

CASE STUDY - HOSPITALITY | L'ESCARGOT





## A CENTURY OF CULINARY EXCELLENCE

In the heart of London's vibrant Soho district stands L'Escargot — a culinary gem that has graced the city's dining scene for more than a century. A prestigious French restaurant, L'Escargot boasts a rich history dating back to 1896. Housed within an elegant Georgian townhouse, each room, corridor, and stairwell exudes its own unique charm and character.

L'Escargot's menu pays homage to the timeless art of French cooking in the grand Parisian brasserie tradition. It features an array of exquisite French delicacies, from sumptuous lobster bisque to the iconic escargot served with the signature garlic butter. This culinary excellence, coupled with an extensive wine selection, has drawn luminaries from the world of entertainment and royalty over the years. The restaurant's guest list reads like a who's who of celebrities, including Coco Chanel, Mick Jagger, Princess Diana, and more.

Nestled in the West End, L'Escargot is a beloved spot for both pre-theatre and post-theatre dining. The restaurant's warm and welcoming ambiance, complemented by its friendly staff, invites guests to indulge in three-course culinary journeys with fine wine or simply enjoy a light bite and cocktails. As the oldest French restaurant in London, L'Escargot continues to enchant patrons with its enduring legacy of exceptional cuisine and a timeless sense of hospitality.

## ENHANCING HISTORIC ELEGANCE WITH SOUND

Despite L'Escargot's world-renowned reputation and unforgettable ambiance, the owners aspired to elevate their patrons' experience through the power of sound. However, the path to perfection wasn't easy. The iconic building's 1700s roots — while visually stunning — revealed integration complications. As was true to townhomes during that time, the venue boasts a mosaic of cozy nooks, inviting rooms, and eccentric décor, each revealing its own distinct character. While providing an ideal getaway for guests, it also created a sonic puzzle, where acoustics differ in every room.

Increasing the complexity, the primary objective was to deliver a dining ambiance characterized by smooth, consistent, and high-quality sound while preserving the building's historic and aesthetic value — a concern that could not be overstated.

"We wanted to create a seamless audio experience for the guests of L'Escargot, without distracting them from the beauty of the building," stated João Oliveira, assistant to L'Escargot's CEO.

This meant avoiding any substantial alterations or damage to the building's structure. Every step of the installation process, from cable routing to drilling holes and securing loudspeakers, would demand meticulous planning and precision.



With the difficult task of striking a delicate balance between achieving impeccable sound quality while ensuring discretion, L'Escargot entrusted Marquee AV to lead discovering the optimal sound solution.

### CREATING AUDIO EXCELLENCE WITH BOSE PROFESSIONAL

Without hesitation, Marquee AV's System Designer, immediately looked to Bose Professional for accomplishing the project's every requirement.

"We have been working with Bose Professional for many years, and we trust their products and rely on their support," Bailey said.

Bailey embarked on a mission to design and implement a sound solution that would seamlessly integrate with L'Escargot's heritage, amplifying its ambiance without compromising its cherished architectural integrity.

First, Bailey chose DesignMax DM5SE loudspeakers, renowned for their small, compact, and discreet design. In a venue where every square inch bears historical significance, these speakers seamlessly integrated into the setting. To ensure comprehensive coverage from the reception area to the kitchen, Marquee AV designed the solution so every corner and room received optimal audio — all the while still respecting the building's original features and character.

To power the solution a PowerShare PS404D adaptable power amplifier was selected. Delivering an impressive 400 watts, it shares power asymmetrically across all outputs, granting unparalleled flexibility in channel allocation. Whether needing low-impedance loads for intimate gatherings or high-impedance loads for more

lively parties, the PowerShare amplifier adapts effortlessly. Integrated Dante Audio Networking further brought digital sophistication into the mix, while the Dual Feedback Loop System ensured superior performance and protection for the loudspeakers.

Bose Professional and Marquee AV's collaboration wove a harmonious sonic tapestry, enhancing the restaurant's legacy without missing a beat.

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— System Designer  
Marquee AV

### TRANSFORMING HISTORY WITH SUPERIOR SOUND

The collaboration between Marquee AV and Bose Professional culminated in a resounding success at L'Escargot. The inherent challenges of preserving the historic charm of the restaurant while delivering a sound experience of the highest quality were met with ingenuity and precision. The result was a remarkable audio system that achieves the delicate balance between heritage preservation and modern enhancement.

Marquee AV's meticulous installation seamlessly merged the restaurant's ambiance, design, and, most importantly, sound. The success of the endeavor at L'Escargot reflects



Bose Professional's commitment to delivering excellence in sound solutions without compromise, preserving the essence of iconic establishments while ushering them into the modern era. Sound now stands as an integral part of the diverse narratives that unfold within L'Escargot's walls, catering to a spectrum of guests — from exclusive gatherings to intimate dinners. ■

#### SYSTEM COMPONENTS

**DesignMax DM5SE** loudspeaker

**PowerShare PS404D** adaptable power amplifier

PARTNER: **MARQUEE AV**



Marquee AV specializes in providing audiovisual solutions across various sectors, including hospitality, entertainment, and leisure. As part of the Marquee group, Marquee Home and Marquee One extend their offerings to include lifestyle technology for upscale residences, along with audiovisual solutions and services catering to corporate, educational, and hospitality clients. Their commitment to continuously exploring the potential of audiovisual technology drives them to devise innovative approaches for crafting unforgettable experiences for their clientele.



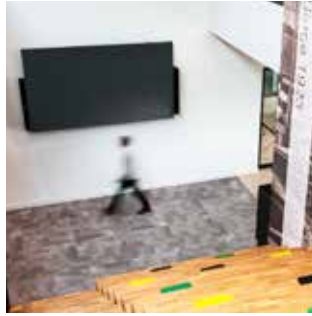
### DESIGNMAX **DM5SE**

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.



### POWERSHARE **PS404D**

PowerShare PS404D adjustable power amplifier delivers outstanding audio performance and reliability with patented technologies, sharing power across all output channels and delivering 400 watts for installed applications. This means you can distribute the total 400 watts asymmetrically across all outputs or use any individual output to deliver full power. And with support for both low- and high-impedance loads up to 100V, it's easy to adapt PowerShare amplifiers to a wide range of applications. Its unique set of features and technologies makes PowerShare one of the most versatile, high-performance amplifiers available today.



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.



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