



Nashville's Dream Hotel Chooses Bose Professional Sound Systems & Technomedia for a Stellar Sonic Identity

EVAmore, a Nashville-based booking firm, chose the Dream Hotel for the launch event of its new-generation online booking platform

FRAMINGHAM, Mass. — Feb. 6, 2020 — Nashville's experiential upscale Dream Hotel – the flagship of the chain – worked with Technomedia, a division of [Mood Media](#), the world's leading in-store media solutions company dedicated to elevating the Customer Experience, and Bose Professional to develop a stunning sonic identity for the destination facility. The hotel evidences its reliance on Bose Professional products by their pervasive presence throughout the facility, including 11 dining and entertainment venues as well as common spaces. A wide variety of Bose Professional products have been employed, including RoomMatch, ShowMatch, FreeSpace DS-series and Panaray speakers, as well as ControlSpace processors and PowerMatch amplifiers. Technomedia, an award-winning advanced A/V systems integrator that creates the most original, immersive and memorable media experiences in the world, was responsible for initially bringing in Bose Professional on the project and handled all necessary installations across Dream Hotel's venues.

Far from being a cookie-cutter chain hotel clone, Dream Hotel Nashville occupies a historic building backing up to the city's storied Printer's Alley night life and entertainment district. The Dirty Little Secret night club, the hotel's premier venue, is an intriguing music and entertainment theater that has become a destination for private events as well as regular live performances with surprise acts and a rotation of emerging musicians and DJ performers. The venue is entered from Printer's Alley, where guests and revelers are provided a striking visual experience; Bose Professional gear was deployed to provide equally compelling audio.

Recently, the innovative entertainment booking firm EVAmore launched the latest evolution of its online booking platform in a gala event at Dirty Little Secret, chosen in no small measure as Bose Professional has become the recommended sound choice of EVAmore. "We promote Bose Professional Sound as the go-to in the corporate and private events industry for anyone who doesn't want to think twice or worry about how the production side of things will go during their event," says EVAmore co-founder Channing Moreland. EVAmore and its artists have been using Bose Professional products for quite some time now and have been extremely happy with the results. "Our artists first tried out the F1 and Sub speaker sound system and the L1 system,"

Moreland recalls. “Both are amazing setups for our always-on-the-go artists and extremely easy to use. So when it came time to choose a venue for our launch event, because of the décor and the Bose PA system, the Dream Hotel’s Dirty Little Secret nightclub was an easy decision. We now use the Bose Professional gear setups at corporate and private events whenever we can. We believe it’s a great, mutually beneficial partnership because music and amplification go hand-in-hand.”

EVAmore (www.evamore.co) represents a prototypical American success story. The company was founded by two then-college students (Moreland and Makenzie Stokel) who shared a love of live music and had experienced first-hand the frustrations of negotiating the messy details of talent booking. Deciding there needed to be a better way, they formed a company and began developing what’s evolved into a mature and user-friendly online experience that makes it easy for event hosts to find and book musical talent. “EVAmore is an online platform that automates booking entertainment by connecting talent with premium events,” Moreland elaborates. “The platform provides instant discovery of vetted entertainment, access to prequalified events, and quick and secure payments/contracts for all parties involved.”

“When you have great entertainment paired with great sound production,” Moreland concludes, “your event becomes invincible.”

More about the Dream Hotel and Dirty Little Secret Nightclub:

Nashville’s upscale Dream Hotel is situated in the heart of Music City on 4th Avenue North, a short walk from the Country Music Hall of Fame and Museum, Ryman Auditorium, the Frist Art Museum, Bridgestone Arena, Nissan Stadium, and the Broadway strip. The hotel evidences its reliance on Bose Professional products by their pervasive presence throughout the facility, including 11 dining and entertainment venues as well as common spaces. Bose ControlSpace ESP-880N and ESP-160 processors and a ControlSpace CC-64 Control Center are deployed to select, process and route signals over a Dante network feeding eight PowerMatch PM8500N amplifiers and four PowerMatch PM8250N amplifiers driving FreeSpace DS-series flush mount and surface mount speakers, RoomMatch array and utility speakers, ShowMatch subwoofers, Panaray floor arrays and MB210 compact subwoofers – 92 Bose Professional loudspeakers in all. Localized control is facilitated by eight strategically placed Bose Dante 2X2 Wall Plate controllers.

The PA in Dirty Little Secret is centered on RoomMatch RM12060 (120-degree horizontal x 60-degree vertical) DeltaQ full-range array modules. The RoomMatch RM12060 is mated with two ShowMatch SMS118 subwoofers.

Four Bose Panaray 620M multi-position floor array monitor loudspeakers adorn the stage. Additionally, side space coverage and fills are handled by eight RoomMatch Utility loudspeakers (one RMU108 and seven RMU208 cabinets), while a pair of FreeSpace DS100 surface mount loudspeakers is mounted outside the entry doors. DSP processing for the system is provided by a Bose ControlSpace ESP-880 processor. Six PowerMatch PM8500N configurable amplifiers – each featuring eight inputs and 4000 W of available output configurable to drive two to eight loads – drive the room’s loudspeakers.

For more information, visit PRO.BOSE.COM.

Photo File 1: Stephen_Day.jpg

Photo Caption 1: EVAmore artist Stephen Day performs through the Bose Professional sound system at the Dream Hotel’s Dirty Little Secret night club.

Photo by Jessica Amerson

Photo File 2: Sweet_Fever.JPG

Photo Caption 2: EVAmore artist Sweet Fever performs through the Bose Professional sound system at the Dream Hotel’s Dirty Little Secret night club.

Photo by Jessica Amerson

Photo File 3: EVAmore.JPG

Photo Caption 3: EVAmore co-founders Makenzie Stokel and Channing Moreland celebrate the launch of their updated talent booking platform. EVAmore recommends Bose Professional gear to their clients.

Photo by Jessica Amerson

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About Bose Corporation

Bose Corporation was founded in 1964 by Dr. Amar G. Bose, then a professor of electrical engineering at the Massachusetts Institute of Technology. Today, the company is driven by its founding principles, investing in long-term research with one fundamental goal: to develop new technologies with real customer benefits. Bose innovations have spanned decades and industries, creating and transforming categories in audio and beyond. Bose products for the home, in the car, on the go and in public spaces have become iconic, changing the way people listen to music.

Bose Corporation is privately held. The company's spirit of invention, passion for excellence, and commitment to extraordinary customer experiences can be found around the world – everywhere Bose does business.

About Technomedia:

Technomedia, a division of Mood Media, is an award-winning advanced A/V systems integrator that creates the most original, immersive and memorable media experiences in the world. From design, engineering, integration, installation and support, Technomedia develops large-scale audio-visual experiences globally, including LED walls, projection mapping, digital media, augmented reality, interactive exhibits, and other custom features, utilizing audio, video, lighting, and control design. Projects range from delivering “wow” installations in themed and location-based entertainment, as well as resorts, hotels, automotive centers, immersive retailers, and corporate environments. For more details: www.gotechnomedia.com.

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