

DESIGNING THE HISTORIC SPACE

SoundTube's Transformation of H.T. Parekh Legacy Centre – India with Audio and AV Solutions

Instilling elegance for a memorable walkthrough of the visitors, H. T. Parekh Legacy Centre establishes the venue design with simplicity. AV-ICN Expo Magazine gets in touch with Mitul Soni, Techno Commercial Lead, SoundTube India to understand the integration of H. T. Parekh Legacy Centre with best-in-class sound and pro AV solutions by SoundTube.

Housing Development Finance Corporation Limited (HDFC Ltd) and H. T. Parekh Foundation announced the opening of the H. T. Parekh Legacy Centre, located on the 4th floor of HDFC's corporate headquarters at Ramon House, Churchgate, Mumbai.

Hasmukhlal Thakordas Parekh at the age of 65, after relinquishing his role as the Chairman of ICICI Limited, decided to turn to his dream project of bringing housing finance to India and founded HDFC. The H. T. Parekh Legacy Centre is a humble attempt to tell his story, encompassing his early life, years as a stockbroker, the establishment of ICICI as a development bank, and finally HDFC in 1977, which was the culmination of his life's dream.

The Legacy Centre was conceived as a space that reflects simplicity and warmth - the key principles that distinguished Mr. H. T. Parekh. The exhibition design was conceived and executed by **Abhishek Ray of Matrika Design Collaborative**, who shaped the space by introducing ubiquitous arches reminiscent of pre-independence British



Walkthrough of the Legacy Centre with AV design reflecting elegance

architecture. The resulting niches provide a spatial break as visitors move from one area to another. The center ends with the

'historic space' - the original hut of **H. T. Parekh**, which has been preserved for 46 years and is symbolic of the roots of the HDFC.

The brief

Audiovisual scope included solution for exhibit concept with seamless AV design. The brief given to Abhishek for AV, was to offer contained audio solution for the walk-through area inside the gallery and create a unique user experience. As one walks around the exhibit, AV content plays personal interviews and audio content of Mr. H. T. Parekh and team who work very closely and tirelessly with him to build HDFC.

With many brands offering contained audio solutions, Ray decided to zero down on SoundTube, for its aesthetic appeal and unique package. SoundTube India team worked closely with Abhishek Ray to design and implement AV systems solution for the venue.

Installed audio solutions

FP6020-II Focus Point Parabolas were used for the job, powered by SoundTube's SA202-RDT-II Mini stereo amplifiers. SA202-RDT offers inbuilt crossover of 120Hz



Seamless integration of AV design with amplifiers, switchers, and commercial displays at H.T. Parekh Legacy Centre

and measures only 4" x 6", saving a lot of rack space. Furthermore, two of the FP Pods were installed with LED and motion sensing modules to further enhance user experience. SoundTube's FP6020-II were installed with precise planning. Every loudspeaker is installed not more than 7.5 ft height from the floor level. "We measured the SPL level outside the dome during busy hours and set the gain 6dB higher inside the dome to get perfect containment of audio. Floor rags were added under every focus point pods to minimise reflections from surfaces and maximise the directivity of FP6020-II parabolas," commented, **Mitul Soni**, Techno Commercial Lead, SoundTube India.

Samsung commercial displays were also installed at various locations and **Alfatron Electronics Matrix** switches were used to send Ultra HD AV Signals over long distance using HDBaseT technology from NUC with AV content.

Outcomes

As a result, the team was able to achieve desired level of directivity, contain audio into the intended AV zone/area, and able to deliver flawless experience at the legacy centre. After installation and systems commissioning, Ray commented, "Out of options available, SoundTube's technology

FP6020-II Focus Point Parabolas were used for the AV design, powered by SoundTube's SA202-RDT-II Mini stereo amplifiers.

Inventory list:

- FP6020-II – 6 units
- SA202-RDT-II – 6 units
- FP-Motion – 2 units
- FP-LED – 2 units
- ALF MUH44E – 1 unit
- ALF WUK4A – 1 unit

offering directional audio is more reliable and readily available. Tech support and after sales service provided by SoundTube India team is great and makes all the difference, especially when you are implementing a unique solution using technologically advanced product such as SoundTube."

The Legacy Centre was later inaugurated by **Jamshyd N. Godrej**, Chairman and Managing Director of Godrej & Boyce Mfg. Ltd. Co. and is open to public from July'23 onwards.