

[UPDATED] Sweetwater Completes New Campus

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Source: Inside Indiana Business



Fort Wayne-based Sweetwater Sound has finished its new \$35 million campus. It features a 250-seat, state-of-the-art auditorium/performance theatre, three new recording studios and a 2,000-square-foot, multi-room home for Sweetwater's new Academy of Music and Technology. The facility is one of the first LEED-certified (Leadership in Energy and Environmental Design) facilities in the region.

Fort Wayne, Ind. -- Sweetwater, the fourth-largest music instrument and pro audio retailer in the world, according to Music Trades magazine, has completed the last components of its new \$35 million campus on the western edge of Fort Wayne, Indiana.

Customer and employee amenities now include a full service restaurant, The Downbeat Café, a health club and racquetball court, a free game and recreation area including a video golf simulator, and full-time concierge service. Additional features include a full-service print shop, guitar evaluation and maintenance shop, professional services office, hair salon, ATM, and a DVD lending library.

“When I was conducting Sweetwater business out of the back of a VW microbus back in the '80s, little did I know that one day such a result was possible,” notes Sweetwater founder and president Chuck Surack. “It’s truly a dream come true, to be able to make such an investment in the future of this company, its customers, and its loyal employees.”

The crown jewel of the new facility is a 250-seat, state-of-the-art auditorium/performance theatre with four separate sound systems, combined with three new recording studios, all designed by legendary acoustician/studio designer Russ Berger.

Surack hopes these amenities will draw talent to the company, as well as new customers to the studio. “We think that with the new facility, all of the new amenities, and our location close to the highway, some of the bigger artists will start using our studios as well,” Surack says.

Looking to the future, the new facility also includes a 2,000-square-foot, multi-room home for Sweetwater's new Academy of Music and Technology, a music instrument and recording technology instruction center with its own full-time director and teaching staff.

In late 2006, Sweetwater moved all warehouse, sales, service, and administrative staff into completed sections of the new campus, including a huge new retail store. Sweetwater's entire inventory was moved into Sweetwater's new state-of-the-art warehouse over a single weekend in October 2006. Shipping and receiving resumed the following Monday.

Sweetwater's 180,000-square-foot facility is centered on a 44-acre campus and is one of the first LEED-certified facilities in the region. Developed by the U.S. Green Building Council, the LEED (Leadership in Energy and Environmental Design) program promotes facility design that practices environmental awareness and conservation, while simultaneously achieving economical performance. The certification process rates the site, water efficiency, energy and atmosphere treatment, materials and resources used, the indoor environment, and the overall innovation in the design. The Sweetwater campus will qualify for "Gold" certification.

"We've always been concerned with the environment, and have long practiced recycling and other conservation methods here at Sweetwater," says Surack. "But the LEED certification of our new facility as a 'green' building will demonstrate our commitment to protecting the environment and enhancing our company's relationship with its natural surroundings. It's a huge benefit in so many ways, both for us and for Fort Wayne."

About Sweetwater Sound

Sweetwater began business 28 years ago in Fort Wayne, Indiana, and is the country's most respected dealer in high-technology equipment for musicians, recording studios, and broadcasters — from microphones and digital recording systems to electric guitars to electronic keyboards and electronic drums. Sweetwater customers range from beginners to rock stars. The company's equipment can be found in Los Angeles, New York, and Nashville recording studios, TV and radio stations all across the country, as well as in tens of thousands of home recording studios nationwide. Sweetwater is built on a commitment to the highest level of customer service in the music technology industry. For further information visit www.sweetwater.com.

Source: Sweetwater Sound

Press Release

Fort Wayne, Ind. -- Sweetwater, the fourth-largest music instrument and pro audio retailer in the world, according to Music Trades magazine, announces the completion of their new campus, including a state-of-the-art rich media theatre and world-class Russ Berger-designed recording studios.

The new theater, which was designed by world-renowned studio designer/acoustician Russ Berger, features four independent sound systems, each optimized to provide ideal sonics to any of the room's 250 seats. A state-of-the-art LARES system provides amazingly realistic ambiences and reverberation for the room, turning it instantly from an intimate room to a large symphony hall to a cathedral. A spacious performance stage, high-definition video projection, and full audio and video recording along with a large Digidesign Venue system add flexibility to the room, and allow events to be captured for training purposes or for release to the public.

The theatre will be used each week for training sessions with Sweetwater's Sales Engineers. The availability of high-definition audio and video will enhance the experience, and state-of-the-art recording capability will allow the sessions to be reviewed at later times. The space will also be used for concerts featuring local and visiting artists, and will be available to community groups for performances and events.

Sweetwater Productions' three new studios were also designed by Russ Berger, and are based around large-format Digidesign ICON systems driven by Pro Tools HD rigs. A full complement of vintage and high-end microphones is available, as is a wide ranging selection of outboard gear, including preamps, compressors, equalizers, and other processors, as well as a complete selection of software plug-ins and applications. All the control rooms and the studios have been designed and treated for optimum acoustics; full networking capabilities allow the three control rooms to share the various recording spaces as well as to interface with the new theatre and other locations on the 44-acre Sweetwater campus.

Sweetwater Productions' three studios operate as an independent division within the company, providing complete audio production services to local, regional, and national artists, as well as custom music production and composition for corporate and business applications.

“We’re thrilled to have our new campus finished. The completion of our amazing training auditorium/performance theatre and state-of-the-art recording studios is the final piece in the puzzle, giving us a comprehensive facility for serving our customers and educating our staff,” states Sweetwater founder and president Chuck Surack. “Having these facilities allows us to offer so much more to our customers and to the industry. From staff training to public classes and workshops, from concerts to high-level recording sessions, we can accommodate just about any type of event in our new theater and recording studios.”

Source: Sweetwater Sound