Martin Audio for Tiffany’s Show Pattaya



Tiffany’s Show Pattaya, one of Thailand’s most iconic and longest-running stage productions, has marked its 50th anniversary with a major audio upgrade that brings cutting-edge immersive sound to its world-famous performances. The project was led by Bangkok-based production company Mr. Team, in collaboration with Martin Audio, TiMax, and regional partners Fuzion Far East and Generation AV.

For five decades, Tiffany’s Show has built an international reputation for spectacular choreography, dazzling costumes, and high production values. In recent years, the venue had already invested heavily in visual production with large-format LED screens, new video content, upgraded props. However, the sound system – centred around an aging traditional stereo PA – had not kept pace.

“The system had been running eight hours a day, every day, for almost a decade,” explains Pok Sutat Kohkiat of Mr. Team Productions Co. “It had done its job, but with the 50th anniversary coming, the owners knew it was time to upgrade. At first, the idea was just to replace the existing stereo system. But once we looked at the production, we realised there was an opportunity to do something much more ambitious.”

Over time, Tiffany’s had moved away from generic backing tracks to custom-composed multitrack music for each show. This gave Mr. Team the foundation they needed to propose an immersive solution built around TiMax and a new Martin Audio system. “For their 50th anniversary, we encouraged them to do something

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truly special – especially since the video, LED, and lighting were already at a very high standard," describes Pok. "The audio needed to be on the same level."

To demonstrate the potential, Mr. Team set-up an immersive demo in their studio. "We set up a 7.1.4 environment using TiMax SoundHub as the processor, and we prepared A/B comparisons between stereo and spatial mixes," Pok recalls. "We wanted them to experience the difference in a controlled studio setting before talking about changing anything in the theatre." Once the Tiffany's team heard the spatialised mix, the reaction was immediate: "They described it as a completely new experience."

Working closely with Fuzion Far East and Generation AV – Martin Audio and TiMax's regional partners - Mr. Team developed a full immersive design for the theatre. The main PA now consists of a Martin Audio TORUS LCR system comprising T1215 and T1230 elements, chosen to match the relatively shallow depth of the auditorium while delivering wide, even coverage. "The distance from downstage to the last row is not that deep," notes Pok. "TORUS is perfect for that curvature and throw. It's very punchy and gives a strong, stable image across the room."

The LCR system is supported by flown Martin Audio SX218 subwoofers in the centre behind the main cluster – a necessity in a theatre where floor space is dedicated entirely to choreography and scenic movement. Immersive coverage is delivered by Martin Audio ADORN A80 loudspeakers deployed as surrounds and delays, including coverage for the balcony and two VIP rooms, where ADORN A55 loudspeakers are used. "The theatre isn't huge, so we rely on the A80s around the room for the immersive field," says Pok. "We needed a lot of loudspeakers because there's a balcony and multiple seating tiers, and we had to respect sightlines and choreography. Everything is flown, with custom rigging points."

The installation presented a significant logistical challenge. Tiffany's Show runs every day with no dark nights, and the production could not be interrupted. "We had nearly two weeks to run entirely new cabling and put loudspeakers in place, but the old system had to stay live during that period," Pok explains. "We only had one night to do the final switchover from the old system to the new LCR and TiMax infrastructure. That meant removing and repositioning loudspeakers, re-patching amplifiers, and matching all the original routing and presets, as well as introducing the new immersive paths. For a production company, we're used to that kind of intense overnight changeover, but it was still a big challenge."

All show content is run from QLab, which provides timecode to the TiMax SoundHub and other systems. Mr. Team is also responsible for remixing selected show material into immersive formats at their studio, then scaling and fine-tuning object movement and imaging on site at Tiffany's.

"The first spatialised and immersive show, Crystal, opened on 28 February," says Pok. "The entire new system was in and working in time for that grand launch. The response has been very positive. The client loves it, the audience feels a much

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more enveloping experience, and for Tiffany’s this is a big statement at their 50-year milestone – especially as a flagship destination in the LGBTQ+ and tourist sectors.”

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