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MR FOGG'S ESTATE




LONDON, UK
EUROPE, MIDDLE EAST & AFRICA

Like all great novels, *Around The World In Eighty Days* - created by French writer, Jules Verne - was made into a film. But in fact, the book dates so far back, to 1873 to be exact, it was actually transformed into a stage performance first, then a musical and an original film, followed by numerous re-makes and even a children's TV show. It's probably fair to say that no matter your age, you'll have come across the fictional adventures of Phileas Fogg and his journey to win a £20,000 wager, if he can travel the world in 80 days.



Taking inspiration from the novel, hospitality entrepreneurs, Inception Group, has opened a collection of drinking establishments in London, UK under the Mr Fogg's Estate umbrella, all of which transport their guests back to the Victorian era. The first to open was Mr Fogg's Residence in Mayfair, Mr Fogg's Gin Parlour and Mr Fogg's Tavern are both in Covent Garden, while the latest additions are Mr

Fogg's House of Botanicals in Fitzrovia and Mr Fogg's Society of Exploration at The Strand. Head of Marketing for Inception Group, Simon Allison said: "Mr Fogg's is a growing brand, by the end of the year we shall have six within the collection of venues, while they retain some key similarities each one will always have its own identity. The best way to describe the bars is cocktail bars for the adventurous. We 

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- Guy Ayres

want to take guests on an experience, even a journey and definitely offer a sense of escapism from modern day London back to the Victorian era. The quality of cocktails, using premium products, innovative menus, eye-catching décor that all has a very high level of attention to detail, warm hospitality, unique entertainment offerings and the teams within the venues all combine to make Fogg's what it is.

"Since Mr Fogg's opened in Mayfair five years ago, we have seen that guests have a real affinity with the Fogg narrative and the Around The World In Eighty Days

story. Londoners have so much choice of where they can go and we wanted people to be able to visit one Fogg's then look forward to experiencing a slightly different one somewhere else in London. There are so many concepts for future Fogg's venues we could do, each firmly planted within the novel but the journey continued." Diamond AV, a UK-based audiovisual design company, first took on the service and maintenance of the technology in Mr Fogg's Gin Parlour and Mr Fogg's Tavern. Technical Director at Diamond AV, Guy Ayres, then set about renovating Mr Fogg's Residence, which at the time

TECHNICAL INFORMATION

SOUND

MR FOGG'S RESIDENCE: 6 x NEXO ID24 loudspeaker; 1 x NEXO ID S110e bass bin; 1 x NEXO DTD1.3 amplified controller; 1 x BSS Soundweb London BLU-100 DSP; 1 x BSS Soundweb London BLU-3 wall panel

MR FOGG'S HOUSE OF BOTANICALS: 10 x NEXO ID24 loudspeaker; 1 x NEXO ID S110e bass bin; 2 x NEXO DTDAMP4x0.7 amplified controller; 2 x NEXO DTD-T amplified controller; 1 x BSS Soundweb London BLU-100 DSP; 4 x BSS Soundweb London BLU-3 wall panel

MR FOGG'S SOCIETY OF EXPLORATION: 10 x NEXO ID24 loudspeaker; 4 x NEXO ID S110e bass bin; 2 x NEXO DTDAMP4x1.3 amplified controller; 4 x NEXO DTD-T amplified controller; 1 x BSS Soundweb London BLU-100 DSP; 6 x BSS Soundweb London BLU-3 wall panel

LIGHTING

Abstract AVR 20w/m 24V RGBW flexible LED strip; Abstract AVR 12w/m White Flexible LED strip; Abstract AVR Side Emitting Flexible LED strip; Abstract AVR CS4 5W RGBW downlights; ShowCAD Artist software package

www.mr-foggs.com



had been open for five years. Inception Group knew it needed to up its game and deliver a high-class audio solution, since establishing a name for itself.

The Mr Fog's experience starts at the front door with a smartly dressed doorman greeting guests and asking if they have a reservation. From entering the venue to being seated at a table is a seamless move. Guy explained further: "Hypothetically, Fred arrives at the door, he's number one on the reservation list. After a rehearsed greeting of, 'good evening Sir', the doorman will pick up a gold boule, which has a number one printed on it. The boule will make its way down a moving system to the maitre d', so once inside, the greeting will change to, 'good evening Fred, how are you? Your table is here.' That's just the quiriness of Inception Group." The system isn't exactly the same at all venues, but the welcoming concept is apparent at each location.

• Above Mr Fog's House of Botanicals.

Upon entering Mr Fog's Residence, the iconic Phileas Fog hot air balloon is an immediate focal point. It is also the home for the NEXO ID S110e bass bin. Previously, there had been two ceiling mounted subwoofers, but when Guy designed the new system with NEXO, one bass unit was more than sufficient. "The hot air balloon just made sense, it was crying out to be used really. I knew that the ceiling was going to be structural safe above it, because they'd mounted the hot air balloon so, I was confident I'll be able to hang the subwoofer. It works really well," he said.

Just six super compact, high-powered NEXO ID24's were need for this space, which besides the hot air balloons is littered with trinkets, ornaments and paintings from around the world - harping back to the theme - as well as and a large golden globe that forms a centrepiece for one the tables by the bar.

The ID24's are very aesthetically pleasing, but also offer great quality audio for their size. The brief was to deliver a sound system that would be capable of bar music, two-piece bands and DJ sets. "It's a very simple system," Guy added. "Because the ID24's are 16 ohm loudspeakers and the six of them run on just one four-channel amplifier, the DTD1.3, I can get the maximum use of the processing. In turn, it means less cabling and less to maintain - simplifying at every level." Processing goes through a BSS Soundweb London BLU-100 DSP, a setup Guy had tried and tested many times before and had installed in other venues in the UK. "Watching the system controller cut in perfectly and take charge of the system is something we're really happy with. It's also a simply controller to use, with a BSS Soundweb London BLU-3 wall panel installed behind the bar that staff can operate with the help of presets," he



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- Simon Allison

explained. Continuing their work with the collection of venues, Guy and Sales Director of Diamond AV, Dave Crane moved onto Mr Fogg's House of Botanicals, located on Newman Street. Simon said: "This is certainly our lightest of the Fogg venues, it is immersed in greenery, with the cocktails focussing on all numbers of botanicals, as well as a menu dedicated to the secret language of flowers used in the Victorian era." The Newman Street venue was almost installed with a different brand of loudspeakers but after the success of the Mayfair Residence, Inception Group trusted Guy's judgement and expertise. The House of Botanicals is filled entirely with flora and fauna collected from all over the world, alongside tropical plants, so once again, a discreet audio system was required. The setup was similar, making use of

NEXO ID24's, this time 10 cabinets were required to provide full coverage for the space. The ID24 is tailored specifically for the installation environment. It is a full-range speaker using twin four-inch drivers in a V formation in combination with an HF compression driver. It has a unique user-adjustable horn, easily rotatable without tools by a switch on the rear panel, giving 60° or 120° high frequency coverage. This allows high frequency horizontal dispersion to be 'tuned' for the given application. A single NEXO ID S110e bass bin is also in place to extend the low frequency. The amplification and processing differs slightly from Mr Fogg's Residence, with Guy opted for two NEXO DTDAMP4x0.7 four-channel amplifiers and two NEXO DTD-T's, which offer sophisticated control over crossover, EQ and time-alignment along with speaker protection. However, the BSS Soundweb London BLU-100 DSP



• Above
Mr Fogg's
Society of
Exploration.

and the BLU-3 volumes control panels are still in place, too. Guy outlined the reason for this choice: "We like to keep the head end control the same in all the venues for user simplicity, and to add familiarity when managers swap between venues."

Diamond AV added some subtle lighting at The House of Botanicals using LED strips and downlights from Abstract AVR, which are controllable using a ShowCAD Artist software package.

The largest of the venues is Bedford Street's, Society of Exploration and is the most recent addition to the chain. It is split into three spaces - the main area, the carriage and the map room. Simon offered a description: "Society of Exploration on The Strand is our biggest Fogg's to date and

is truly jaw dropping with many moving parts and even a mechanical mixologist, Star of Bombay negroni machine." Its location is a stone's throw away from the location that Mr Fogg embarked upon his infamous journey around the world - the bustling Charing Cross station.

It'll come as no surprise that with a larger venue comes a larger sound system. Guy specified 10 NEXO ID24's again to cover the three spaces, but as the carriage is deemed the party area, additional bass bins were added there, taking the total of NEXO ID S110e subwoofers up to four across the venue. Two Nexo DTDAMP4x1.3's and two NEXO DTD-T's power and control the system, and following the setup pattern, a BSS Soundweb London BLU-100 DSP and

six BLU-3 volumes control panels have also been installed.

On working with NEXO and Diamond AV, Simon said: "Personally, I have worked with both for 10 years now. The technology is top of the range and fits discretely into our Victorian-style venues, which is no mean feat."

To finish off the Mr Fogg's Estate - for this year anyway - will be Inception Group's first Mrs Fogg's. Located in the heart of the city, the theme will be Fogg's wife Aouda putting her take on a Fogg's venue. But with Simon alluding to many more ideas for adaptation of Mr Fogg's, don't be surprised to see more venues in the collection open up in 2019 and beyond. 