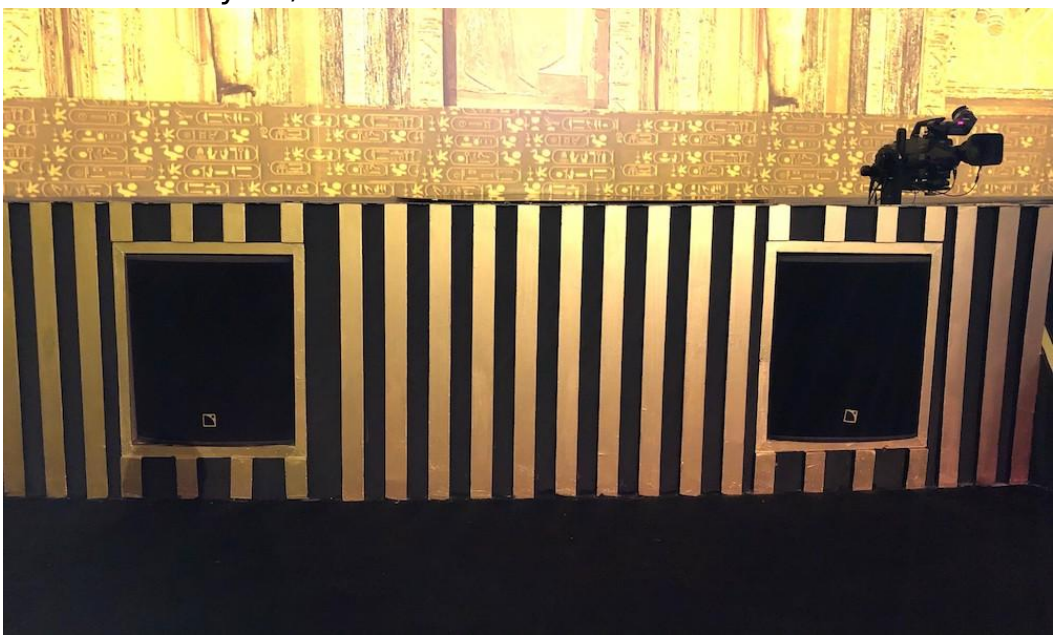
L-Acoustics delivers golden sound for Mummies on Parade

Posted on May 26, 2021



Close up of the L-Acoustics X12 frontfill in the orechestra hall.

Dream Studio deploys K and X Series for the historic pageant celebrating the opening of new National Museum of Egyptian Civilisation

Cairo, Egypt – May 2021 – The National Museum of Egyptian Civilisation (NMEC) in Fustat is one of UNESCO's projects to help safeguard and preserve Egypt's cultural heritage. The April opening of the new-build museum was marked with a lavish ceremony, in anticipation of which the

Copyright © DWR Distribution

L-Acoustics delivers golden sound for Mummies on Parade

Egyptian government undertook a multi-million-dollar investment to re-paint, re-light, and equip downtown Cairo with sound. The epic opening ceremony, which was supervised, directed and organized by Media Hub Saadi-Gohar Company, combined marching bands, cheering children, synchronised lighting, and a line-up of famous Egyptian actors and singers. The centrepiece of the productions was the transfer of the mummies of the ancient kings and queens of Egypt from their previous resting place in the Egyptian Museum to their new home. Twenty-two mummies in chronological order of their reigns, from the 17th Dynasty ruler, Seqenenre Taa II, to Ramses IX, who reigned in the 12th Century BC, were paraded through in the heart of Cairo while Egyptians – and the world – watched and listened to the historic pageant. Each mummy sat in a nitrogen-filled box – to protect against decomposition caused by oxygen exposure – atop a decorated vehicle disguised to look like an Egyptian boat. Each of these vehicles was fitted with heavy shock absorbers to protect the fragile National treasures from possible bumps in the road, despite the road’s recent re-pavement in preparation for the royal transport. For the occasion, L-Acoustics kept the pharaohs’ sound as golden as their sarcophagi.

Copyright © DWR Distribution

Close up of the L-Acoustics K2 in the orchestra hall.

“Through this whole parade, live music was played by an orchestra, and the mass choir (inside the orchestral hall in the NMEC) was broadcast widely,” recounted Mafdy Thabet, Chief Engineer and System Designer of Dream Studio – Mafdy Thabet. Second engineer and co-designer Youssef Iskander also of Dream Studio assisted Mafdy for the event. Dream Studio was contracted to create sound for the event by Key Films Productions – Adel Abdallah. “Our role was to provide front of house and monitor systems for the orchestra and the choir inside the NMEC Museum,” explains Mafdy. “We also handled mix duties in the museum, the broadcast mix for TV, and the whole parade at Tahrir Square.”

Copyright © DWR Distribution

Mafdy Thabet (right) with Youssef Iskander handling mix duties at the NMEC Museum, where L-Acoustics systems covered both indoor and outdoor concert locations.

At the new NMEC Museum, L-Acoustics systems covered both indoor and outdoor concert locations. The outdoor area was engineered by Remon Emad, with eight ground-stacked K2 cabinets – four per stack – deployed together with four KS28 subs. Within the orchestral hall, two hangs of six K2 were complemented with six KS28 subs, whilst four X12 provided frontfill.

Maestro Nader Abbassi conducted the United Philharmonic Orchestra with 80 musicians and 88 singers for a new composition by Egyptian composer Hesham Nazih. The modern music piece, set

Copyright © DWR Distribution

to song lyrics in old Egyptian, united diverse instrumental elements, including a replica of a Rababa, an ancient Egyptian stringed instrument, and a traditional Nai (pan flute), alongside the philharmonic ensemble. Two L-Acoustics Syva together with a further eight X12 provided monitoring for the performers on stage.

The entire event was transmitted live by the Ministry of Tourism and Antiquities, in addition to being carried on an additional 500 channels. “We transmitted multi-channels via the satellite to deliver the music from NMEC to Tahrir Square, with a separate channel transmitting the picture from Tahrir to the screen of the NMEC theater hall simultaneously, whilst the live broadcast transmitted the whole event to the TV channels,” explains Mafdy. With Egypt’s President Abdel-Fattah El-Sisi leading the ceremony, UNESCO Director-General Audrey Azoulay, Secretary-General of the World Tourism Organisation (WTO) Zurab Pololikashvili, and other key figures attended the parade. “Participating artists have represented a side of Egyptian soft power that confirms the lead of the most ancient civilization on earth,” stated Minister of Culture Ines Abdel-Dayem.

Copyright © DWR Distribution

Credit: Photo by Karem The carriages carrying 22 ancient Egyptian royal mummies depart from the Egyptian Museum in Cairo’s Tahrir Square, on Saturday, April 3, 2021 on their way to their new resting place at the new National Museum of Egyptian Civilization about seven kilometers south in historic Fustat (Old Cairo). Dubbed the Pharaohs’ Golden Parade, The 18 kings and four queens will travel in order, oldest first, each aboard a separate float decorated in ancient Egyptian style. Parade of 22 Ancient Egyptian Royal Mummies Departing From the Egyptian Museum in Cairo’s Tahrir Square, Egypt.

Delivering high-quality sound for the massive ensemble in the temporary theatre which was

Copyright © DWR Distribution

designed by Alchemy Design Studio – Mohamed Fares – Karim Mekhtigian as a temporary construction for the event, was not without challenges. The walls and ceiling of the hall were of ‘drywall’ (gypsum board) construction, with PA hanging points extremely tight to the venue walls due to projection and lighting constraints. With the assistance of L-Acoustics consultant, Andrea Taglia, Soundvision software was used to predict and measure acoustic performance. The modelling process resulted in adjusting the angles of the K2 arrays. “For the first three boxes, we used 70-degree angles; for the last three, we increased to 90-degree angles to reduce the reflections on the walls,” explained Mafdy, who worked in conjunction with acoustics consultant Joseph Habib on the setup. “Additionally, using the graphical interface of L-Acoustics Network Manager, we adjusted the FIR of several boxes to ensure consistent sound throughout the venue.”

The royal parade event had to run smoothly and, as Egypt’s past segues into its future, online responses to the live streams of the event expressed pride in the country and kudos for the performers. “After the event, we were very happy with the extremely encouraging feedback of the people working in the music industry in Egypt, both musicians and sound engineers,” Mafdy confirms.

In the NMEC Museum’s orchestral hall, two hangs of six L-Acoustics K2 were complemented with six KS28

Copyright © DWR Distribution

subs, whilst four X12 provided
frontfill.

Egypt’s authorities hope that the new museum, opening fully later this month, will help revitalize the tourism industry, which has suffered due to the pandemic. The new exhibits, housed in the NMEC Royal Hall of Mummies, designed to give the illusion of being in the Valley of the Kings in Luxor, are already open to the general public.

About L-Acoustics

Founded in 1984 near Paris, France, L-Acoustics is the market leader in professional sound reinforcement technologies. With over 550 team members worldwide and offices in Paris, London, Singapore, Los Angeles, and New York, L-Acoustics is present in over 80 countries via our network of Certified Providers. 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. In recognition of creating innovative professional sound technology, L-Acoustics was named as one of *Fast Company*’s Most Innovative Companies of 2020.

Recognized for pioneering the line source array, L-Acoustics continues to shape the future of the professional audio industry with L-ISA Immersive Hyperreal Sound technology, a multidimensional, object-based approach to designing, mixing, and processing sound that results in extremely natural and intelligible audio, and a more vibrant, authentic connection between artists and their fans. Now also available for exceptional private sound spaces with L-Acoustics Creations designs.

L-Acoustics technologies can be heard in places like the Hollywood Bowl, Dickies Arena, Allianz Arena, home of Bayern Munich, or the Philharmonie de Paris, as well as the world’s top-grossing festivals, and on tour with world-class artists such as Mark Knopfler, Aerosmith, and P!NK.

Copyright © DWR Distribution

L-Acoustics delivers golden sound for Mummies on Parade

Copyright © DWR Distribution