Martin Audio, Belair and The Bug Club team up

Pictures: Rick Sleiman



Martin Audio has teamed up with Belair Technology and The Bug Club to deliver the ultimate eco-friendly VW Pop-Up DJ Booth. Since 2013, The Bug Club has delivered hundreds of events from private parties, festivals, brand activations to product launches, carnivals, exhibitions and street parties but their latest creation, the Unplugged Bug, is a unique intersection of sonic experience and environmental responsibility.

The fibreglass-built vehicle itself is 30% larger than a standard VW Camper and is designed to be a ‘festival friendly’ DJ booth. The custom-built Martin Audio sound system runs entirely on renewables thanks to Belair’s rack mounted Power Tower. The Power Tower is a clean and modern rechargeable battery-powered

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replacement for noisy and polluting generators and with its easy-to-use operation combined with silent running and zero emissions delivers the perfect ‘off-grid’ solution.

Belair Technology was founded in 2019 with the goal of electrifying events previously powered by diesel generators. Its founder John Baillie grew up with a love of music and a passion for science, having for a time worked at CERN, the world’s largest particle accelerator: “As an avid festival-goer, I noted how off-grid events are desperate for sustainable solutions, yet often have little option but to use polluting diesel generators. Working with Martin Audio and the Bug Club to deliver the Unplugged Bug is a great step forward and I’m excited about what we can learn from its operation over the summer.” John Baillie, Belair Founder. The custom-built sound system, capable of entertaining crowds of up to 500 people, comprises two 15” 3-way high performance loudspeakers, each pole-mounted to a double 15in direct radiating subwoofer, and controlled by a DX4.0.



Martin Audio Managing Director, Dom Harter, commented, “My personal love for both VW campervans and DJ culture led inevitably to the door of the great people at The Bug Club. At the same time I had been introduced to John and his work on

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renewables, and it just all fitted into place. At Martin Audio, environmental sustainability is an important initiative, and this latest development will help explore new possibilities for us in the future.”

To complete the sustainability equation The Unplugged Bug is designed as a trailer (no engines!) and as a policy all their carbon footprint is offset by planting trees. The Unplugged Bug can also be supplied with top quality DJs and equipment, pro lighting, disco balls, sound technicians and branding options. The Bug Club fleet can even offer bar services, with experienced mixologists.

With the summer season fast approaching this is seen as the ultimate in mobile discos, ideal for exhibitions, sporting events and all manner of summer parties prioritising environmental responsibility. It has already been booked for numerous events and will also be on show at Martin Audio’s upcoming Open Days taking place April 18-19th at their headquarters in High Wycombe.

Summing up, Justin Rushmore, Managing Director of The Bug Club, said, “We were delighted to team up with Martin Audio and Belair on this initiative. It was clear from the outset there was a meeting of minds on the sustainability aspect of live events, and we believe we can gather key data and insight that can help to not only further improve these types of events but also scale up to bigger initiatives.”

www.thebug.club
www.belairtechnology.com
www.martin-audio.com

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