

A man in a white t-shirt and glasses is shown in profile, looking upwards and to the right. He is in a nightclub setting with purple and blue lighting. Other people are visible in the background, some with their arms raised. The overall atmosphere is vibrant and energetic.

MOOD: MEDIA

DREAM HOTEL GROUP CASE STUDY

"The most unique nightlife space in the Dream Hotel Group portfolio. Mood Media's dedication to this project was evident throughout the process. They were wholly committed to making Dream Nashville an undeniable success."

- Dimitri Mitropoulos
Vice President
Dream Hotel Group

ABOUT DREAM HOTELS

Dream Hotel Group is a hotel brand and management company with a rich, 30-year history of managing properties in some of the world's most competitive hotel environments. Home to Dream Hotels, Time Hotels, The Chatwal and Unscripted Hotel brands, Dream Hotel Group encompasses three business lines: Proprietary Brands, Hotel Management, and Dining/Nightlife.

BRINGING THE DREAM TO NASHVILLE

Music City, USA, has been a smoking-hot destination for years as corporations relocate their headquarters to Nashville, thousands move to the city annually, and millions come for a visit. Dream Hotel Group recognized this movement and announced a new hotel in the heart of downtown Nashville in collaboration with local development group, Royal Investments.

THE HOTEL REDEFINED THROUGH AUDIOVISUAL EXPERIENCES

Dream Hotels are designed to push the modern definition of hotel experiences. Dream Nashville, full of upscale amenities and entertainment options, takes that mantra to an entirely different level. Consistent with this effort, Dream Hotels sought an experienced audiovisual provider that could design a fully-integrated audiovisual system that was worthy to call Music City "home."

HIRED TO DESIGN. RE-HIRED TO BUILD.

Dream Hotels found Mood Media, the hospitality industry's most experienced and trusted audiovisual and media provider. The goal was to design a world-class audiovisual experience that would completely immerse guests throughout the property's eleven dining and entertainment venues. The hotel's venues included several restaurants, bars, a clothing boutique, a private lounge and dining room, a conference room and an upscale, urban nightclub.

After the system design was vetted and approved by the necessary stakeholders, Mood Media was awarded the installation contract.

FASHION SHOWS. GRAMMY WINNERS. LIVE PERFORMANCES.

To meet the wide variety of audio needs throughout the hotel, Mood worked closely with Bose to design a virtually-invisible, yet powerfully immersive, audio experience for each venue. Throughout the hotel's traditional bars and restaurants, Bose DS100 and DS40 speakers are complemented by MB210 subwoofers to create a pleasant, ambient audio experience. Additionally, each space features Dante input plates for microphones, DJs, and live performances. When unlocked, "Party Mode" harnesses the power of the Bose ControlSpace DSP and PowerMatch amplifiers to generate heart-pounding audio for events.

Samsung 49" and 55" displays are used in each restaurant and bar, some of which are surrounded by custom picture frames from Nashville's Minuteman Press, to provide a clean, integrated appearance. Displays can be used to show live television, digital signage, art, or the Dream logo.

Control of the entire hotel is handled by 7" and 10" Crestron Touch Panels in each space, allowing the hotel management to control the environment locally in each room, or globally from their office. A Bose CC64 in the lobby provides a simple backup control solution as well.

SAINTS AND SNITCHES PARTY TOGETHER

While the above solution provides a fantastic experience in the main areas, Mood designed an enhanced experience in the "Dirty Little Secret" and "Snitch" areas, featuring Bose RoomMatch speakers and ShowMatch subwoofers. Additional soundproofing was completed to ensure that guests near these areas are not disturbed.

In "Dirty Little Secret," guests are immersed in a suspended-ceiling of 227 pixel-mapped Chauvet Epix Strips, Chauvet Rogue Spotlights, and a 12' wide 3.9mm SquareV video wall. A speaker-inspired LED element from Meyer Davis further highlights the bar area.

THE RESULTS

“Mood’s dedication to this project was evident throughout the process. They were wholly committed to making Dream Nashville an undeniable success.”

Dimitri Mitropoulos
Vice President
Dream Hotel Group

“Thank you, Mood Media, for helping elevate our brand to the next level.”

Michael Lindenbaum
Senior Vice President
Dream Hotel Group

