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Design/Build Firm John Lyons Systems  
Gets Social with EAW  
**Historic hotspot Social Hollywood installs professional sound system**

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**Whitinsville, MA – January 10, 2007** – Design/build firm John Lyons Systems of Los Angeles, California selected a wide range of EAW loudspeakers to provide premium professional sound reinforcement at the newly-opened Social Hollywood, a \$12-million restaurant/lounge complex on Sunset Boulevard in Los Angeles.

Social Hollywood is headed by New York-based restaurateur Jeffrey Chodorow, who also created Social Miami at the Sagamore Hotel in Miami Beach, and it's housed in the revamped structure of the former Hollywood Athletic Club, originally designed by Egyptian Theater architects Meyer & Holler in 1923. Social Hollywood's nine rooms include a dining room, a bar area, two ballrooms and two private game rooms. The building's designation as a historic landmark posed an added challenge for John Lyons Systems, which responded with a multifaceted system design and installation approach incorporating the right blend of flexibility and quality performance.

The 2,800-square-foot main dining room's vaulted ceiling presents a naturally reverberant and reflective space, and restored fresco artwork on this ceiling dating back to the 1920's ruled out the addition of acoustical treatment. As a result, lead designer John Lyons took the approach of covering the space with densely distributed audio coverage.

"Four EAW Commercial VR61 loudspeakers are mounted to every pillar in the room," Lyons explains. "By utilizing this many loudspeakers, coverage is even and intelligible throughout the space without needing to turn up the volume and 'over-excite' the acoustics." Additional low-end energy comes from four EAW SB150 compact subwoofers discretely positioned on the floor.

Another distributed approach was applied in the bar area, which also presents a reverberant environment. Here, eight EAW Commercial VR62 full-range loudspeakers are flown throughout the space, joined again by two SB150 subwoofers for supplemental bass output.

The facility's 4,900-square-foot main ballroom, housed in the former Hollywood Athletic Club gymnasium, features eight EAW MK5396 compact full-range loudspeakers mounted on a ceiling running beneath the infrastructure of what had previously been a running track. Adding flexibility, Lyons also chose to specify eight EAW LA400 subwoofers outfitted with rear-mounted caster wheels so they can easily be moved around the space to help create the desired bass signature for each event.

The two private game rooms, located upstairs, offer premium distributed sound via EAW Commercial CIS400 ceiling loudspeakers, yet again accompanied by SB150 subwoofers. Meanwhile, the adjacent "Velvet Room" private dining hall, which can also host smaller ballroom-type events, is outfitted with eight EAW L8CX2XO high-fidelity ceiling loudspeakers and, for higher output needs, Mackie SA1532z full-range powered loudspeakers have also been installed.

“Social Hollywood is exactly the kind of place I would visit for dinner or drinks, and I just couldn’t pass up this great opportunity to make the entire venue sound great,” Lyons concludes.

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**Photo Captions:**

*Social Dining Room:* The historically preserved Social Hollywood dining room, blanketed by sound reinforcement courtesy of four EAW Commercial VR61 loudspeakers mounted on each of the room’s pillars.

*Social Bar:* The bar area at Social Hollywood, where eight EAW Commercial VR62 full-range loudspeakers provide coverage while blending into their surroundings.

**About EAW**

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