

A new nightclub with the whole package.

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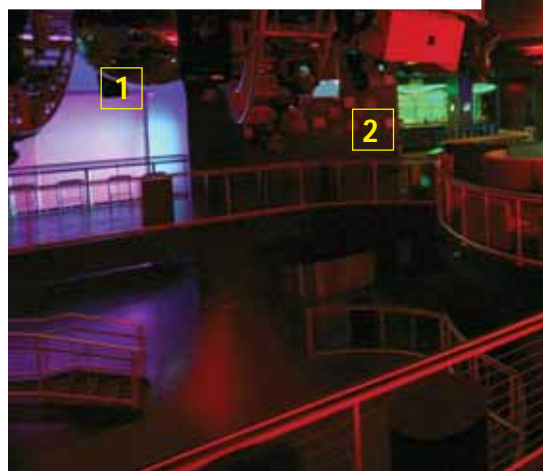
Just like a fair share of its patrons, SPIN's curviness is its defining feature. The dancefloor is an oval; the mezzanine is lined in undulating LED light; the VIP-favored booth is a dome. But just like the party girls within its rounded walls would like you to believe about them, SPIN is more than the sum of its physical parts.

When owner Mike Whitelaw and designer/manager Dan DiNovis conceived the Minneapolis dance club, "full sound everywhere" to make everyone "part of the action" was as much of a priority as good looks, so they hired St. Paul, Minn.-based Metro Sound & Lighting. Metro designer Doug Suiter hooked them up with over 30,000 Watts of all-encompassing sound, using a gear arsenal dominated by Electro-Voice (EV) speakers and amps.

"The idea is to fill the room, not try and blow it from one side to the other," says Suiter. In order to create clarity in all the areas of the two-level room away from the dancefloor's main system, Suiter used "several different combinations of speakers, all EV, and then time delayed those from the main system. So if you're standing at the back bar, for instance, you hear the sound from the background speaker the same time the sound from the dancefloor reaches you; you don't have an echo, a mishmash, or delays."

But even with such impressive internal qualities, it's hard not to gawk at SPIN's significant physical assets. Upon entering through 12' doors, you'll notice a 20' x 25' "waterwall" to your left, a 35' domed ceiling above, a 15' x 15' TV wall, and two dancers on a 12' glass-floored dance platform illuminated by two Martin CX-10 intelligent lights. Scanning the club, you'll find a total of 29 plasma TV's, including 42" Zeniths, and others in unexpected areas.

Take a look around, as the captions guide you through SPIN and let you "zoom-in" on its particularly bodacious features. Suiter introduces the sound and lighting, while DiNovis explains the eye candy.



SPIN introduces itself with a 20' x 25' "waterwall" at the entryway [1, 1a], composed of glass sheets with water trickling down the front. To create a "flowing illumination" effect, Suiter set two of Advanced Lighting Live LED 100 color wash fixtures – "made with 5-Watt LED's, so they're extremely bright" – behind the glass. The Live fixtures change the waterwall's color in sync with the rest of the club, creating "a slow color morph that changes the mood of the whole room," Suiter says. "The mezzanine level runs all the way around the club, so you can actually stand above the entryway, and you're 15 feet from the waterfall." The second floor bar, known as the Wave Bar [2, 2a], has a glass arch lit up with Advanced Lighting Nova LED strips, which are run along the base tilted up at 115 degrees, and along the top aiming down at 30 degrees. The edge of the glass has a heavy frost, which hides the actual light strips, making the whole arch appear to just glow.

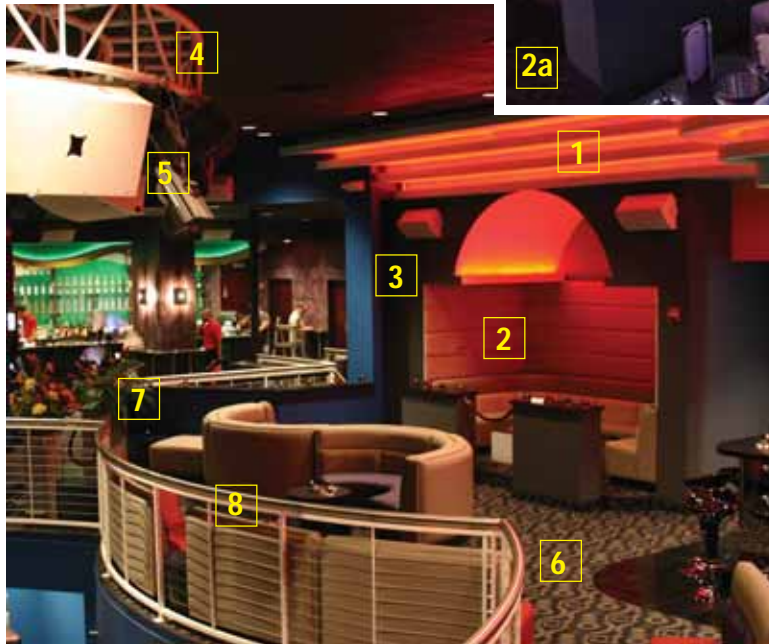
Audio & DJ

- 26 - EV EVID C8.2LP ceiling speakers • 22 - EV FRI-2082 two-way full range speakers
- 6 - EV CPS 4 amplifiers • 6 - EV CS-153 full range speakers • 6 - EV EVID 4.2 ceiling speakers
- 6 - EV QRx 218 subwoofers • 4 - Crown CTs 8200 amplifiers • 4 - EV Evid C10.1 ceiling subwoofers
- 2 - EV Dx38 digital controllers • 2 - Rane MP 44 DJ mixers • 2 - Technics SL-1200MD3 turntables
- 1 - Symetrix 422 Stereo AGC-Leveler • 1 - Audio Technica ATW-3141 handheld microphone system • 1 - dbx ZonePro 640 digital zone processor • 1 - Denon DND9000 dual CD/MP3 player
- 1 - EV P2000 amplifier • 1 - Visiosonic PCDJ DAC-2 digital audio controller

Designed and installed by Metro Sound & Lighting, www.metrosoundlighting.com

Lighting & Effects

- 515 - Advanced Lighting eLum RGB LED strips
- 85 - Advanced Lighting StarPack 48 fiber optic cables
- 26 - Apollo custom gobos
- 18 - Martin Professional CX-10 Extreme color changers
- 10 - American DJ Black 48-BLB black lights
- 8 - Elation Professional Power Spot 250 moving head fixtures
- 8 - Martin Professional MiniMAC Profile spotlights
- 8 - Martin Professional RoboScan Pro 918 scanners
- 7 - Advanced Lighting LED3200 power supplies
- 4 - Martin Professional Atomic 3000 DMX strobes
- 4 - Martin Professional Atomic Color strobe heads
- 2 - Advanced Lighting LED3000 DMX controllers
- 2 - Advanced Lighting LiveLED 100 color wash illuminators
- 2 - Martin Professional RS-485 Optosplitter amplifiers
- 2 - Pioneer DVJ-X1 DVD player
- 1 - American DJ DMX Operator intelligent controller
- 1 - Advanced Lighting SunRise 75 fiber illuminator (with Starpak Starfield kit)
- 1 - ITT 24" x 18" powder coat white oval box truss
- 1 - Martin Professional 2532 Direct Access controller
- 1 - Martin Professional Atomic MPU-08 power supply
- 1 - Martin Professional CX-4 color changer
- 1 - Martin Professional Light Jockey 2.0 DMX
- 1 - Martin Professional Magnum Club Smoke 4-head fog system
- 1 - OmniSistem 48" mirror ball
- 1 - OmniSistem Motor Extreme AM-340 mirror ball motor
- 1 - Orlando Special Effects 4-head nitrogen blast system



Spin's upper level overlooks the main dancefloor, and offers seating options for Minnesota athletes and other VIP's. Three-tier soffits lined with Advanced Lighting Nova RGB LED Strips **[1]** on each step showcase the privileged, an effect which DiNovis credits for the high demand for this area, and its soaring bottle service sales. The largest booth **[2, 2a]** has two 30" Samsung LCD TV's equipped with Xbox, Play Station, and satellite TV controllers which "pop-up" from custom designed consoles. "We made the booth and wall with white suede to give a very elegant and heavenly feel, and accented it with a dome over top that is also lit with LED lighting," says DiNovis. On either side of the dome is one EV FRI 2082 speaker **[3]**, which Suiter used because it has "100 degree x 100 degree dispersion, so you can stand in close proximity to it without it tearing your head off."

A 24" x 18" Static ITT oval box truss **[4, 4a]** with a 20' x 28' grid matches the oval of the dancefloor. It contains six EV QRX CS-153 full range loudspeakers with EVX 155 drivers **[5]**; a rotating four-foot mirror ball, the club's namesake; and a four-head liquid nitrogen system, custom installed by Orlando Special Effects. This, Suiter says, "can drop the dancefloor temperature about 20 degrees in five to 10 seconds." Even the rug **[6]**, an Atlas Carpet Mills pattern called Circle Back, compliments the curvy space. The flowers with fiber optic lighting **[7]** were also provided by Metro, and the white railing **[8]** has a stainless steel top cap to deter customers from setting drinks on top of it since, DiNovis cautiously points out, "it's a long way down if something were to fall."

Three of the six EV QRx 218 subwoofers are tucked away under the curving staircase, housed in custom cabinets made to fit, and to maintain the architectural continuity throughout the club. "We picked them because they're a 2000 Watt frontload," says Suiter. "They're located under the stairs basically to save space."



The individual stall doors in SPIN's bathrooms are completely transparent – until they're locked. "The opacity of the doors is controlled by an electrical current," explains DiNovis. "When they're locked there is current flowing through them and the glass is opaque, but when they're unlocked the current is broken, and the glass becomes transparent." When you add that to \$150,000 of glass tile [1]; a custom-built communal sink that flows water from the men's side to the ladies' side; a "starry sky" overhead, generated by Advanced Lighting's SunRise 75 Watt halogen bulbs and StarPak Starfield Kit; and a 13" Sanyo LCD TV above each urinal in the men's room [2], it's no wonder that SPIN's bathrooms are one of the most talked about places in the building. "It is rare in Minnesota to see a club so focused on items like restrooms," says DiNovis. ○

SPIN, 10 South Fifth Street, Minneapolis, Minnesota, www.spinmn.com