



HABITECH PRO

CASE STUDY

DARTS FARM SHOPPING VILLAGE TOPSHAM, DEVON

The perfect blend of sound and space is achieved at this unique retail and fresh food experience.



High up in the Clyst valley amid Devon's rolling hills and overlooking the Exe estuary is Darts Farm. An enterprising blend of working farm and farm shop, Darts Farm is famous among generations of enlightened foodies for pioneering the benefits of the zero food mile culture.

What began as one of the UK's original 'pick-your-own' businesses in 1971 has evolved into an award-winning retail and catering hub, its lush farm-to-fork experiences of fresh produce and gastronomy luring a cluster of boutique resellers to the site, offering visitors everything from Agas, interior design services and lifestyle goods to camping gear and live chickens. There's even a bike hire business, which allows the more adventurous to see the farm and its picture postcard setting from two wheels.

The latest development from the Dart family proprietors is The Cider Barn, an agreeably refurbished space within the existing buildings created to accommodate the new 'The Farm Table' restaurant alongside the 'Cow & Cacao Café', as well as retail extensions to the original



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farm shop. In connecting these open-plan spaces, the Cider Barn's environment proves to be a feast for all the senses, because integrated within its tastefully rustic décor is the experience of high quality sound from Sonance Pro Series speakers, discreetly installed by Tim and Karen Chugg, local integrators and designers at 'Intelligent Abodes'.

Tim Chugg takes up the story: “having completed the audio installation at chef Michael Caines’ Mickeys Bar down the coast, we were invited to design a similarly discreet high performance sound system at Darts Farm. “The word had spread, not least because Michael has an interest in the Darts Farm business, so we were in a great position to offer a competitive tender, especially because we could showcase the benefits of blending sound and space at Mickeys.”

“Once again, we turned to Habitech Pro’s John Perry for help in specifying the system. “From plans supplied and knowing their ultimate application - retail or restaurant - John drew up the design to blend the individual spaces together, specifying the ideal speaker, number and location for each, as well as the amplification to drive them. “At a stroke, his contribution removed days from our schedule and gave us the design platform we needed to present to the Dart family owners.”

The Installation

A collection of open plan retail and catering spaces, the new Cider Barn covers approximately 15m wide x 27m and features ‘The Farm Table’ restaurant and retail space (14m x 12m approx.) as well as the new ‘Cow & Cacao Café’ (9m x 7.5m). The two catering areas are separated by an inverted L-shaped retail space approximately 6m deep. There’s also a new outdoor extension to the Café, which is reached via an outdoor courtyard walkway and stairs.

Says Tim: “the audio design involved twin Sonance PS-P83T 8-inch pendant speakers supported by a discreetly installed Sonance PS-S210SUBT 2x10” bandpass sub covering The Farm Table restaurant bar area and seating, and six PS-P63T 6.5-inch pendants over the remaining seating and retail areas, in addition to eight Sonance PS-C63T 6.5-inch in-ceiling speakers at the Cow & Cacao Café. “Outside there are two PS-S63T 6.5-inch surface mount speakers installed at the rear courtyard walkway to the upper terrace, where four further PS-S63Ts are mounted on the surrounding wooden screens, which are decorated with planted recesses. The PS-S63Ts are joined by three Sonance Landscape Series LS6T all-weather satellites hidden in the floor planters.”



Sonance Pro Series pendants and a bandpass sub provide discreet full range audio at the Farm Table restaurant

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Sonance Landscape Series LS6T satellites are hidden in planters outside on the Upper Terrace catering area

"The systems are line driven by Yamaha XMV eight and four channel power amplifiers through a Yamaha MTX5-D DSP processor with Dante, locally supplemented by Yamaha PX3 and PA2030 amps. "Intuitive local control over volume and zone is via wall mounted Yamaha MCP-1 and DCP-1 panels. "The teaming of Sonance and Yamaha has yielded great results for us and is very reliable, so for commercial audio jobs like this it's our go-to combination, and as a range, the Sonance Pro Series speakers are perfect for most applications, being elegantly discreet and having common voicing from pendant, in-wall and on-wall. "This means you can mix the speaker types according to the job and achieve consistent sound quality throughout. "They're switchable between 8ohm/100V operation and they all have pivoting tweeters for local fine tuning. "In application they sound just fine at virtually any level, with a rhythmic detail that anyone would notice, complete with sufficient full-range dynamics for the sound to be present but not obtrusive, if that's what you want."

The challenges?

"Nothing major to be honest, says Tim. "We had just come from Mickeys and were using similar kit, so we were high up on the learning curve. "What's more, the environment was a refurbishment, which meant we could run cables unhindered by the structural anomalies that are

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virtually guaranteed in older residential buildings. "Inevitably there were some revisions to the original spec, but John Perry's plan translated from paper to the built environment without a hitch. "And I think the result is pretty flawless."

Further Sonance Pendants extend the high quality ambience to the Farm Shop





Sonance Pro Series PS-S63T surface mount speakers are mounted on wooden screens surrounding the Upper Terrace

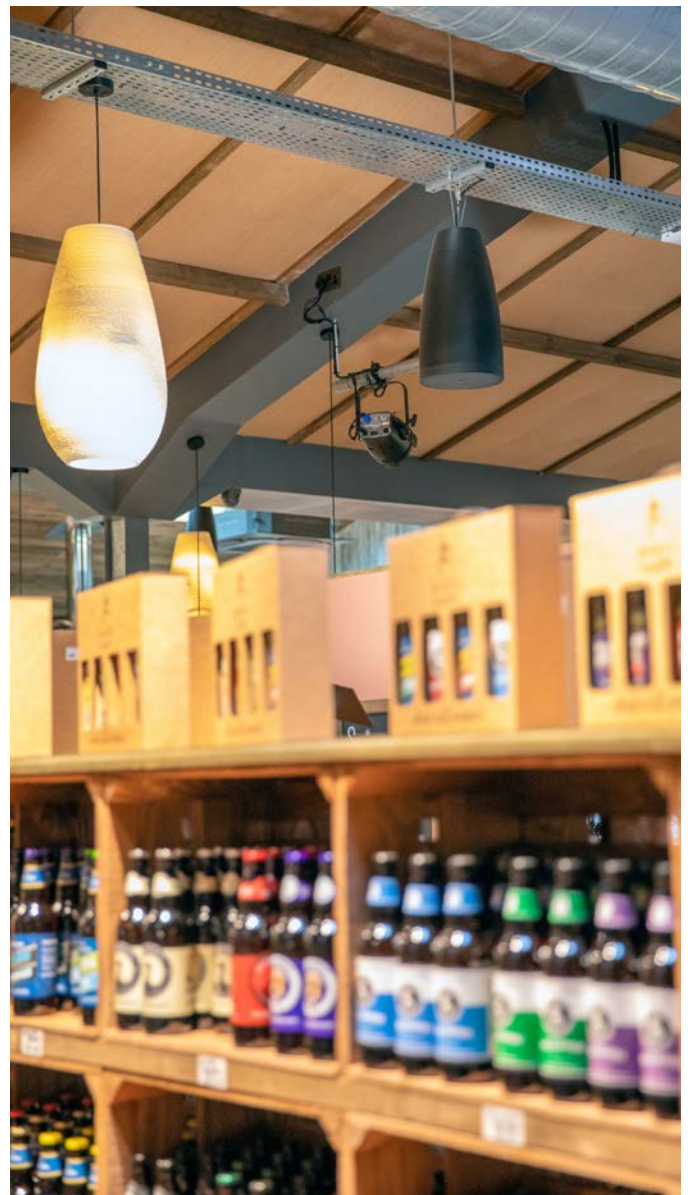
The results

Says George Dart, who runs The Cider Barn: “our business friends in the area recommended Tim and having worked with Intelligent Abodes on another project at Darts, we asked them to get involved with The Cider Barn.

“The system has massively enhanced our consumer experience because we have the ability to manage high quality audio in different zones and to have the sound tailored for the different seasons of the year. “What’s more it’s very user friendly: we have a big team here and for them to be able to work with it day-in day-out has been fantastic.

“I’d highly recommend the system to any customer facing business which is trying to create a memorable experience for the general public. “The service from Tim and the quality of the product has been exceptional; we’d definitely want to involve Intelligent Abodes on the next project.”

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Equipment

The Farm Table restaurant:

Sonance PS-P83T 8-inch pendant speakers

PS-S210SUBT 2x10" bandpass sub

Seating and retail areas:

PS-P63T 6.5-inch pendants

Cow & Cacao Café:

Sonance PS-C63T 6.5-inch in-ceiling speakers

Courtyard walkway:

PS-S63T 6.5-inch surface mount speakers

Upper Terrace:

PS-S63T 6.5-inch surface mount speakers

Sonance Landscape Series LS6T all-weather satellites

Yamaha MTX-5 Processor

Yamaha MCP-1 Control panel

Yamaha DCP-1 Control panel

Yamaha XMV8140 power amplifier

Yamaha XMV4140 power amplifier

Yamaha PA2030 power amplifier

