

Music store Modern Musician installs Primacoustic to treat new showroom

Executive Summary

Well-known Tasmanian music store Modern Musician has built a solid reputation since its inception in 2008, for selling superior quality equipment and offering the expertise needed to get the most out of your instrument. With an impressive 300 square metres of showroom, they don't just sell instruments, their in-store service department repairs and tunes them too. Recently, the team at Modern Musician selected the Primacoustic Stratus panels for acoustic treatment of their floor space.

Project Requirements

Modern Musician, a Music Shop based in Hobart, Tasmania moved into a new premises that required some acoustic treatment due to its high ceilings and polished concrete floors.

Project Objectives

Aside from serving its original purpose of acoustic treatment, they wanted a product that they could potentially showcase to prospective customers looking for treatment solutions for their own recording facilities or commercial spaces.

Product Solution

The Primacoustic Stratus Panels were selected as they are ideal for hanging from the ceiling. By using six panels, it covered the area required well.

Results

The main section of their retail space now has much less reflection due to this installation making communication and instrument demonstrations more pleasant.

Conclusion

"When choosing whom to go with for acoustic treatment for our new retail showroom, Primacoustic was a total no-brainer. Firstly, the resources they make available enabled us to up-skill quickly and decide which products to go with. Thanks to Amber, all the items we needed were in stock for immediate supply, and installation was a breeze.

Before treatment, the sound of a nail gun or dropped screwdriver was deafening. Now we have a world-class showroom with well-controlled acoustics. We'll continue to refine the acoustics of the space, and will be looking to Primacoustic for all consultations and further fit-out"

- Nick, Modern Musician

Project Enquiries

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