

Italian discotheque chain relies on DYNACORD *alpha concept* systems

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After its success in the *Area Venezia*, a DYNACORD *alpha concept* system is setting the tone in the top Tuscan club *Canniccia Versilia*

Star DJ Joe T Vannelli is establishing a growing reputation as an operator of first-class discotheques: after the *Area Venezia*, Vannelli recently took over the *Canniccia Versilia* in the Tuscan resort of Marina di Pietrasanta. After his first, and highly successful, summer season there, the enterprising DJ is now thinking about opening other clubs in the same style—relying always on the same architectural concept for the visual ambience and the DYNACORD *alpha concept* system for the sound.

Straubing, December 2008 Last summer, Italian star DJ Joe T Vannelli took over a second discotheque: the *Canniccia Versilia* in the Tuscan resort of Marina di Pietrasanta. For the *Canniccia Versilia*, he opted for the same formula that worked so successfully in his first club, the *Area Venezia* in Venice. While architect Massimo Cadamuro concerned himself with the refashioning of the interiors, installation engineer Dario Juka selected and assembled the requisite equipment; Juka's first decision was to replace the existing audio system with an *alpha concept* system from DYNACORD—hardly a surprising decision given that the world-renowned sound system has played a considerable part in the success of the *Area Venezia*. The club's proprietor is of the same opinion: "The DYNACORD *alpha concept* system offers the highest quality imaginable," says Vannelli. "For my money, it's the best system in the world."

The *alpha concept* system from DYNACORD is specially designed for fixed installation in discotheques. Loudspeaker boxes drawn from the various DYNACORD series (including the *alpha*, Plone and VariLine series) driven by DYNACORD CL and LX power amplifiers combine to form a sound system in which all the components are perfectly attuned to one another, providing discotheque sound reinforcement that is both powerful and precise. For this reason, there was never any question of Dario Juka opting for any other solution in the fully renovated and refitted club: "Our watchwords are 'state-of-the-art in every respect'," says Juka, explaining: "Since we engage as resident and guest DJs only the very best in their fields, we cannot and will not tolerate any

compromises. All the experts—whether DJs or music producers—are convinced of the qualities of this system.”

About the *Canniccia Versilia*

After opening in mid June, the *Canniccia Versilia* enjoyed a successful summer season with stars like Boosta and Audiofly as special guests. The line-up for the winter season, too, which began in mid October, is studded with big name DJs like Radio Slave, Popof, and Lutzerkirchen. Joe T Vannelli’s formula certainly seems to be working: “Our idea is to create a discotheque network covering the most interesting areas of the country from the point of view of tourism and culture—always remaining faithful to our original concept and identity.” In addition to audio equipment of the highest quality, Vannelli sets great store by visual effects, such as video consoles and multicolour laser systems.

Equipment in the *Canniccia Versilia* (extract):–

- Loudspeaker systems
 - 6 x DYNACORD MX15
 - 1 x DYNACORD MT215
 - 4 x DYNACORD alpha V-1/60
 - 2 x DYNACORD alpha B-3
 - 2 x DYNACORD VL62
 - 2 x DYNACORD D8

- Power amplifiers
 - 1 x DYNACORD CL800
 - 2 x DYNACORD CL1200
 - 2 x DYNACORD CL1600
 - 2 x DYNACORD LX1600
 - 2 x DYNACORD LX3000

- Digital signal processing
 - 4 x DYNACORD DSP244

snapshot, 3rd December, 2008

Press photo: PM_DC_1108_CannicciaV.jpg



New club, tried-and-tested formula: in the *Canniccia Versilia*, Joe T. Vannelli's latest club, a DYNACORD *alpha concept* system once again sets the tone

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