

Pioneer

PRO AUDIO

CASE STUDY

MADE IN DR

DOMINICAN REPUBLIC RESTAURANT & BAR IN MIAMI



MADE IN DR

PIONEER PRO AUDIO TRANSFORMS SOUND AT MIAMI'S MADE IN DR RESTAURANT

Whether people come for the music, the food, the dancing, or simply conversation, Miami, Florida, is a place where cultures are combined to celebrate different customs and ways of life. Made in DR, a lively restaurant and bar bringing Dominican Republic cuisine, energy and music to the city's Wynwood neighborhood epitomizes Miami in many ways. To help transport visitors to the restaurant's island theme and immerse them in the Dominican lifestyle, the venue deployed a sound system built using Pioneer PRO AUDIO's technology.

Before opening in March 2022 owners of Made in DR, Ray Cuevas, Lex Prez and Wilkens, made it a goal to reflect Dominican roots in every aspect of the venue. The mural across the dining area pays homage to the architecture, historians and agriculture that have molded the country, while much of the decor was sourced directly from the Dominican Republic. Since its opening, guests have continued to visit for the venue's friendly and authentic atmosphere, from authentic Dominican food to music to dancing and live concerts.

To create a pleasant and memorable atmosphere throughout Made in DR's diverse spaces, including a nightclub, lunch spot and dining area, the owners understood the importance of having a sound system that balances energy and versatility. To ensure this standard would be met, they enlisted Mike Piscitelli, CEO at Soundworx Pro Audio and his partners Keith Macaluso and Michael Zielny, to provide their industry knowledge and experience for the installation.

Piscitelli and his team combined Pioneer PRO AUDIO's XY Series and CM Series, with its K Series Amplifiers throughout the venue to create a high-quality sound system by utilizing the product's audio capabilities to combine power and technology.



“

We knew we needed an audio system that could adapt, We had used Pioneer PRO AUDIO’s technology in previous projects and recognized its flexibility to adjust to the ever-changing landscapes...

”

Mike Piscitelli | CEO, Soundworx

“With such a versatile space, we knew we needed an audio system that could adapt,” Piscitelli explained. “We had used Pioneer PRO AUDIO’s technology in previous projects and recognized its flexibility to adjust to the ever-changing landscapes of multi-zoned venues would be a great solution for Made in DR’s audio needs.”

Given the venue’s various audio needs, Piscitelli chose Pioneer PRO AUDIO’s XY Loudspeaker Series as an essential element of the solution. The series’ unique high- and mid-range blended design produces a tightly-controlled sound dispersion for an extraordinarily natural

sound. This powerful wave throws a great distance, filling all corners of a room with bass, punch, and clarity for the audience.

Additionally, Piscitelli’s team utilized Pioneer PRO AUDIO’s K Series Amplifiers to optimize the performance of the club’s loudspeaker system with presets and networked DSP. The compact 2-Channel professional power amplifiers with DSP and AESOP Ethernet interface amps combine industry-leading energy efficiency with high power output for maximum performance.





“Choosing the right combination of products for the audio system can get complicated, especially in this type of venue,” Piscitelli added. “That was a huge reason we selected Pioneer PRO AUDIO because it is durable and reliable. The technology complements each other, making it user-friendly for the staff while providing peace of mind to the installer.”

To meet the venue’s need to conceal systems in certain areas, Pioneer PRO AUDIO’s CM Loudspeaker Series was the perfect addition to complement the XY Series. Strategically placed throughout the venue the 4-inch surface mount loudspeakers are ideal for discreet installation in a variety of indoor or outdoor spaces where reliability is crucial.

“The Made in DR installation is an opportunity for visitors to experience the magic that can come from combining sound, conversation, and movement to form an environment that celebrates culture and identity,” noted David Sullivan, Director of Business Development at Pioneer PRO AUDIO. “We are proud that our products were able to aid in creating perfect chemistry between sound and presence in each space.”

PIONEER PRO AUDIO GEAR LIST:

- 4 XY3B**
3WAY Bi-amp loudspeaker
- 4 XY-218S**
Dual 18” driver quasi-bandpass subwoofer
- 2 XY101**
Dual 18” bass reflex subwoofer
- 6 CM-S58T-W**
8” Two way Passive, Reflex Loaded Surface Mount Speaker
- 2 K10DSP**
1K-series Inbuilt custom DSP Power Amplifier for XY Series
- 6 K3DSP**
K-series Inbuilt custom DSP Power Amplifier for XY Series
- 1 DDJ-1000-OW**
Off-White Exclusive DJ Controller



“

The audio system can get complicated, especially in this type of venue. That was a huge reason we selected Pioneer PRO AUDIO because it is durable and reliable. The technology complements each other, making it user-friendly for the staff while providing peace of mind to the installer.”

”

Mike Piscitelli | CEO, Soundworx

For more information about Pioneer PRO AUDIO, please contact:

David Sullivan - Pro Audio Sales Manager
AlphaTheta Music Americas, Inc. 2050 W. 190th St, Suite 109, Torrance, CA 90504
david.sullivan@pioneerproaudio.com

About Corner Bar Management

Created by Ryan Doherty, Corner Bar Management is behind some of downtown Las Vegas' most imaginative nightlife, dining and entertainment destinations, including Commonwealth, The Laundry Room, Park on Fremont, DISCOPUSSY, Lucky Day, Peyote, Cheapshot and We All Scream. Corner Bar also introduced Las Vegas' first immersive, multi-sensory museum, Museum Fiasco to AREA15, the world's first purpose-built experiential art and entertainment complex. Corner Bar Management actualizes its passion for local arts and the slightly unconventional through detail-oriented concepts that inspire conversation and community gathering.

More information is available at www.CornerBarMgmt.com, and at @CornerBarMgmt on Facebook and Instagram.

About AlphaTheta Corporation (former company name: Pioneer DJ Corporation)

AlphaTheta Music Americas, Inc. is the subsidiary of AlphaTheta Corporation responsible for sales and marketing in North, Central, and South America. For more than 25 years, the Pioneer DJ brand has been a market leader in the design and production of innovative DJ equipment and software. The company works closely with DJs and clubs to deliver next-generation products that inspire and shape the global dance music community and has recently launched a new range of musical instruments for production and live performances. Its portfolio includes brands such as TORAIZ, Pioneer Professional Audio and Pioneer DJ Radio, as well as social platforms KUVU and DJsounds. AlphaTheta Corporation is a privately held company headquartered in Yokohama, Japan, and is led by President and CEO Yoshinori Kataoka.