

CASE STUDY – HOSPITALITY | ZELVA ROOFTOP





A TRENDY DESTINATION ATTRACTING LOCALS AND TOURISTS ALIKE

Zelva Rooftop stands out as one of the trendiest places in the thriving Colombian city of Pereira. Located atop the contemporary Oko Tower building, the space boasts a restaurant and bar set on a beautiful terrace. Its décor combines small trees and natural vegetation with warm-colored furnishings and open spaces to enjoy views of the city and nearby mountains.

Benefitting from a prime location in the thriving Eje Cafetero region of Colombia, Zelva Rooftop captures the dynamic energy of the area, making it an ideal destination for locals, professionals, and tourists.

The space is divided into three main areas: the rooftop restaurant, a private lounge, and an outdoor terrace. The cuisine offered provides an exquisite blend of international influence with a Japanese touch. Guests can savor a variety of dishes for lunch, dinner, or snacks while enjoying one of its famous cocktails prepared by their highly acclaimed bartender, ranked among the three best mixologists in Colombia.

Gabriel Montoya, a founding partner of Zelva Rooftop, explains that beyond the gastronomic delights, the venue is an ideal place to enjoy the sunset while listening to an exciting blend of electronic music that's carefully curated by

talented DJs. As night falls, these rhythms — matched with the exquisite ambiance and views — create an unparalleled atmosphere that is truly captivating.

DESIGNING AN OPEN-AIR AUDIO SOLUTION

Zelva Rooftop's owners desired a superior sound system that was customized for their venue's unique layout while uniting the modern, welcoming atmosphere with sound. For ultimate flexibility and control, the project was divided into the space's three zones where music genre and volume variability would be required.

From the beginning of the architectural project, it was clear that the sleek open-air terrace would be one of the main attractions but, at the same time, its greatest acoustic challenge. Despite its rooftop location on one of the tallest buildings in Pereira, the audio solution needed to provide an amazing experience throughout the restaurant, while managing how the sound carried given the neighboring apartments. Hence, Zelva Rooftop's volume of sound risked disturbing neighboring apartments.

The architect responsible for the project, Maria del Pilar Nieto, sought the help of an integrator in audio solutions with whom she had worked successfully before. Thus, MovilPlay Importaciones, a local AV integrator led by General Manager Germán Valencia, became an integral part of the Zelva Rooftop project from its initial stages.



The MovilPlay team realized that the challenge was two-fold, striking a delicate balance between limiting the sound's coverage area and volume to lessen the noise disturbance risk, while simultaneously ensuring enough sound pressure so Zelva Rooftop's patrons could experience a festive atmosphere that Montoya envisioned.

BOSE PROFESSIONAL PROVIDES AUDIO EXCELLENCE

Considering the project's requirements, the MovilPlay team determined Bose Professional's technology and products were the best solution for the problem. First, MovilPlay utilized the cutting-edge Bose Professional Modeler acoustic analysis and design software to assist with selecting the most optimal loudspeaker model and its placement to deliver sufficient sound pressure and delimit the coverage area.

"Bose Professional is a recognized brand with an authentic and warm sound that our customers perceive and we value."

— Gabriel Montoya
Co-owner and Director
Zelva Rooftop

To assist, MovilPlay enlisted the expertise of Automa: a technical specialist, authorized Colombian Bose Professional distributor and Bose Professional regional technical support engineer. Together, the expanded team reviewed the system's design in detail to further guarantee optimal performance.

Armed with the project's specifications and his colleagues' insights, MovilPlay's Engineer, Germán Martínez, chose the Bose Professional DesignMax line's loudspeakers. DesignMax line of loudspeakers boast exceptional sound performance with a visually appealing design — where their shape and color allow for inconspicuous mounting that seamlessly blends with the building's steel columns and beams. In addition, with an IP55 outdoor rating, the terrace's equipment will withstand the diverse weather conditions.

For the outdoor terrace, how far the sound traveled was a great concern, the team designed an innovative solution: 13 DesignMax DM5SE loudspeakers were installed facing inwards, 2.5 meters apart, and at different heights. The loudspeakers were suspended from custom-made poles on which brackets were used to adjust the correct tilt of each speaker. The MovilPlay team conducted extensive testing and fine-tuning to confirm all objectives were met, leveraging data from the Bose Professional Modeler software and the support of Automa and Bose Professional specialists.

In the second zone, encompassing the bar and tables inside the restaurant, an arrangement of five DesignMax DM5SE loudspeakers and three DesignMax DM10S subwoofers were installed.

The loudspeakers — suspended at three meters by custom-made poles for mounting — were distributed around the bar and deliver a consistent, even listening experience that's expected for a swanky rooftop bar atmosphere.

The VIP room, offering a private space with a capacity for 15 people, is the third zone. For the ultimate personalization



experience, guests can either enjoy the restaurant's curated playlist or play music from a mobile device. This space uses two DesignMax DM5SE loudspeakers and a DesignMax DM10S subwoofer, where the combination delivers rich lows with clear, intelligible highs and a perfectly matched bass level.

In addition, realizing the DJ is a prominent highlight at the Zelva Rooftop, MovilPlay installed a DJ booth using two LI Pro16 portable line array systems and a T8S ToneMatch mixer, allowing easy transportability with studio-quality audio.

As the resident DJ oversees Zelva Rooftop's musical curation and sound system operation, having a system that was intuitive yet high quality was a must. Thus, MovilPlay also installed ControlCenter CC-3D zone controllers for effortless volume control and seamless audio source selection.

ROOFTOP ELEVATED TO NEW HEIGHTS BY SOUND

MovilPlay's custom-designed audio system now meets the expectations of not only Zelva Rooftop's owners, but also its guests and — equally as important — the neighbors of the nearby buildings. The coverage is an extraordinary example of excellent analysis, design, and integration efforts. Now, no matter where a guest might be seated, they can enjoy music at the appropriate volume, further adding to the rooftop experience.

The system delivers warm, clear sound for a peaceful evening enjoying the sunset and relaxing music at the right volume for effortless conversation.

Moreover, it also has the power to generate a festive atmosphere as the evening progresses and the tempo rises.

Furthermore, the system showcases versatility, seamlessly switching from carefully curated playlists to DJ-selected music to match the unique mood of each night. On top of that, the operation is straightforward, with no complicated settings to distract the staff from their daily work.

The Zelva Rooftop audio system is the largest and most complex MovilPlay has installed in a restaurant and is one of their most satisfied customers. Montoya emphasizes the importance of music and quality sound for guests to have a great experience.

"Bose Professional is a recognized brand with an authentic and warm sound that our customers perceive and we value," Montoya said. "In addition, MovilPlay is always readily available to support us when we organize a special event or receive a guest DJ, which generates a climate of trust that we appreciate." ■

SYSTEM COMPONENTS

- ControlCenter CC-3** zone controller
- CSP-428 Commercial** sound processor
- DesignMax DM10S** subwoofer
- DesignMax DM5SE** loudspeaker
- L1 Pro16** portable line array system
- Modeler** sound system software
- PowerSpace P21000A** amplifier
- PowerSpace P4300+** amplifier
- T8S ToneMatch** mixer

PARTNER: **AUTOMA**



Automa is a Colombian company specialized in professional video and audio, security and automation of corporate, commercial and residential spaces. With 12 years of experience, it is one of the wholesale distributors of major technology brands with presence in Colombia. It has a solid team of collaborators and business partners specialized in the integration of audiovisual solutions.

PARTNER: **MOVILPLAY**



MovilPlay Importaciones is a Colombian company based in Pereira. The company designs and integrates audiovisual systems for residential and commercial applications. Recently, it has ventured into developing solutions for large spaces such as restaurants, bars, hospitals, and religious temples.



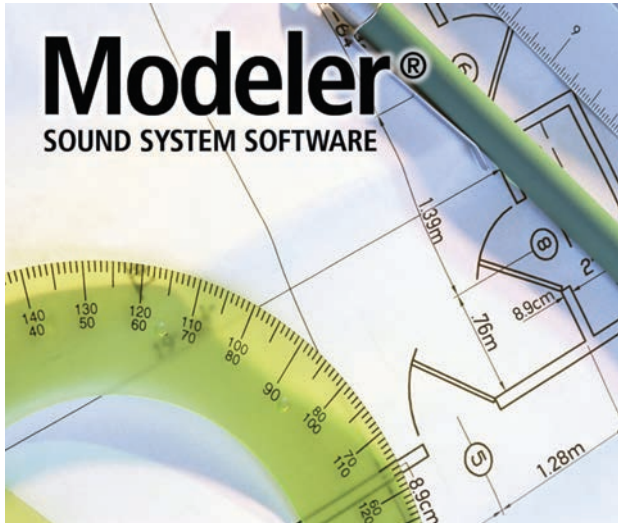
DESIGNMAX **DM10S-SUB**

Delivering rich low-end performance, 300-watt DM10S-SUB subwoofer brings instantly impressive bass to any commercial sound installation. The surface-mounted DM10S-SUB has a 10-inch woofer, 35 Hz – 125 Hz frequency range, and locks onto a hidden QuickHold U-bracket.



DESIGNMAX **DM5SE**

With coaxial two-way drivers, the 60-watt DesignMax DM5SE loudspeaker offers rich lows and clear, intelligible highs — along with premium aesthetics that complement any commercial sound installation. The DM5SE features a two-way 5.25-inch woofer and 1-inch coaxial tweeter mounted within the Dispersion Alignment system, delivering a frequency range of 65 Hz – 20 kHz. The DM5SE is surface-mounted, IP55 outdoor-rated, and locks onto a hidden QuickHold U-bracket for fast, secure installation.



MODELER SOUND SYSTEM SOFTWARE

A 3D modeling program for acoustic design and analysis, Modeler software helps system designers and acoustic consultants predict sound system performance in both indoor and outdoor environments. From places of worship and multi-purpose spaces to hospitality venues, stadiums, auditoriums, and more.



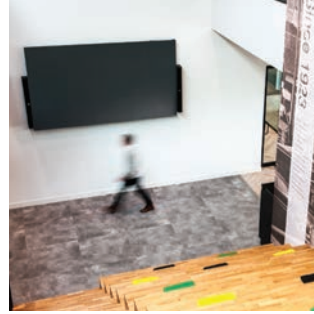
POWERSPACE **P21000A**

Ideal for zone-expansion applications, PowerSpace amplifiers enhance any premium commercial sound installation with clean, reliable power — and digital connectivity. A Bose Professional AmpLink input allows for multiple channels of uncompressed, low-latency digital audio from Bose Professional DSPs via a single Cat 5 cable. Choose from five models providing 1000, 600, 300, or 150 watts per channel.



POWERSPACE **P4300+**

The Bose PowerSpace P4300+ amplifier combines power and DSP into a 1RU, four-channel design for quick-turn installations. Part of a comprehensive platform of loudspeakers, controls, and software that help installers deliver premium commercial sound systems efficiently, PowerSpace+ amplifiers feature a quick-setup workflow. An onboard configuration utility and intuitive browser-based UI present common tasks in a logical manner, so you can configure the system faster, reducing installation time while increasing setup accuracy.



Bose Professional serves many different markets, delivering great sound in venues all around the world — performing arts centers, theaters, places of worship, stadiums, restaurants, schools, retail stores, hotels, and corporate buildings.

We know that our pro audio customers depend on us in a unique way. This is your business, your reputation, your livelihood — not just an amp, not just a loudspeaker. So, when you buy a Bose Professional product, you get the full weight of the global Bose Professional team behind you — our time, support, and attention. We see every purchase as the beginning of a partnership.



BOSEPROFESSIONAL.COM