Optimal Audio Heart for Bloodline Gym



Nestled in the vibrancy of London’s trendy East End, Bloodline Gym is one of the UK’s top Muay-Thai & Kickboxing centres. To achieve the high energy atmosphere that is central to the club’s workout routines, Gym owner, Paul Marut, opted for an Optimal Audio ecosystem to be its beating heart.

The easy to use, high quality commercial audio system which is controlled via Optimal Audio’s award-winning WebApp, was installed by integrator, Essex Sound and Light. The company MD, Mike Glover, said, “The installation was so simple. The products are so easy to set up and configure and the complete project, from first fix to end result, took us just four days.”

The recently opened new venue is the result of the gym’s twenty-year history and solid reputation in the area. Bloodline started out in a small and now outgrown space in Clapton. Marut’s career as doorman in some of the city’s best clubs and bars has run alongside the success of the gym. With good music running through his veins, Marut wanted a system that was simple to use yet high quality and punchy enough to accommodate the regular social events held at the venue.

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The open plan venue is naturally zoned by its features comprised of Reception area, coffee bar, the main workout area and the upper mezzanine / chill out zone. They lend themselves perfectly to social events such as interclub meets and fight nights, both live and screened. Essex Sound and Light's Mike Glover specified the sleek Optimal Audio Pendant accessories for Up (number) bezel-less loudspeakers, one for each zone, to balance an elegant first impression with clear and crisp sound.

Prior to the installation of Optimal Audio, the gym had received noise complaints from the upstairs office suites. To avoid the continuation of unneighbourly noise, Glover specified six Optimal Audio Cuboid 8 speakers distributed through the main gym area across the ground floor. The wooden-cased full range speakers keep the peace by providing a full frequency response with ample low end, negating the need for extra sub bass units.

On the mezzanine, three Optimal Audio Cuboid 6 loudspeakers support the relaxed vibe of the chilled-out area. The venue's loudspeakers are powered via Optimal Audio Smart amp 30s, controlled via an Optimal Audio Zone 4. Optimal Audio's WebApp is set up on the computer in the Reception area. It also sits conveniently on Marut's iPad to give full control of the system from anywhere in the gym. However, with automated routines set up to switch audio on and off in line with opening hours the staff can get on with their work without thinking about the audio.

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Marut particularly appreciates how simple the daily routines were simple to set up. He said, “The staff don’t have to worry about anything: the audio starts automatically and stops in the same way at the end of the evening. It saves money too as its never forgotten.” Commenting on the system itself, Marut said, “The audio sounds great. Music is so important in a gym that we wanted to give our customers the best and Optimal Audio allows us to do that – and it’s just so easy to control.”

Glover was equally pleased with the installation. He said, “For us going forward, Optimal Audio will be the go-to for commercial hospitality. We have a great relationship with the team, the products are great and importantly they’re reliable. The ecosystem is simple to install and we’re really enjoying working with the products.”

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