LOOP
IMMERSIVE SOUND LOUNGE

ISLAND SIGNATURE EDITION

ZHVR Group
L-Acoustics is the global leader in premium professional audio for many of the world’s most renowned performing arts centres and music venues. L-Acoustics Creations – a new division of the company – is developing immersive sound technologies for state-of-the-art auditoria and sensory environments. The unrivalled sonic signature and advanced Immersive Hyperreal Sound technology now also delivers the highest quality sound in residential, cultural and experiential spaces.

Originally developed for professional venues, L-Acoustics audio solutions have been reconfigured as Island, a personal auditorium with a multichannel platform.

Island’s signature edition – LOOP – is the first collaboration between L-Acoustics Creations and Zaha Hadid Virtual Reality (ZHVR) Group, a specialist research unit within Zaha Hadid Architects dedicated to exploring the new possibilities of emerging immersive technologies.
LOOP ISLAND FOR THE ULTIMATE LISTENING EXPERIENCE

LOOP Island draws inspiration from both natural forms and contemporary architectural topologies, harmoniously distilled into a haven of blissful listening, ad infinitum... on loop.

The sculptural shell and sinuously swerving lines of LOOP Island convey a sense of open-ended continuity and possibility. Whether you want to pause, play, or repeat, LOOP Island is your listening lounge of choice. Put yourself in LOOP and let it draw you in.

LOOP Island marries the ultra-high resolution audio of L-Acoustics L-ISA Immersive Sound Art and the Blu 23.1 standard with Zaha Hadid Architects’ signature design language and the studio’s experience working with innovative new concepts. It aims to create a unique presence and a profound new way of experiencing sound.
UNRIVALLED TECHNOLOGY WITHIN

Concealed beneath LOOP’s fluid exterior lies a veritable treasure trove of intelligent, cutting-edge hardware and software. Concert-grade loudspeakers play Bubbles recordings in the proprietary Blu 23.1 standard. Blu 23.1 reconsiders the fundamentals of musical production by ensuring that playback fully restores the richly layered, multidimensional characteristics of contemporary professional recordings.

Each Bubble delivers a breathtaking and powerful concert-level experience in any private listening environment. The listener benefits from unprecedented clarity, dynamics, and realism: the listener is projected straight onto centre stage with the highest spatial resolution available by using truly lossless audio via 24 independent channels.
HYPERREALISTIC HOME CINEMA

Experience sound from the perspective of the artist or become utterly immersed while watching a movie from the comfort of the LOOP Island listening lounge.

LOOP Island can envelop up to four persons at a time in immersive sound; users can recline on the seating area fitted with an automated, adjustable back rest. The entire lounge rotates 360 degrees to adjust its orientation to meet different views or to point towards a projection screen for riveting cinema viewing.
AN ISLAND OF OPULENCE

In order to create a consistent, light and elegant impression, the smooth form of the LOOP, which houses powerful loudspeakers, is elevated off the ground.

Undercuts with integrated lighting accentuate and emphasise the effect, allowing for modulation of the light intensity depending on the use.

Enormous care has been taken with the detailing and selection of materials needed for optimal acoustic effect and long lasting, practical use.
LOOP Island is available in a variety of finishes from hand-crafted wood veneer to carbon fiber, to vibrant, dichroic surfaces. Its detailing and selection of materials are modeled and designed to provide optimal acoustic performance.

To complement the LOOP Island lounge primary functions, ZAVI has created add-ons such as adjustable tables and reading lamps to make the Island a lifestyle statement and cultural centrepiece of any living environment.
In its fullest configuration, LOOP Island is equipped with thirteen frontal speakers, five rear speakers, and five overhead speakers manufactured by L-Acoustics. The axial symmetry technology favored by recording studios has been perfected for live concert dynamics, procuring transparent and precise listening. The subwoofers located to the rear integrate laminar vents which offer distortion-free playback into the infra-low frequency range, blurring the sensorial boundaries between hearing and feeling.

Playback and connectivity to external media sources and upmixing solutions is controlled easily and remotely via the L-ISA (Immersive Sound Art) Player App.

Detailed loudspeaker, amplification, and control specifications available upon request.
L-ACOUSTICS

In 1992, L-Acoustics introduced technology that would disrupt loudspeaker design and deployment across the entire industry: the line source array. The line source array was leaner, lighter, and more cost-effective than the previous heavy and power-hungry “wall of sound” approach to stacking loudspeakers. In addition to its more compact size, new soundwave-sculpting technologies applied to speaker design managed to achieve greater throw, directional precision, and clarity.

Today, L-Acoustics develops and manufactures state-of-the-art loudspeaker systems as well as the software and hardware solutions, education programs, and services to optimize system design and deployment. Headquartered in Paris, with offices in London, New York, and greater Los Angeles, L-Acoustics employs over 500 people worldwide and is present in over 80 countries. Focused on solutions that elevate the audience experience, more than 20% of L-Acoustics' talent is devoted to R&D in the areas of acoustics, applications, mechanics, electronics, signal processing, and software development.

The company partners with market-leading production and rental companies that serve international artists including Adele, Andrea Bocelli, Ennio Morricone, LA Philharmonic, Lorde, Depeche Mode, Post Malone, The Red Hot Chili Peppers and many others; major festivals and events like BBC Proms, Coachella, Reading & Leeds, or Tomorrowland; and on Broadway, in prestigious concert venues, or in major league sports arenas.

Please visit l-acoustics.com and l-isa-immersive.com

L-ACOUSTICS CREATIONS

L-Acoustics Creations is a new division of L-Acoustics dedicated to making marketleading, concert-grade audio products and technologies available for specification in state-of-the-art auditoria and sensory environments. The inimitable L-Acoustics sonic signature and groundbreaking Immersive Hyperreal Sound procure unparalleled listening sensations and enable boundless possibilities in residential, artistic, cultural, and experiential spaces.

L-Acoustics Creations proudly collaborates with cutting-edge artists, creative technologists, and leading cultural institutions who value the role of sound as a vector of emotion. Select projects include Refik Anadol’s Machine Hallucinations at ARTECHOUSE in New York City; Iain Forsyth and Jane Pollard’s Somnoproxy at Somerset House in London; Soundwalk Collective’s Oscillation at the Venice Biennale; and the release of soprano Marina Rebeka’s SPIRITO recording as a Bubble in the Blu 23.1 standard.

Learn more at l-acoustics-creations.com and follow l.acoustics.creations on Instagram for the latest updates.

ABOUT ZHVR GROUP

Zaha Hadid Architects have been a constant driver of highly specialised design solutions and technological innovations. Among these revolutionary developments the office led the early adoption and transition to a fully digitised 3D design process. This enabled the studio’s leadership in digital design coordination and production.

Since 2014, ZHVR GROUP has been working with several developers for hardware and software to adopt emerging VR technologies into architecture and design.

In order to realise the potential of VR and the medium’s intrinsic value for bringing on an ontological shift – ZHVR Group develops VR experiences and presentation for building projects but also VR specific designs. An additional interest – and part of the mission statement – is to develop Immersive Modelling Tools. ZHVR Group hold several partnerships with the VR Industry and the construction industry to develop a novel way for the designers to collaborate and design inside virtual reality.

ZHVR Group’s work focuses on three main categories, the production and proliferation of VR-use as design tool, assisting with the implementation of VR platforms and applications for the design teams and clients; research of formal aesthetic potential of the virtual domain and specific technologies enhancing the architectural design process; engaging with the public domain to further understanding the new domains use and function in the wider cultural aspects.

Please visit zhvrgroup.com

L-Acoustics Creations project credits:

Head of ZHVR Group: Helmut Kinzler
Design team: Aleksandra Mnich, Leonid Krykhtin

L-Acoustics Creations: President and Founder, Christian Heil

Zaha Hadid Architects project credits:

Head of ZHVR Group: Helmut Kinzler
Design team: Alessandro Mirsch, Daniel Krzyżelski
L-Acoustics Creations: President and Founder, Christian Heil

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