



Renkus-Heinz

Built in 1924 as the home of Pacific Southwest Trust and Savings Bank, the ground floor of this grand old building in downtown Pasadena is home to one of the flagship locations of BJ's Restaurant and Brewhouse. Painstaking detail was taken in building the restaurant to maintain the character of the former bank lobby, including the restoration of the original marble floors and ornate, arched 27-foot ceilings.

Sound and video for the eatery was handled by JAVI A/V, LLC of San Antonio, TX, and included a Panasonic 152-inch, 4K resolution plasma display. The giant screen, which debuted at the NBC studios for use in the 2012 Summer Olympics in London, was the first of its kind to be installed on the West Coast.

Audio for the restaurant includes a distributed system of Renkus-Heinz loudspeakers, powered by lab.gruppen amplification. As JAVI President Jonathon Beitz explains, "These speakers were selected to help address the challenges of creating the traditional warm, welcoming, upscale environment and sonic intimacy BJ's is known for, despite the large, high-ceilinged reverberant space."

"We partnered with Renkus-Heinz on this project because the client really wanted that 'wow' factor. I knew they would be able to achieve the right sound in that environment and that location" said Beitz.

In addition, Renkus-Heinz was one of few manufacturers that could custom paint the speakers to match the walls. "I've seen some poor paint jobs on speakers, so I was a bit hesitant. We provided the color swatches and they did a fantastic job of matching it."

Apart from the high-ceilinged main dining room and bar area, the restaurant also has an adjoining lower-ceilinged dining area, covered by Renkus-Heinz boxes. "We had the additional challenge of aligning the sound of the main room with that of the adjacent space," says Beitz. "The pattern control of the Renkus-Heinz speakers was definitely an asset in focusing the sound and minimizing reflections."