

CASE STUDY

Judith Wright Centre of Contemporary Arts

PROJECT

The Judith Wright Centre of Contemporary Arts (JWCoCA), in Brisbane's Fortitude Valley, is the leading cultural and visual and performing arts centre in Queensland. Opening in 2001, the JWCoCA has become Australia's first fully integrated creative art space. The venue is home to several organisations such as Elision Contemporary Music Ensemble, Expressions Dance Company, Circa: Rock 'n' Roll Circus Ensemble, Kooemba Jdarra Indigenous Performing Arts, The Institute of Modern Art and the Brisbane branch of the Australian Film, Television and Radio School, and more recently Youth Arts Queensland, the Australian Film Commission, Ausdance Queensland and Raw Metal.

The venue consists of a 300-seat performance space, modern art gallery, artist studios, a screening room, purpose built administration and storage facilities, workshops and theatre, music, dance and circus rehearsal spaces. To remain cutting edge in the industry the JWCoCA undergoes periodical upgrades to its facilities. During its most recent upgrade they approached Madison Technologies to provide recommendations for the upgrading of its sound systems.

CHALLENGE

Given the centre is used by many performing touring groups as well as local and international musicians, it requires the highest quality and reliability in its sound. Fitting a product to meet these requirements as well as ensuring the chosen system works well in conjunction with existing products was the main focus for Madison Technologies.

SOLUTION

At the centre of the solution, put forward by Madison Technologies, was an extensively populated Digidesign D-Show Profile Console. Known for its power, flexibility and sound quality in a smaller console footprint, it is ideal for theatres.

In conjunction with and in support of the console, Madison Technologies also provided:

- FOH Rack with: 2 Mix Eng cards & IO Card
- Mix Engine Card with Venue Pro Pack Plug-In Bundle
- IO card – additional IO card option for FOH rack
- HDx card – Pro Tools HD interface card (up to 64 tracks) for FOH rack
- Stage Rack with 48 inputs/ 8 outputs
- RG59 multicore – 76m run with 5 Core (Belden)
- LCD Screen

JWCoCA were swayed in their decision making process by Digidesign's unparalleled sound quality and brand reputation along with the new technology on offer. In addition, JWCoCA would also receive ongoing training with access to a 24 hour helpline.



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COMPANY

The Judith Wright Centre of Contemporary Arts (JWCoCA)

PROFILE

Located in Brisbane's Fortitude Valley, JWCoCA is Queensland's leading cultural and visual and performing arts centre.

CHALLENGE

Fitting a product to meet the high requirements of many performing touring groups as well as ensuring the chosen system works well in conjunction with existing products was the main focus for Madison Technologies.

SOLUTION

An extensively populated Digidesign D-Show Profile Console. Known for its power, flexibility and sound quality in a smaller console footprint, it is ideal for theatres.

RESULTS

Proving that the Digidesign's D-Show Profile Console met the requirements for high quality and reliability, the centre is already receiving a good response from touring groups, with regular performers, ELISION Ensemble, noticing a huge improvement in JWCoCA's capabilities since installing the system.

OUTCOME

The JWCoCA immediately saw the benefits of the system and are impressed with its performance.

"We've also been impressed by the system's ability to transfer studio sound design characteristics into a live sound environment", added Don Mackenzie, JWCoCA Facilities Manager.

"The plug-ins and patching abilities are another huge advantage of the Digidesign system", said Mr Mackenzie.

"With the new console and speakers what would otherwise have been a complex, if not impossible, design brief was implemented in a few hours with no compromise whatsoever", said Michael Hewes, ELISION Ensemble Sound Designer.

"JWCoCA now has the best equipped venue of its size in Australia to the best of my knowledge, and easily on a par with anything I have seen in Europe or Japan", added Mr Hewes.

Put simply, Madison Technologies have made it happen for JWCoCA with Digidesign's D-Show Profile Console - the most powerful, most flexible, best sounding console on offer.

For more information of the Judith Wright Centre of Contemporary Arts, visit www.jwcoqa.qld.gov.au. For further information on Digidesign mixing consoles or any other products in Madison Technologies' AV & Broadcast range, visit www.madisontech.com.

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