

Mullaloo Beach Hotel

Venues in Perth's northern coastal region are again taking advantage of the beautiful beaches. One pub leads the way.

Text: Cat Strom



In November 2000, Rennet PL (proprietors of the Mullaloo Beach Hotel) purchased the former Mullaloo Tavern (built in 1976), which was popular with locals, but was outdated and unsuited to its oceanfront positioning. Rennet saw the potential in the location (overlooking Tom Simpson Park and the pristine Mullaloo Beach) and recognised a niche in the area for a contemporary hotel with all-round appeal. Rennet ran the tavern for three years while planning for the redevelopment progressed, and construction took place over 21 months.

The revamped Mullaloo Beach Hotel features: The Panorama restaurant/bar, which is open seven days a week for lunch and dinner, and breakfast on weekends; The Oceanside Bar, which offers a relaxed atmosphere, nightlife and DJ entertainment five nights a week; and 12 residential units. Further developments will include a bottle shop and a proposed café.

Proprietors Graham Brown and Warrick Spratling said although the potential of the site was evident from the beginning, they have been surprised by how quickly the new hotel has taken off: "Our aim was to create a modern and sophisticated hotel with quality cuisine while maintaining a community friendly atmosphere, and we are thrilled to see how readily the WA public has embraced the Mullaloo Beach Hotel."

Design

Perth has historically had some extraordinary venues on its beaches. Somehow the '80s and the '90s saw all that go down the gurgler. Now with the likes of Mullaloo, the notion of the 'Village by the Beach' is well and truly back on the map. Certainly that was the thinking of Hotel's architects, Perrine Architecture.

The architecture is completely influenced by its location. Inside is outside and outside is brought inside. The boundary between beach and bar are cleverly blurred and the entire space feels like it is about landscape and the coast.

The colours and materials are directly influenced and based on the Western Australian beach scene. From the sea spray greens to the gentle curve of the bar, every element of the Mullaloo Beach Hotel is inspired by the crashing waves and the powder-soft sand.

Architect Jean-mic Perrine is a stickler for form, colour, texture and precision of detail. At the MBH, these characteristics create a uniquely Western Australian beach experience for the patrons.

Audiovisuals

To complement the spacious and modern interiors of the Mullaloo Beach Hotel, a new audiovisual system was required that was at once discrete, yet flexible and high performing. Being right on the beach, the system needed to create a relaxed atmosphere during the day and early evening, then cater for a younger crowd at night and into the weekend.

"With a Nightlife Music Video system as the main feature, as well as DJs and small acoustic-style bands performing over the weekend, we were faced with the challenge of providing subtle and visually pleasing speakers that could provide a full, warm sound with even coverage throughout the venue, regardless of what was being played," explains Jeff Georgiou, Managing Director of Mega Vision Sound & Lighting, the company which designed and installed the Audio Visual system. "In the end, we chose Turbosound Impact 50 speakers and Turbosound low-profile subwoofers for the job, as they are proven performers that provide an incredibly large and smooth sound for such a small box."



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The whole system is powered by Australian Monitor amplifiers, with Rane processing and an Australian Monitor Digipage for complete zone control. Remote wall panels mounted in the bar also allow staff local control over the volume and music source selection in that zone.

In keeping with the increasingly popular trend of music videos and multimedia advertising in venues, three 42-inch and one 50-inch NEC plasma screens were provided with a simple Cinde88 matrix switcher enabling individual selection of inputs on each screen.

"The Cinde 88 is a great product — it's so simple to use and makes visual switching very powerful and flexible," commented Jeff. "For example, each screen can be selected to be showing something different — whether that's Nightlife, Foxtel, free-to-air TV or advertising — and with the flick of a button a number of different presets can be recalled to suit your venue's mood. The Cinde88 also helps boost the signal being sent to each screen providing much sharper and clearer images."

- » **Mullaloo Beach Hotel:** 10 Oceanside Promenade, Mullaloo WA
(08) 9401 8411 or www.mullaloo beachhotel.com.au
- » **Mega Vision Sound & Lighting:** (08) 9444 6556 or www.megavision.com.au
- » **Perrine Architecture:** (08) 9380 4522 or www.perrine.com.au
- » **Audio Telex** (Turbosound, Australian Monitor, Rane): (02) 9647 1411
or www.audiotellex.com.au
- » **Nightlife Music Video:** 1800 679 748 or www.nightlife.com.au

» Product Focus

Cinde 88 Matrix Switcher

The Cinde 88 is a versatile audiovisual switcher suitable for any application where up to eight video and/or audio sources are to be selected for routing to up to eight outputs. The outputs are fully independent, making the Cinde 88 a true matrix switcher with many added features. Up to eight configurations can be stored in the internal memory and recalled at will. The memories are backed up for approximately 100 hours with the power disconnected, as well as the current configuration, which is automatically restored when power is again applied. An RS232 port accepts serial data from a control system such as AMX or Crestron, or directly from a PC, enabling powerful automated control options.

» **Cinde:** info@cinde.com.au or www.cinde.com.au

