

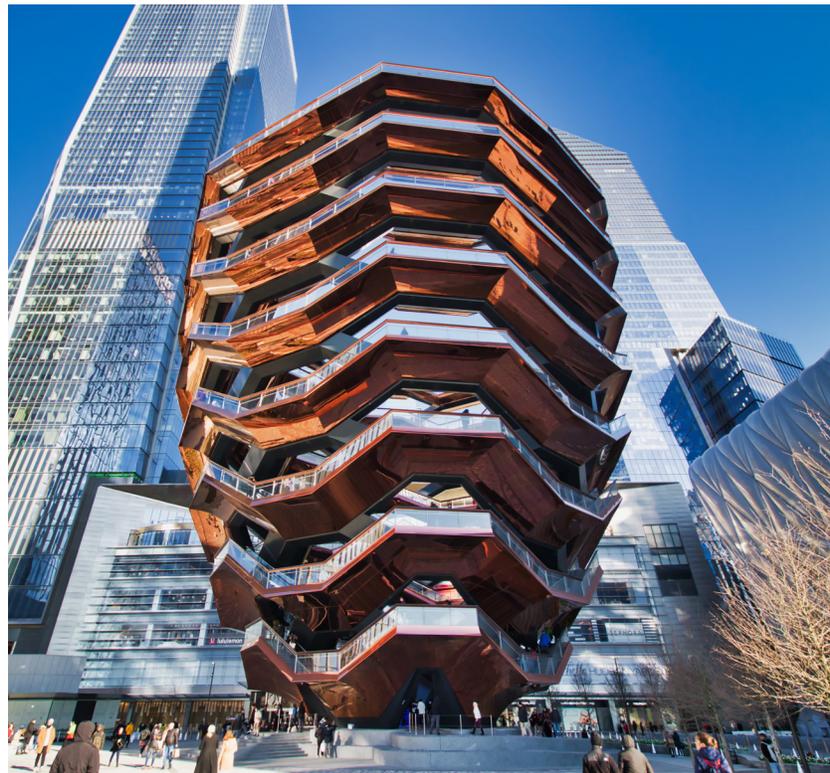
BALANCING AUDIO AND AESTHETIC DESIGN

Wild Ink Restaurant

Wild Ink Restaurant and Bar Delights with the Q-SYS Platform

📍 New York, NY

Hudson Yards is the largest development in New York City since Rockefeller Center, boasting more than 18 million ft² of commercial and residential space, state-of-the-art office towers, more than 100 shops and a collection of restaurants. Located within Hudson Yards, Wild Ink offers a stylish, Asian-inspired dining and lounge area that was looking to provide an enveloping, high-fidelity sound environment to complement a premium dining experience. With the help of [Q-SYS](#) and the AV integrator [Essential Communications](#), they deployed the Q-SYS Platform.



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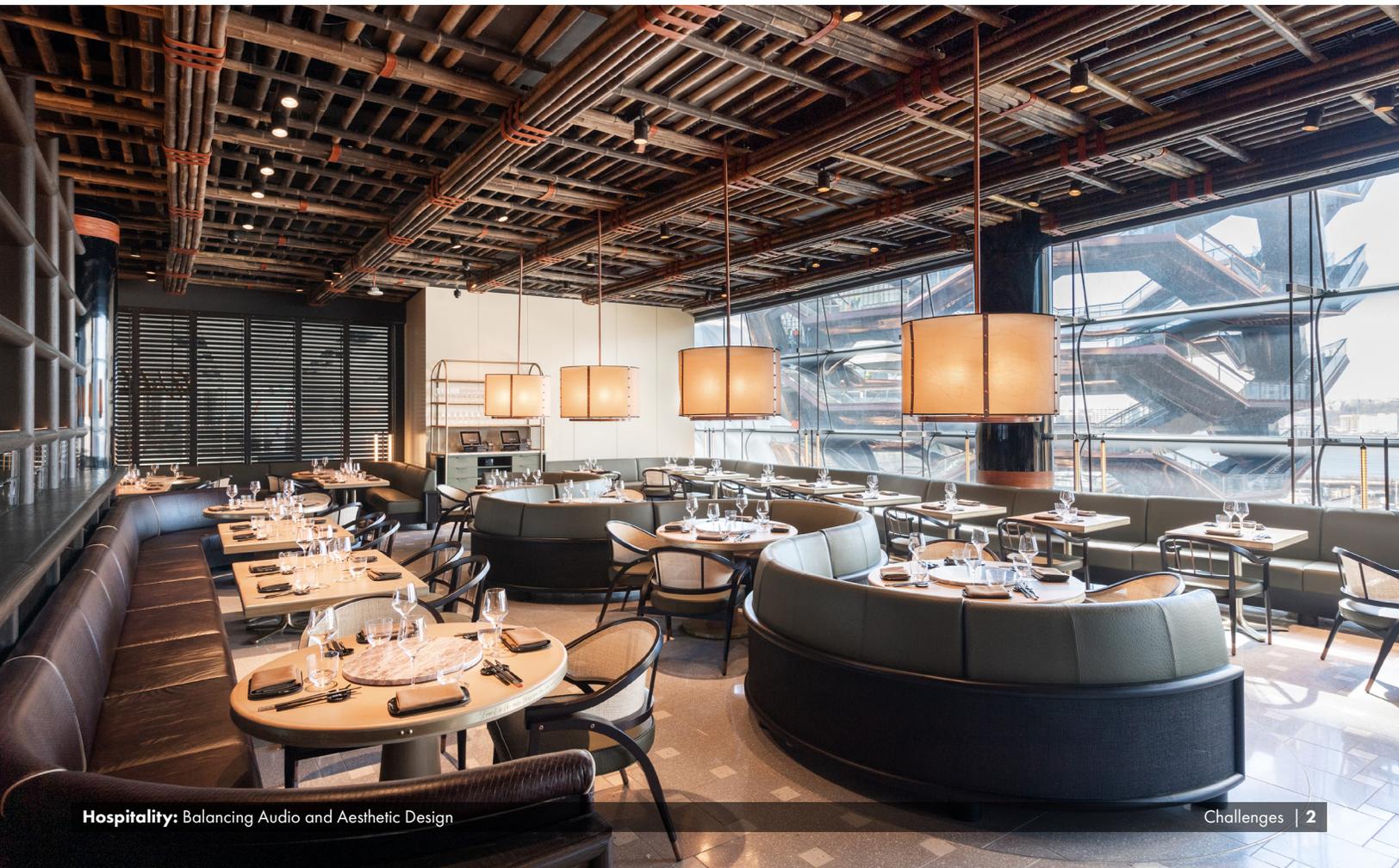
David Schwartz

President, Essential Communications

Challenges

Balancing Acoustics and Aesthetics

Wild Ink faced the intricate task of balancing acoustic design with aesthetic appeal. The venue's stunning bamboo grid ceiling served as the central feature of the space but also presented challenges in terms of sound quality. Traditional loudspeaker solutions were not suitable for this unique environment, as they had the potential to disrupt the sleek and stylish ambiance. One of the main challenges was to ensure exceptional sonic quality while maintaining the visual integrity of the venue. Traditional loudspeakers, with their bulky and intrusive design, would have detracted from the overall aesthetic of the space. Therefore, finding a solution that seamlessly blended into the surroundings without compromising sound quality was crucial.



Solutions

Seamless Audio and Control

[Q-SYS AcousticDesign Series](#) pendant-mount full-range loudspeakers are paired with [Q-SYS AD-S112sw](#) surface-mount subwoofers to provide audio throughout the restaurant. The pendant-mount loudspeakers hang just below the bamboo, ensuring there are no unwanted acoustic reflections or visual distractions. Q-SYS AD Series loudspeakers also maintain consistent sonic characteristics across form factors, ensuring that there are no noticeable audio transitions as patrons move around different areas of the restaurant.

Audio and control processing is managed by a [Q-SYS Core 110f processor](#). Essential Communications chose Q-SYS because it integrates audio, video and control processing in a single device, reducing the amount of hardware and programming time needed for the installation. "Another reason we chose Q-SYS was for its unique control capabilities," explained David Schwartz, President at Essential Communications. "It enabled us to easily create sleek and intuitive UCIs for the team at Wild Ink." With the help of the [Q-SYS UCI Editor](#), the team used drag-and-drop programming to deploy a touch-based background music mixer across [Q-SYS TSC Series Touch Screen Controllers](#) that are simple for any restaurant employee to use.

[Attero Tech AES67 wall plates](#) complete the additional requirement that visiting DJs can easily connect their audio gear to the AV system. The [Q-SYS Scripting Engine](#) includes several control plugins that allow simple integration of the Attero Tech wall plates into the Q-SYS Platform. The integrator was able to simply drag-and-drop the wall plate's controls into the Q-SYS design without any complicated programming. This enables the wall plates to act as an on-ramp into Q-SYS and gives DJs the quick and easy access to the system control they need via the touch screen controllers.

"The reason we love working with Q-SYS is that it's so easy to tie all of the components together and create a great user experience," continues Schwartz. "Add to that, Q-SYS loudspeakers sound phenomenal in the space. The result is really spectacular!"



Q-SYS is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums—and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.

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