

# EXPERIENCE EXP

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## PROEL EQUIPMENT FOR VIAREGGIO BEACH STADIUM



Viareggio looks ahead.

The opening whistle has been blown at Viareggio Beach Stadium, inaugurated at the beginning of June: a rich event calendar with musical and sporting events has been scheduled for the Summer season and will be covered by several TV networks.

Apart from the champions who will compete in the most popular beach sports, the spotlights will be focused on Proel equipment, chosen by Happy Sound Service to amplify the running commentary, to reinforce the sound of the numerous scheduled shows and to light up the field during the night tournaments.

All beach sports will be featured, first of all Beach Soccer, a sport that started in Brazil and spread throughout the world: the "5th Matteo Valenti Memorial" and the charity match between Cavalieri Beach Soccer Viareggio and a team of celebrities (with proceeds being donated to the "Children's Foundation") are only a few examples. There will be an international Beach Volleyball tournament, "King of the Beach", broadcast by Sky Sport 2; sports journalist Massimo Caputi will comment the matches between the strongest beach tennis players on the "BTM Tour", hosted at the Beach Stadium and broadcast on Sky Super Tennis;

one match of the Italian A Series Rugby Championship will also be held here. The Stadium also hosts the Beach Academy, a sports school for kids, and will stage several night shows and events, such as the "105 Zoo".

Here's the sound reinforcement set up for the Beach Stadium "daily" activities:

- 4 Proel NEOS218SP subs
- 4 Proel NEOS152P speakers
- Racks of 4 Proel HPD3400PFC power amplifiers and ASO25 processor.

When the Stadium becomes a stage for important events, its sound reinforcement turns to Axiom:

- 6 Proel AX3210P speakers
- 8 Proel EDGE218SP subs
- Powersoft amplification composed of 4 K10 power amplifiers, 2 K2 power amplifiers and managed by a DSO26 processor and Ezcurve equalizer.

The lighting rig, which is also Proel, comprises PAR 56 and 64 lights, SPOT 575 SCN and WASH 575 CN moving heads, BUG TUBE motorized PARs and STROBO 1500 strobes.

Viareggio Beach Stadium was built in the area next to Marina di Levante. Surrounding the Beach Arena, which measures 40 m x 30 m, there are stands seating up to 1,000 people,

changing rooms, a food and drink area, a 12 m x 8 m stage and a filming tower. The lighting system allows the organization of night events. «Proel helped us do a great job here at the Beach Stadium» says Andrea Pezzini, owner of Viareggio's Happy Sound Service and one of the main promoters. «It took a lot of work, given the size and the peculiarity of this location, but Proel's equipment was easy to adapt to the Stadium's needs and it was our best choice for the performance we had in mind».

A few numbers give the idea of how important this venue is: 20 events are already scheduled, 800 athletes will take part in them, and about 250,000 people are estimated to attend throughout the 2009 Summer Season.

There will be continuous TV coverage, with a live participation on the show "Quelli che il calcio", several live broadcasts on Rete Versilia, Canale 39 and Noi TV networks, and many matches will be covered with running commentary by Sky Sports Channels.

Happy Sound Service Website:  
[www.happysoundservice.it](http://www.happysoundservice.it)

Proel Sound & Lighting



Beach Stadium



The stands



Proel Lighting

