand director for Hendrick's, The Gin Palace is located within the grounds of one of Scotland's most prestigious grain whisky distilleries (Girvan) and distils every drop of Hendrick's Gin consumed around the world. Visits to The Hendrick's Gin Palace are by invitation only.



LAIRDS

Installer Lairds of Troon was challenged to distil great audio for staff and visitors in every part of new £13 million Hendrick's Gin Palace.

The Challenge

Working with William Grant & Sons and the Hendrick's brand team, the challenge was to provide an ambience within The Gin Palace that would complement and enhance the 'platform for invention'. It required the installation of a near invisible audio and entertainment system for the dedicated spaces without compromising the interior design elements but versatile enough to handle different functions throughout the building. The system extends to the bar area, lecture theatre, lab and specially designed restrooms, as well as the connecting hallways. Providing ambient sound and sleek design, the audio installation preserves The Gin Palace's exclusive interior design quality.

This building-wide solution enables high performance sound for presentations in the lecture theatre, ambient sound in the bar area and background music in the Lab, as well as distributed 4k video, wireless control of the system and BYOD facilities, allowing guests to present without the complications associated with certain technologies.

Project requirements:

- Adjustable audio levels in zones
- 4k video distribution throughout
- Futureproof wired and wireless technology infrastructure
- Aesthetically complementary
- High audio performance and install quality
- Hardware and network security with remote monitoring
- Best application of technology for design consistency and reliability.

Bar Area





The Glasshouse

The Solutions

Professional audio integration by Lairds of Troon means more than merely filling a room with sound. It prioritises design elements so that the audio system and environment coalesce to create the right atmosphere, which heightens the senses without distracting from the designer's aesthetic vision for the space. For over 10 years, the technicians at Lairds have continually refined the art of achieving audio fidelity in tune with room design, and for The Gin Palace we created an excellent result, deploying a combination of award-winning Sonance in-wall and in-ceiling speakers and custom built, colour-coded speakers from Gallo Acoustics.

For video the Hendrick's Gin Palace installation uses a 43" Sony TV framed with Vitualton mirror glass in the Bar area, connected to 4K Wyrestorm 4x4 matrix video distribution system providing seamless integration and flexibility when choosing video sources. In the lecture theatre, a discreet short throw Epson EB-670 projector and 220x165cm Celexon manual screen do not intrude day-to-day on the classic early 1900s room design.

“ Lairds of Troon has worked with Sonance over a number of years to achieve excellent results for projects ranging from small residential to high-end commercial builds. It provides a robust and reliable range that can accommodate any budget whilst still offering a quality that lasts for many years. Sonance amps and their architectural speakers make up the backbone of The Hendrick's Gin palace audio system. ”

Installer Mark Laird

Equipment:

Bar Area: 8 x Sonance VP66R

Lesley Gracie's Lab: 4 x Sonance VP66R

Lecture Theatre: 6 x Sonance VP66R

Corridors: 16 x Sonance VP66R

WCs: Sonance VP66R



2 x Sonance 12.50 Amp



Bar area, Lesley's Lab, Lecture Theatre, Glasshouse, Corridors, WCs: 8 x Yamaha MusicCast WXA50 Amps



Bar Area, Lecture Theatre:
Wyrestorm MX-0404-HDBT-H2A-KIT 4K video distribution



Lecture Theatre: Epson short throw projector and Celexon manual screen 220 x165 cm