



## Magical Music in Marrakech

Sun, sand, slumber and invisible sound. Welcome to the Four Seasons Resort based in one of the most fascinating destinations of the world, Marrakech. Opened in Q4 of 2011, The Four Seasons brings together the best of Moroccan architecture, entertainment and style, this includes astonishing views of the Atlas Mountains, a sun-filled Marrakech, the Medina (ancient walled centre) and finally, invisible audio to maintain the Four Season's exotic atmosphere.

The five star resort spans a massive 40 acres of walled garden, within these walls it contains a spa, five resort restaurants, bars and trendy lounges, including a wide selection of rooms (141 to be exact) and private villas, each with stunning views and authentic interiors; accompanied by Amina Technologies Ltd Invisible Loudspeakers.

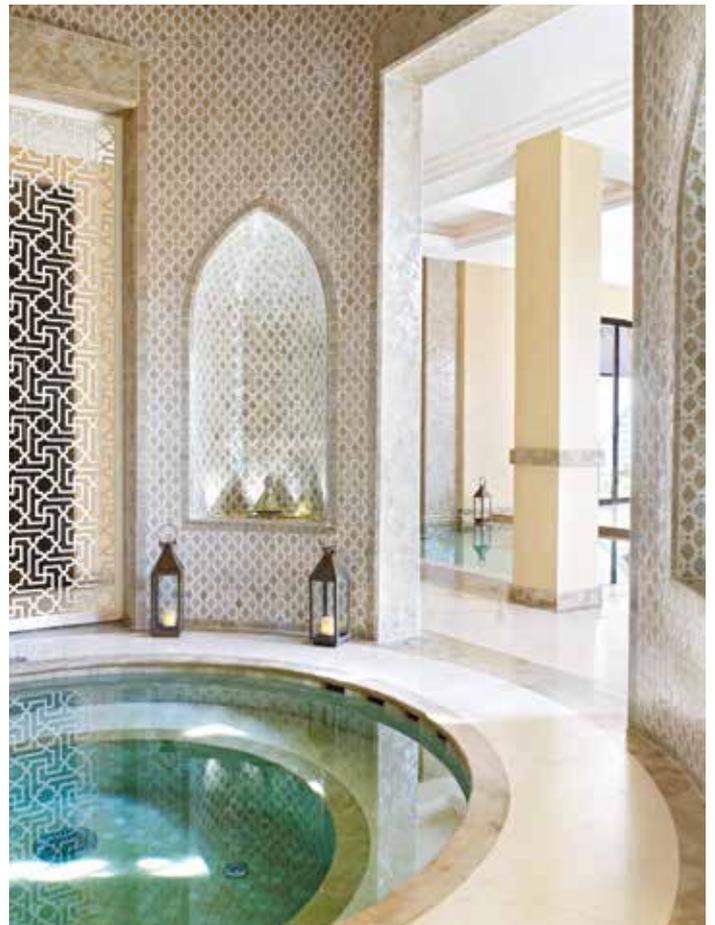
To create the beautiful entrance of the Speciality Restaurant, 10,000 pieces of original Zellige tile work (terra cotta) have been used, portraying a traditional Marrakech environment. Throughout the resort the speaker system had to be coordinated carefully so the interior would remain authentic, the speaker system design and specification was carried out by Cook and Associates UK. Amina Invisible Loudspeakers were specified as they would leave the interior design exactly how intended with minimal visible technology. Once installed with a 2mm plaster skim, high quality audio is achieved with excellent sound dispersion, filling entire rooms in The Four Seasons evenly. Amina had to work closely with the system integrator HNP to adapt the installation method to suit the traditional method of plastering in Morocco, resulting in a completely invisible installation throughout the public areas.

Amina Technologies Invisible Loudspeakers are present in a variety of areas throughout the resort, each individually playing important roles. The Four Seasons includes spa and massage rooms allowing guests to rest peacefully while listening to music. In a wet area such as a spa, the invisible in wall solution prevents steam or water from making direct contact with the speaker preventing damage as they are installed behind 2mm of plaster.



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The Amina speakers allow the music to naturally fill the entire room in a way analogous to acoustical musical instruments, coping well with the acoustically harsh environment allowing a peaceful, relaxing atmosphere.

Amina speakers can also be heard in Solano (all day dining), the speakers envelop the room with audio in a way analogous to how a violin or other musical instrument would. The entire room will be filled with even ambient high clarity audio providing privacy and pleasant background music, regardless of the position.

Traditional Gnawa and Andalusian music is occasionally provided by a group of live musicians seated at the hotel entrance, otherwise from a subscription service to MusicStyling (UK). In both cases the music is distributed throughout the main hotel building via CobraNet, and because of the very wide dispersion and "Distributed Mode" characteristics of the Amina loudspeakers, the music seems to be coming from all around, rather than just from the ceiling, which would be more obvious with conventional loudspeakers. This effect further reinforces the traditional ambience and natural atmosphere of the hotel, as if the music is being played by real instruments, regardless of source.

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