Martin Audio for Coco Dubai



Lou Agha's system integration company, Exacting Diseno Technical Services, are fast gaining a reputation for installing premium Martin Audio sound systems in some of Dubai's smartest upmarket bars and lounges. Working closely with territorial distributors, PRO LAB they recently equipped Coco Grill & Lounge for owner Naz Choudhury, whose unique concept is to integrate a Shisha Lounge with Dubai's first Redemption Bar. It follows the operator's initial launch of the Coco brand in London, overlooking Tower Bridge - and offers the same breathtaking views from its downtown location, this time of the Burj Khalifa. All operations are alcohol-free, with upscale mocktail bars.

Lou Agha had been introduced to the project via a consultant. "When the client asked what sound systems I used, he was pleased it was Martin Audio, as this was the brand he was using in London." Agha first arranged a demo at PRO LAB of various CDDs (up to 8in) and FlexPoint. "We started with the small FP, and he was amazed by the sound quality." He then quoted in various configurations, recommending CDD6 for the venue's low-ceilinged interior and 14 punchy Blackline X8 for outdoors which combines Shisha Lounge with DJ and small combo live acoustic music, with vocalists, in a non-stop entertainment package.

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The unit is divided into nine separate zones - all networked on a Dante backbone. The 14 Blackline X8 are complemented by six Martin Audio SX112, while six pre-existing ADORN A55 have been refurbished and added - four on one side two on the other. At the entrance another pair of ADORN A55 and single SX110 sub beckon customers in, and as they enter the Dome, they are greeted by six FlexPoint FP8 speakers, with four SX112 subs. “Inside the client wanted high quality music io be extended to the toilets,” continues Lou Agha, “so we have ADORN ACS 40TS ultra-compact ceiling speakers running at 16 ohms. That way they sound really nice.”

The lounge features two non-smoking areas: one contains four CDD6 and two SX110. While the other has six CDD6 and two SX110. In Smoking Area 1, are a further four CDD6 and two SX110; Smoking Area 2 has two further CDD6 and a single SX110, and Smoking Area 3 - which can also be rented for private occupancy - is equipped with four CDD6 and two SX110.”

Lou Agha says that in order not to intrude on the general aesthetic of the lounge, the subwoofers are placed discreetly. “I used the SX110 rather than the SX210 because of space constraints,” he says. “For that reason I couldn’t put the SX210 on its side, so I separated them into pairs of the SX110.” By day the venue’s background music operates off a Spotify playlist, common to both London and Dubai - programmed by one of their DJs, with a theme heavily weighted towards the popular Afro Beats. Routing and DSP are under the management of a Xilica FR1. On Coco’s website, the venue boasts that “from 24-hour upscale dining to theatrical culinary experiences and late-night lounging, Coco redefines sophistication.” And thanks to its sophisticated sound system, delivering a high-octane musical experience, it certainly lives up to this promise.

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