



COMMERCIAL CASE STUDY

£13 million distillery expansion creates The Hendrick's Gin Palace. A playground for experimentation, invention and curiosity.

HENDRICK'S
DISTILLED and BOTTLED IN SCOTLAND
— G I N —



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Standing on the grounds of Scotland's most prestigious grain whiskey distillery is the new Hendrick's Gin Palace and Distillery. A tall, black brick wall with a set of refurbished cathedral doors creates a visual and spatial separation between the custom-designed complex and William Grant & Sons' Whiskey Distillery. The £13 million Distillery is formed around four key aspects: a walled flower garden enclosing three Victorian-inspired glasshouses; a central column of accommodation housing a bar, lab space, and lecture theatre; three stillhouses; and an external service yard with support facilities for the distillation process. The project's design was truly inspired by Gothic architecture and the practical warehouses that sprang up during the industrial revolution.

THE CHALLENGE

Working with W. Grants and Hendrick's brand team, the challenge for Lairds was to provide an ambiance within the Gin Palace that both complimented and enhanced their playground for invention. Hendrick's wanted to maintain the quirky design throughout the Gin Palace, including in their specialty branded rooms, and amplify it with ambient sound and sleek design. Lairds accomplished this via a near-invisible audio and entertainment system that fills the dedicated spaces

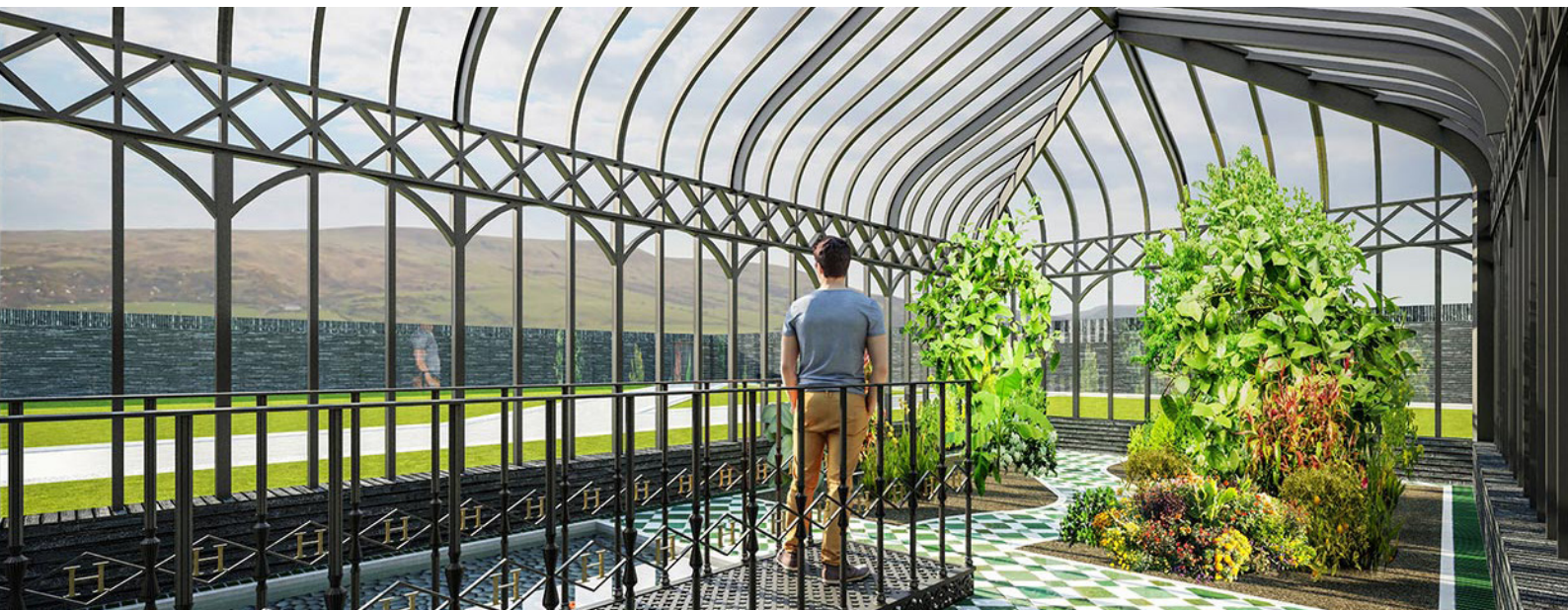
without compromising any design elements and is also robust enough to handle different functions throughout the building.

PROJECT REQUIREMENTS:

- Adjustable audio levels in zones
- 4K video distribution throughout
- Futureproof wired and wireless technology infrastructure
- Aesthetically pleasing
- High audio performance and install quality
- Hardware and network security with remote monitoring
- Best application of technology for design consistency and reliability.

THE SOLUTION, ATTENTION TO DETAIL

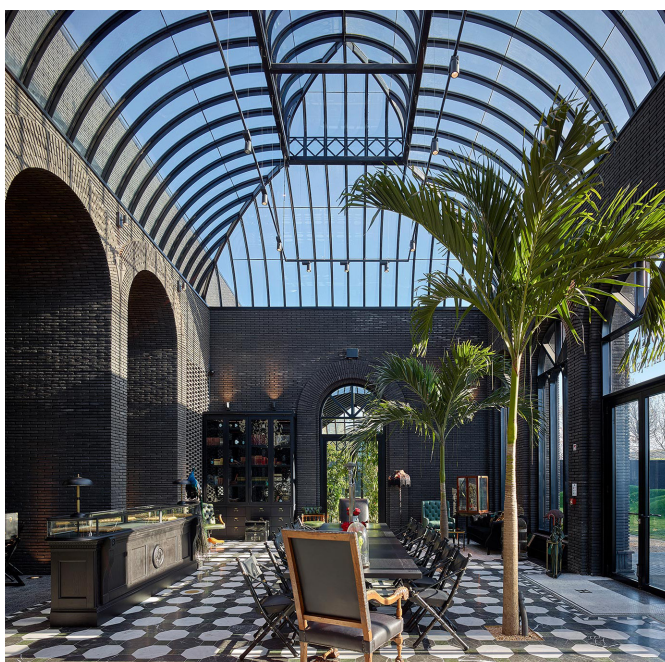
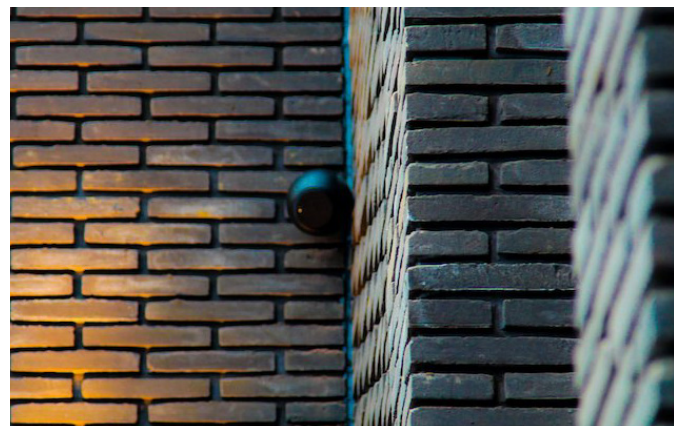
Lairds designed a building-wide solution that features a wired infrastructure providing 4K video distribution, audio in the specialty brand rooms, and secure Wifi. The system is easily controlled through a fully secure wireless network. The Gin Palace has the ability to host presentations in the Theater while simultaneously ramping up the bar's audio and the lab's background music. It even features Bring Your Own Device facilities that allow guests to present without complications.





DISCRETE TECHNOLOGY

Today's professional audio integration is about more than merely filling a room with music. Design elements are prioritized so the audio system and environment coalesce, creating the right atmosphere and heightening the senses without distracting from the designer's aesthetic vision for the space. For over 10 years, the technicians at Lairds have continually explored and refined the fine art of musical fidelity within designed spaces and have managed to excel with a combination of Sonance's series of award-winning in-wall and in-ceiling speakers, and Gallo Acoustics' custom-built color-coded speakers.



For video distribution, Hendrick's Gin Palace uses a 43" Sony Television framed with Vitualton mirror glass in the bar area, connected to a 4K WyreStorm 4x4 matrix video distribution system providing seamless integration and flexibility when choosing video sources. In the lecture theatre, a discreet short-throw Epson EB-670 projector and 220x165cm Celexon manual screen do not intrude day-to-day on the classic early 1900s room design.



EQUIPMENT LIST

BAR AREA

8 x Sonance VP66R

LESLEY GRACIE'S LAB

4 x Sonance VP66R

LECTURE THEATRE

6 x Sonance VP66R

CORRIDORS

16 x Sonance VP66R

WCS

Sonance VP66R

2 x Sonance 12.50 Amp

BAR AREA, LESLEY'S LAB, LECTURE THEATRE, GLASSHOUSE, CORRIDORS, WCS

8 x Yamaha MusicCast WXA50 Amps

BAR AREA, LECTURE THEATRE

WyreStorm MX-0404-HDBT-H2A-KIT 4K Matrix

LECTURE THEATRE

Epson short throw projector and Celexon manual screen 220 x165 cm



Lairds is a family run business, a small team with traditional family values and a passion for technology. Every project is a challenge and strive to ensure its success. Each individual system is designed as a truly custom project, based on the clients requirements and budget. No two projects are ever the same. Lairds aim is to become their clients first resource for high-end audio visual equipment, music and television installation, and home theatre systems.



<https://lairdsav.com>

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