

HOT SOUND

IN THE CITY

The New York Bar in Tokyo's celebrated Park Hyatt Hotel now offers music that's as spectacular as the view.

By Rebecca Hansen



As a result, while one of the attractions of the New York Bar was its nightly top-name American jazz acts, patrons weren't getting the full benefit. To make the music heard above the noise from the kitchen and general social buzz, the sound system had to be turned way up. In some parts of the bar, guests had to shout to be heard by companions. In other parts, they strained to hear the music. In the dining room, where the music should have been a pleasant enhancement to the meal and a subtle invitation to linger afterward, it was muddy, indistinguishable, and inconsistent with the quality of the rest of the experience. Worse, the sound system had large black speakers mounted on stands to either side of the stage, partially obstructing the magnificent view from the windows.

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EMMANUEL NONY,
DIRECTOR OF FOOD AND BEVERAGE,
PARK HYATT HOTEL

THE VENUE:

A five-star contemporary hotel in downtown Tokyo.

THE CHALLENGE:

Improve the acoustics of the hotel restaurant for live music without altering its interior or obstructing its magnificent panoramic view of the city.

THE SOLUTION:

Use Bose® Panaray® 502®A loudspeakers and 502B enclosures to distribute clear, evenly balanced sound throughout the room.

THE RESULT:

"When the system was first installed, some of our guests asked whether we had new performers. They were the same performers that had played the week before, but they sounded infinitely better."

— Marc Bratland
New York Grill Manager, Park Hyatt Hotel

The last thing managers of Tokyo's stylish and hugely successful New York Bar wanted to do was to change it. Located in the exclusive Park Hyatt Tokyo hotel, the bar, together with the adjacent New York Grill restaurant, is the city's most happening spot. Chic, vibrantly contemporary, and pulsing with the energy of its namesake, the New York Grill was designated one of the "ten great hotel restaurants of the world" by *Hotels* magazine.

So why tamper with success? While the room was visually stunning, the sound was not up to the world-class standards of Park Hyatt hotels, known for their dedication to every detail of guest comfort. The massive windows, tall ceilings, and open kitchen created an environment in which sound waves bounced from one surface to another. These reverberations caused low-level noise and poor sound coverage.

Dubbed "the hotel for the new millennium," by *Business Traveler* magazine, the Park Hyatt pampers its guests with spacious accommodations, oversized beds and bathtubs, Egyptian cotton linens, in-room shiatsu massage, a library of over 2,000 books on art, culture, and travel, and every high-tech communications and entertainment device a busy, weary traveler could want.

The same inventive attention to style and comfort continues in the New York Grill and Bar, which occupies the top floor of the building's tallest tower. Unlike the stiff formality of most other fine Tokyo restaurants, the decor here is simple and bold. Massive, color-drenched paintings of

New York's Carnegie Hall, Rainbow Room atop Rockefeller Center, and Radio City Music Hall set the tone. The view at night, through a 360-degree span of glass, is a neon-lit splendor of one of the world's most exciting cities. By day, the floor-to-ceiling windows provide picture-perfect viewing of Tokyo and Mt. Fuji.

In this feast of pleasure, poor sound was the only discordant element. "What we wanted to provide for our guests," explains Emmanuel Nony, Director of Food and Beverage at the hotel, "was sound that would enhance the concept of the restaurant by being very natural and rich. We didn't want an overamplified 'Las Vegas' sound. But at the same time, we hoped to avoid making changes to the room that would diminish its unique and wonderful qualities. We didn't know if it could be done."

to do," explains Dr. Akira Mochimaru, Bose Senior Research Engineer. "It let us go beyond what we could measure to what we could hear. And what I heard convinced me that Bose could achieve a substantial improvement in sound at the restaurant without acoustical treatment of any kind."

The Bose team let Park Hyatt managers listen and decide for themselves. Nony and New York Grill Manager Marc Bratland took turns placing their heads on the chin rest of the Auditor audio demonstrator.

"What impressed me most was the naturalness of the sound and how little it varied as I moved virtually from one part of the bar to another," says Nony. "It was so amazing that I might have been skeptical if it hadn't been Bose, a company with such a stellar worldwide reputation, presenting it."

"When I listened to the simulation of

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PARK HYATT HOTEL

solution would be very economical. Only four Bose Panaray® 502® A loudspeakers were needed to achieve full coverage and quality.

These compact speakers (5 3/4" x 23 1/2") disperse sound in wide, even patterns, so the music is natural and clear from every seat in the bar and heard softly but distinctly from the restaurant. Two Bose 502B enclosures are hidden inside cabinets along the walls on either side of the bar.

"Most people don't see the speakers, they fit the decor so well," says Bratland. "People know something's better but they're not sure what it is. When the system was first installed, some of our guests asked whether we had new performers. They were the same performers that had played the week before, but they sounded infinitely better."

Today, the New York Grill and Bar is a nightlife beacon that shines brighter than ever. Here the atmosphere is warm, the decor bold, the food creative, the service impeccable, the walls glass, and the jazz hot. Looking out over the nightly light show, guests feel as if they're on the top of the world. And life on the top sounds as good as it feels.

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**For calls outside North America call:
1-508-879-7330**

**For more information on all our products:
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The Bose® Auditor® audio demonstrator was used to simulate how the solution would sound when installed in the New York Grill and Bar. "It allowed us to test our hunches and try more variations than we would otherwise have been able

our current sound system I knew it was real," recalls Bratland, "because I recognized the sound I hear every night. They then switched over to the proposed solution and I was stunned by how much better it was."

And there was more good news: The