




SIA **ACOUSTICS**

*"Acoustical consulting & design for sound
critical spaces"*

A photograph of a large, modern theater interior. The seating is tiered and curved, with rows of seats facing the stage. The lighting is warm and focused on the stage area. The theater has a contemporary design with curved walls and balconies.

Consultants in
Acoustics,
Technical Systems,
and Facility Design

“The SIA Acoustics team works to address sound critical concerns of both new or existing facilities by collaborating with architects, facility owners, operators, integrators and manufacturers.

We strongly believe that value and excellence are not mutually exclusive and strive to achieve great results with practical methods.”

- Sam Berkow, Founding Partner





SF JAZZ CENTER
ACOUSTICS & SOUND SYSTEM



TEMPLE EMANUEL
ACOUSTICS & SOUND SYSTEM



ROSE THEATER
ACOUSTICS & SOUND SYSTEM



NYU CLIVE DAVIS DEPARTMENT
OF RECORDED MUSIC
ACOUSTICAL DESIGN



BROOKLYN BOWL LAS VEGAS
ACOUSTICS & SOUND SYSTEM

WHAT WE DO

- Design Services
- Consulting Services
- Advisory Services
- Acoustics
- Technical Systems
- Space Planning

Design

Design aims to encompass all aspects and services related to a project, as opposed to consulting.

Our involvement is continuous (as opposed to a single report) throughout the design and construction phases for a new facility under renovation.

Project Phase

- Programming Development
- Schematic Design
- Design Development
- Contract / Bid Documents
- Construction
- Facility Commissioning

Acoustics & Space Planning

- Proposed functional overview
- Summary concerns document
- Schematic treatment location drawings
- Detailed drawings (plans, RCPs, elevations, details)
- Acoustical designs are integrated into architectural drawing set
- Meeting minutes and site visit notes as required and final test data

Technical Systems

- Proposed functional overview estimated budgets
- Schematic design drawings (signal flow, layouts, etc.)
- Design Drawings (detailed layouts, infrastructure, etc.)
- Contractor bid package (including full specifications)
- Meeting minutes and site visit notes as required and final test data

We believe that consultants and designers should be constructive and active members of the design team.

Above all, the final result of any project should reflect both the 'big picture' goals for performers and audiences with the detail - level priorities for those who will operate the facility.



A Practical Approach

- Offering an independent perspective that best addresses your priorities and program needs.
- Our extensive field knowledge and experience combined with studied expertise, deliver results that are as intended and make sense while on budget.
- From start to completion, we actively work with you, your vendors and your contractors to achieve the ideal result.

"[SIA Acoustics] possesses an innate ability to combine science and art in such a way that they completely compliment each other."

Robert Scovill, Front Of House Mixer

CONSULTING

- Consulting (as opposed to design) typically addresses a specific problem or problems of an existing facility.
- This approach offers a set of practical schematic recommendations
- The level of detail provided is adequate to understand the issues at a basic cost, but does not include construction-level detail.
- Includes follow-up correspondence as needed, our goal is to be sure this process is helpful.



WHY WORK WITH A CONSULTANT?

We are not tied to the sale of equipment and we offer an independent perspective that best addresses the client's priorities and program needs.

Developing a complete design that reflects both the big picture goals and details critical to a successful project allows for a competitive bid process that minimizes costly extras.

Consultants are involved throughout the entire design and construction process. From start to completion, we work with the client to achieve the ideal result.



Brooklyn Bowl - Las Vegas, NV
Music venue, bowling alley, restaurant



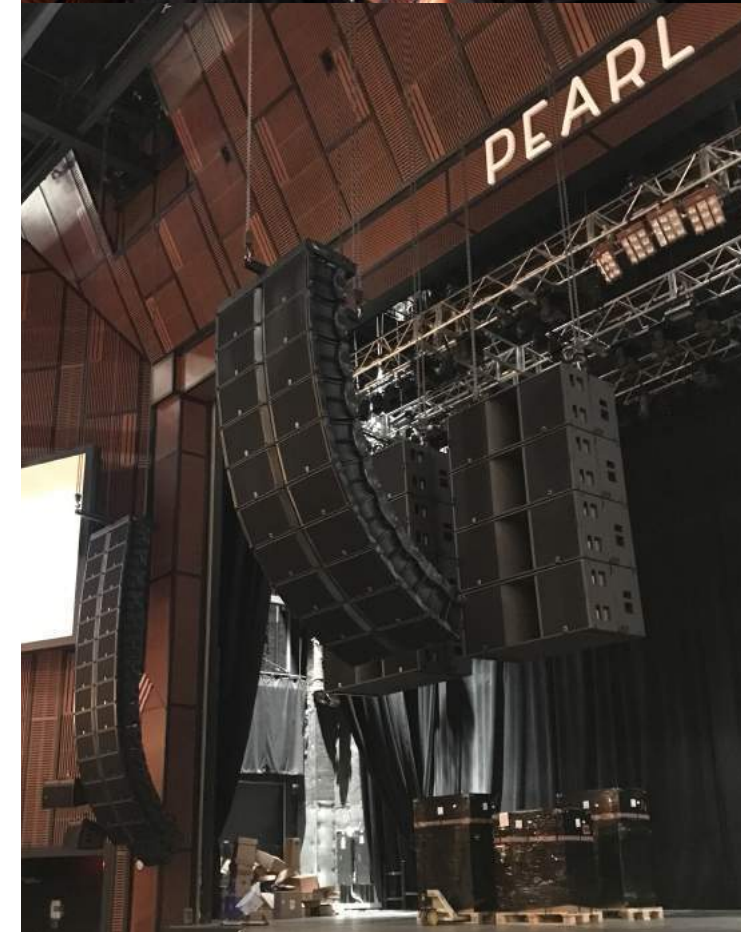
Brooklyn Bowl



Pier 17 - South Street Seaport
East River, Manhattan



The Pearl at the Palms Concert Theater - Las Vegas, NV
Voted "Best Concert Venue in Las Vegas" by Vegas Seven Magazine



The Pearl at the Palms Concert Theater





SF Jazz Center - San Francisco, CA
750-seat concert venue built specifically for Jazz, opened in 2013



SF Jazz Center



eTown Hall - Boulder, CO
World-class music performance and broadcast center, opened in 2013



eTown Hall



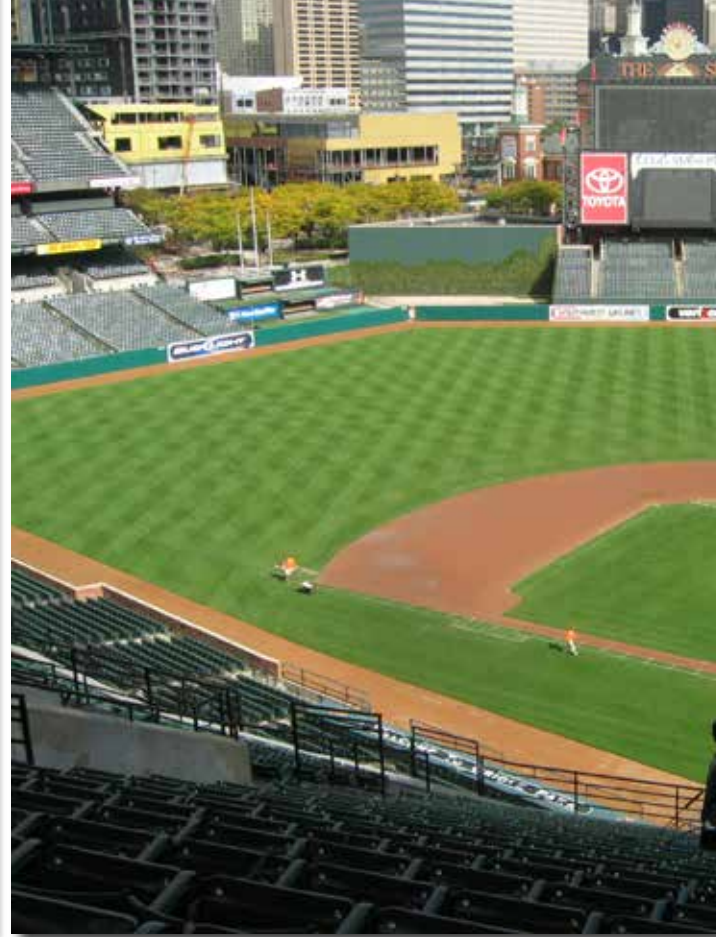
"What truly sets SIA Acoustics apart from others is their remarkable ability to make us truly feel they are 'on our side'. SIA treats our business like it is their business."

David Swinghamer
Managing Partner, Union Square Hospitality Group



The Jazz Standard - New York, NY
Jazz club featuring world-class artists, located underneath the award-winning restaurant, Blue Smoke

The Jazz Standard



Oriole Park at Camden Yards - Baltimore, MD
Official home of the Baltimore Orioles

Assembly Hall, Indiana University - Bloomington, IN
Home of NCAA champions, the Indiana Hoosiers



eTown Studio
Boulder, CO



Uniteye Studio - Ojai, CA
Recording studio owned by Bruce Botnick



NYU Clive Davis Department of Recorded Music - New York, NY
Recording studio for the Tisch School of the Arts

NYU Clive Davis Department of Recorded Music



"SIA Acoustics has designed our facilities both in Boulder, CO and Takoma Park, MD. We love both facilities. In Boulder, Sam and the SIA team came up with an elegant, easy-to-build mastering room design that works great for both stereo and surround. Our clients love it, and most importantly, I love it."

David Glasser,
Airshow Mastering, Owner/Chief Engineer

Tonal Park Mastering - Takoma Park, MD
Versatile, Six-room recording studio complex



Allyworld - Tonal Park Mastering
Takoma Park, MD



Sam Berkow, Principal, with Charlie Pilzer, chief engineer at Tonal Park
and David Glasser, Chief engineer at Airshow Mastering at the opening of Allyworld

SIA was nominated for a NAMM TEC Award in Outstanding Creative Achievement for "Best Studio Design Project" for the design of the new Allyworld space.



"I've worked with Sam Berkow for over 15 years on several studio construction projects and he always quickly and elegantly gets to the meat of the problem, balancing the often competing requirements of time, space, budget, and ergonomics. My current studio, designed by Sam was nominated for a TEC award and is the best sounding and most comfortable space I've worked in over my 40 year career."

- David Glasser, Grammy Winning Chief Engineer/Owner Airshow Mastering. Boulder Co.



Frequently Asked Questions

Q: What is the role of an acoustical consultant?

A: An acoustical consultant's role is to help the client identify, document, develop, and implement the acoustical needs of a project. This includes room acoustical treatments, ambient noise management, isolation between sound-critical spaces.

Q: What is the role of a sound system designer, and how does it relate to acoustics?

A: A sound system designer is responsible for determining the technical infrastructure, specifying the equipment, and generating specifications for use by an installer to implement the design intent. We consider a successful sound system to be one that is seamlessly integrated with the acoustical design - building a great-sounding venue requires consideration of these two systems together.

Q: When in a project should an acoustical consultant be hired?

A: The acoustical consultant should be hired as early as possible. For large projects, it is common for the acoustical consultant to be on-board even prior to the selection of an architect. Issues of wall, floor and roof construction, as well as space planning and the consideration of power, infrastructure and HVAC - all are significant factors that should be considered early in the project. Many acoustical and technical failures result from decisions made before a consultant is brought on-board.

Q: Why SIA Acoustics?

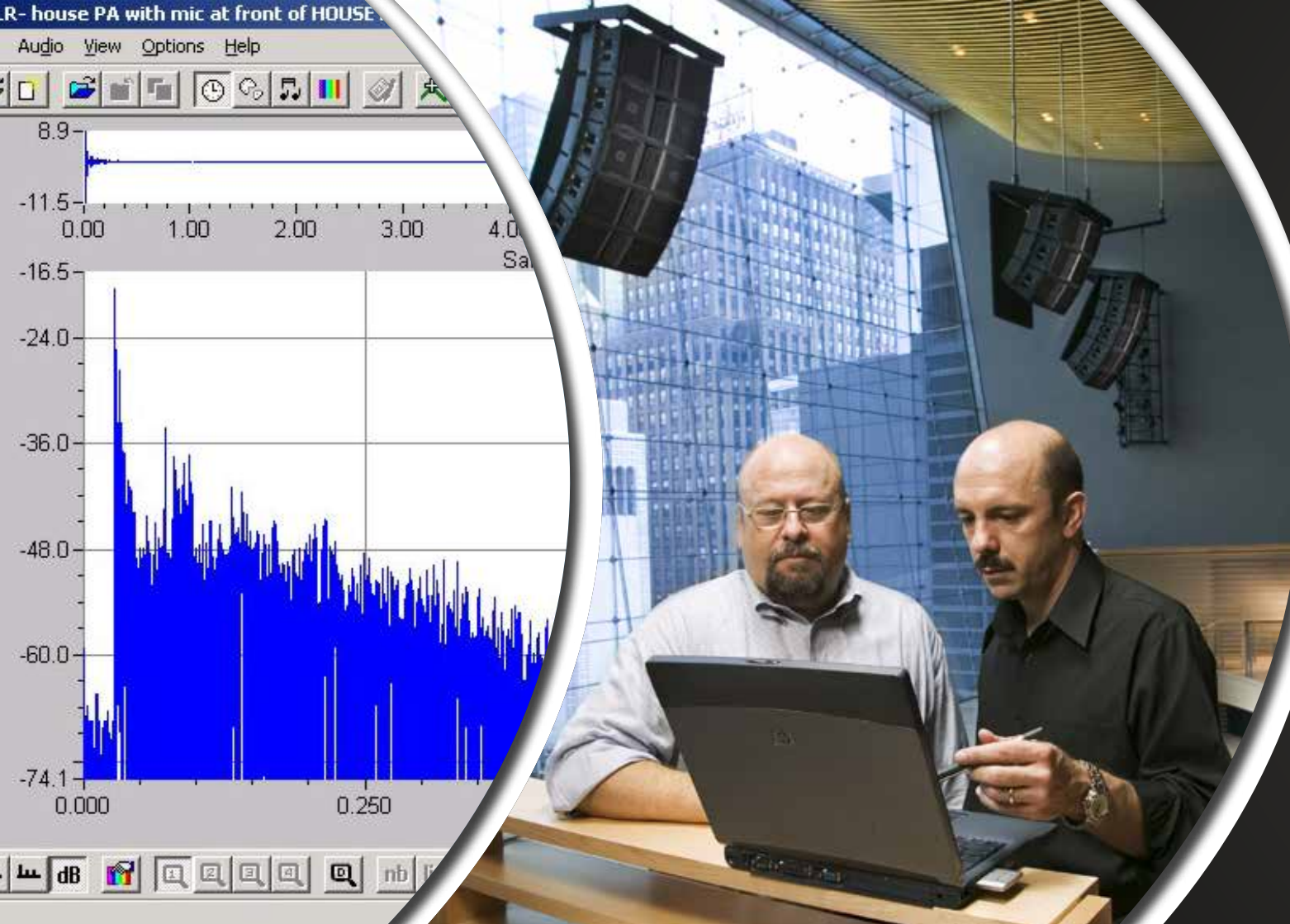
A: We are dedicated to being active and constructive members of the design team, striving to implement acoustical and sound system components as integrated design elements. Additionally, we have developed and continually use the industry's leading tools for acoustical and sound system measurement and prediction. Combined with a wide range of skills and years of experience, we are able to produce creative solutions that work technically and aesthetically.

Q: What are the methods used for acoustical design?

A: Acoustical design is best described as an engineering discipline combined with artistic sensibility. We combine quantitative analysis (using tools such as SIA-SMAART) and qualitative consideration (critical listening) to accurately define the listening experience and understand the impact of each design element (i.e. acoustical treatments and technical systems). No guesswork is involved.

Q: How do acoustical and sound system consultants charge for services?

A: SIA Acoustics bills either by fixed fee for a defined scope of service, or hourly. In either case, it is our goal to ensure that the client receives the greatest value for every dollar spent with us.



Measurements Tools

SIA Acoustics is known worldwide for developing SIA-SMAART, the industry leading sound system measurement software.

Using our measurement platform, we are able to take the guess work out of sound system tuning and acoustical testing. By measuring the concerns objectively, we ensure that our work is consistent from project to project.

Prediction Tools

Predictions, calculations and measurements are cost effective ways to objectively consider a number of possible design choices.

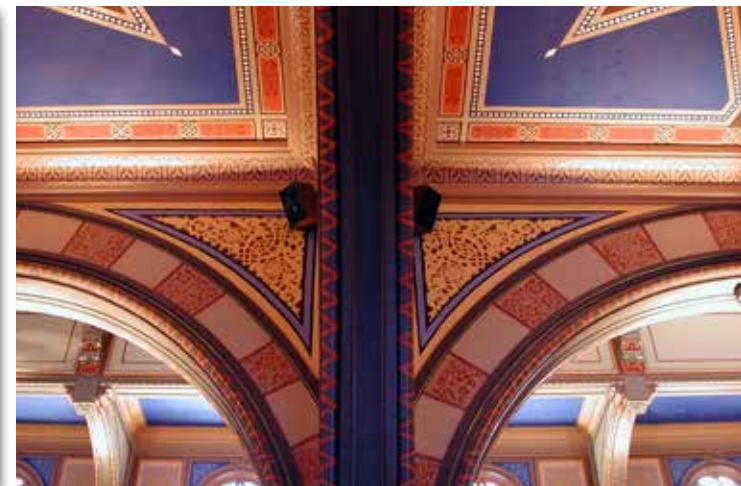
These can be then used to achieve tangible performance improvements in a practical way.

Prediction software allows us to model the directivity of our loudspeakers, directing energy only where it is needed and applying targeted acoustical treatments as appropriate.



Remote Recording Polar Express Truck
Mobile recording and production facility

SST Studios - Weehawken, NJ
Full-service music recording facility



Highland Campus of The Healing Place Church - Baton Rouge, LA
HPC's 1st and largest house of worship, supporting broadcast, recording, and live concerts

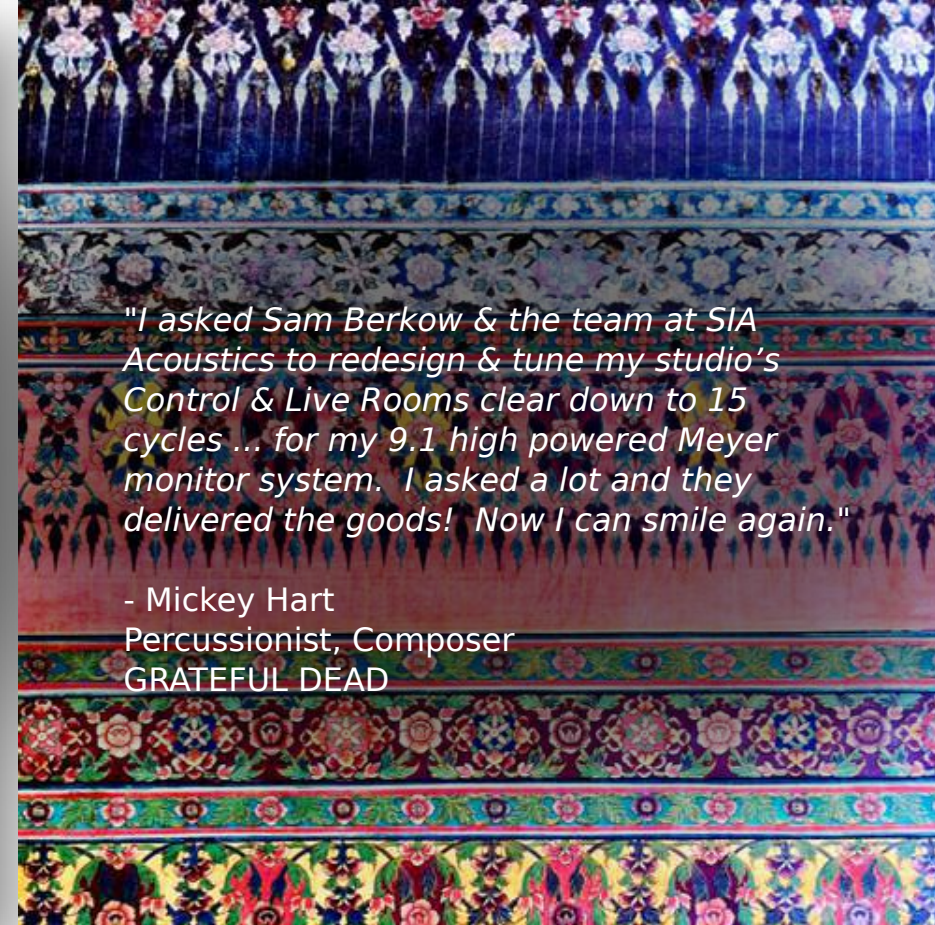
Central Synagogue - New York, NY
One of the largest Jewish congregations in North America and the oldest NYC synagogue still in use



Hollywood Bowl - Los Angeles, CA
Largest natural amphitheater in the United States



iHeart Radio Theater - New York, NY
P.C. Richard and Son's exclusive, 200-seat concert venue



STUDIO X - Sonoma C.A.



Jazz at Lincoln Center - New York, NY

World-renowned center for jazz performance

(Pictured left: *Dizzy's Club Coca-Cola*

Pictured right: *Rose Theater*)

Jazz at Lincoln Center - Doha, Qatar

Jazz at Lincoln Center's 1st international venue



"SIA Acoustics is dedicated to designing halls that work well for both performers and audiences. The SIA team has helped us with both our New York City home and our new facility in Doha, Qatar"

Wynton Marsalis, composer, musician, band - leader.

Pictured left: Appel Room, Jazz at Lincoln Center

SIA Acoustics has successfully completed a variety of project types:

- Auditoriums, Multipurpose Halls
- Concert Halls
- Studios, Production Facilities
- Cinema
- Nightclubs
- Restaurants, Retail Spaces
- Conference Rooms, Boardrooms, Classrooms
- Convention Centers, Ballrooms
- Transportation Facilities
- Home Theaters, Residential
- Stadiums
- Events

SELECTED CLIENTS

Airshow Mastering
Baltimore Orioles
Big Apple Barbecue Block Party
Blue Note
Boston College
Bruce Botnick
Calvary Chapel Worship Center
Central Synagogue
Consumers Union
Elliot Winick Productions
Etown Colorado
Etown East
Faith Community Church
Feinstein's at the Regency
Grand Ole Opry
Harrah's Casinos
Hard Rock Hotels and Cafes
Healing Place Church
Hollywood Bowl
Jazz at Lincoln Center
Jones Lang LaSalle
King of Kings Worship Center
Madison Square Park Conservancy

Manhattan School of Music
Mount Sinai Medical Center
NBC
New York Museum of Modern Art
New York University
New York Philharmonic
Palms Hotel and Casino
Paramount Studios
Remnant Presbyterian Church
Republican National Committee
Rialto Theater
Route 66 Casino
Saddleback Church
SoulCycle
SST Studios
Temple Israel of Hollywood
The Tonight Show with Conan O'Brien
This American Life
Time Warner Inc.
Union Square Hospitality Group
Warner Music Group
WGBH Boston
Wilshire Boulevard Temple



Headquarters:

SIA Acoustics LLC
54 West 39th Street
7th Floor
New York, NY 10018
+1 (212) 387-9105
Info@siaacoustics.com

Principal

Sam Berkow
Sberkow@siaacoustics.com