

SHU Amsterdam Creates a Premium Nightlife Experience in an Urban Setting with Refined L-Acoustics Sound Design

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*Audio Solvation delivers versatile X Series system to balance high energy atmosphere with residential neighbourhood sound management*

**AMSTERDAM, Netherlands - June 2025** - A new addition to Amsterdam's vibrant nightlife, SHU has quickly established itself as the city's premier destination for sophisticated evening entertainment. The exclusive, guest-list-only venue transitions nightly from relaxed cocktail lounge to energetic dance floor, filling a specific niche in Amsterdam's entertainment landscape. SHU was created by experienced venue owners who identified an opportunity to serve professionals seeking a more refined nightlife experience. The concept caters to a clientele that appreciates premium cocktails in an elegant setting that can still deliver nightclub energy when desired.

When developing the venue's sound concept, SHU's owners approached L-Acoustics Certified Partner Audio Solvation via production company, Air Light Holland, with a specific challenge: deliver sophisticated audio that could transform the space each night while respecting the urban location, which includes residential apartments directly above the venue. Having successfully implemented L-Acoustics systems in their other establishments, the owners knew this technology could provide the perfect solution for SHU's unique requirements.

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(Pictured above): L-Acoustics X Series sound system delivers sophisticated audio for SHU Amsterdam, a premium nightlife venue. © Chantal Arnts

“The professional PA system serves as the primary transition element that transforms the space from cocktail lounge to nightclub atmosphere,” explains Tom Dohmen, Technical Sales at Audio Solvation. “We needed to deliver impact and feeling while respecting the urban setting.”

Using L-Acoustics Soundvision, Audio Solvation created detailed projections to demonstrate the

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proposed design and system impact before installation. This visualisation helped SHU's owners understand how the sound would behave in their uniquely configured space, which includes a lounge entrance area, central bar, and VIP section.



(Pictured above): L-Acoustics Certified Partner Audio Solvation delivered a sophisticated audio solution to transform the space, while respecting the urban location. © Chantal Arnts

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The implemented system features an array of L-Acoustics X Series components strategically positioned throughout the venue. Five 5XT compact coaxial speakers cover the entrance lounge, while the central bar area is served by four X8i coaxial speakers paired with SB15m subwoofers for enhanced low-frequency presence. The VIP area features dedicated coverage via two additional X8i speakers. DJ monitoring is provided by one 5XT speaker. The entire system is powered by two LA4X and one LA2Xi amplified controllers.

Following the installation, Audio Solvation conducted acoustic measurements both inside the venue and in the residential apartments above, tuning the system to minimise noise impact on neighbours while maintaining the desired atmosphere. During special events like the Amsterdam Dance Event, one of the world's premier electronic music festivals, SHU participates fully in the city-wide celebration by adjusting the acoustics to accommodate international DJs requiring the system's full potential.

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(Pictured above): The VIP area at SHU Amsterdam features dedicated coverage via two additional L-Acoustics X8i speakers. © Chantal Arnts

The L-Acoustics installation has proven critical to SHU's success by delivering the precise audio experience required for this concept. "The owners are extremely satisfied with what we've delivered," says Dohmen. "The L-Acoustics system provides exactly the refined, high-energy experience they wanted. When the sound is just right, the atmosphere transforms and the entire room instantly comes alive."

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(Pictured above): SHU, featuring an L-Acoustics sound system, has quickly established itself as the city's premier destination for sophisticated evening entertainment. © Rox Photography

“At SHU Amsterdam, the sound is everything – the L-Acoustics system has become the beating heart of our venue, says experienced hospitality entrepreneur Giovanni de Capitani one of the founders of SHU Amsterdam. “It gives us incredible versatility, allowing us to create the perfect atmosphere while delivering powerful sound that our guests can truly feel. This sophisticated sound design has been essential in us creating Amsterdam’s most premium nightlife experience.”

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(Pictured above): The L-Acoustics sound system at SHU serves as the primary transition element that transforms the space from cocktail lounge to nightclub. © **Rox Photography**