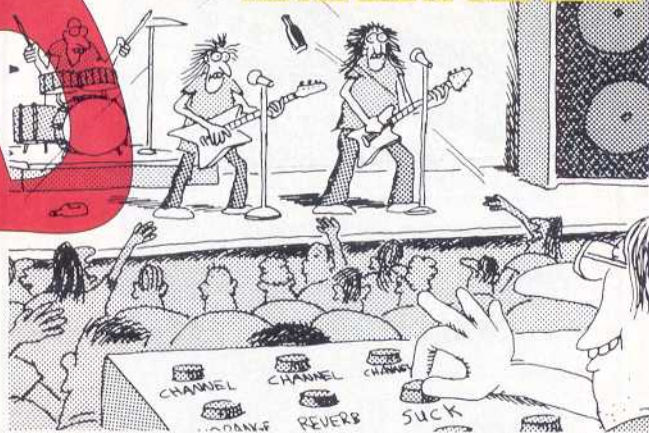
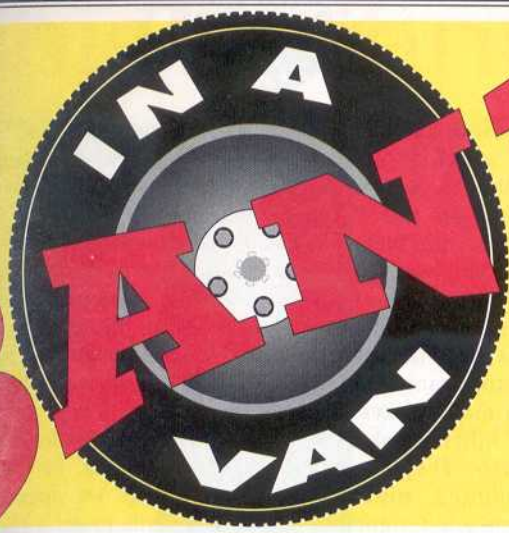


THE FAR SIDE BY GARY LARSON



Raymond's last day as the band's sound technician.



LIVE SOUND FOR THE GIGGING MUSICIAN

# SOUND FACTORY AUTOMATION

■WHEN THE owners of New York City's Sound Factory took over its space nestled on a commercial street on the west side of Manhattan five years ago, the 18,000 square-foot former warehouse was an empty shell with muddy floors and one dank bathroom. Instead of filling the club with flashy furnishings and elaborate frills to attract clubgoers, they made a conscious commitment to creating the best sound system in the Big Apple. Taking a cue from the legendary Paradise Garage, they geared their nightspot for a clientele whose sole interest was dancing to the best club music pumped over a high-quality system.

Unquestionably, they've attained their goal: Sound Factory is nationally renowned as having one of the clearest and most powerful audio systems. Although the club only opens one night a week, its carefully designed system has become the industry standard due to its power and clarity.

"We decided to build what we thought would be a unique system," explains coowner/engineer Steven Dash. "The Paradise Garage had been closed for three or four years prior to when we decided to open, and nobody in the city decided to follow in their footsteps, which really surprised us."

After gutting the space, Dash and partner Phil Smith (there're two others) carefully planned the audio and worked feverishly to install equipment until the club opened its doors several months later. While Sound Factory was an instant hit among underground denizens, it did take quite a bit of experimentation to create a perfect environment. "A lot of the modifications we made took time to figure out because we had to go over them with the manufacturer to make sure that we didn't damage the equipment. Though we looked at the schematics, we still had to call the manufacturers, and they



**NEW YORK CITY'S SOUND FACTORY SETS THE STANDARD TO WHICH ALL OTHER CLUBS HOPE TO MEASURE UP**

**BY DARREN RESSLER**

were all very helpful."

As opposed to having the music hit from opposite sides of the dance floor or

from one huge suspended cabinet, Sound Factory's coverage wisely emanates from all four corners for max-

## SOUND FACTORY EQUIPMENT LIST

**AMPLIFIERS:** BGW GTB [5] and GTA [3]; Crown Mac 2400 [2], Mac 1200 and PSA-2 [2]; UREI 6250 [2]; QSC 1500

**OUTBOARD GEAR:** Rane GE-30 equalizer [4], AD-22 delay, AC-23 crossovers [2], and AC-22 crossover; White 2300 equalizer [2]; Yamaha Q2031A equalizer

**MONITORS:** JBL, EAW, and TAD

**DJ BOOTH SETUP:** Technics SL1200 [3] and 1500 reel-to-reel; Stanton 681 SE cartridges [3]; UREI 1620 mixer (modified); PDS custom crossfader for mixer, custom electronic DJ-Operated crossover [2], custom DJ-operated 5-band equalizer, and custom monitoring system; Carver cassette deck

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