



Hereford's Watershed

Reviving a redundant, listed building is a complex task. Especially when you are trying to retain the architectural heritage yet create a modern, eco-friendly conference centre and exhibition space. This was the task when the Bulmer Foundation resurrected a riverside store prone to flooding in the heart of historic Hereford.

A radical approach to the building refit was needed. The ground floor was regularly flooded when the River Wye broke its' banks. For example, the power and electrics for the ground floor were connected "top down" so that they can be used when a flood occurs. It also reduced the danger of an electric discharge into the water.

However, as a conference centre, loudspeakers would be needed to provide audio? How can you protect them from the effects of moisture and still have them installed as discretely as possible?

The solution is Amina's Invisible loudspeakers. These were fitted into the ceiling of the ground floor and plastered over. So they are not only out of way of the water (barring a Biblical style flood) but because they are plastered over they are also protected from the damp and moisture that is present during and after the waters rise. And being plastered in meant they could be decorated over with paint, wall paper and so on to fit in entirely with the building.

In the upper floor the building design is skeletal. Most of the structure is glass to enable the sun's rays to heat it. With such a minimalist spartan space the loudspeaker system has to be ultra-discrete i.e. have zero visual impact so as not to detract from the design.

This is where not only the ability to be decorated over the loudspeaker is important, but also their slim profile. Here they were plastered in to the ceiling. Installation was as simple as ever. A void was created, in this case, the ceiling rather than the wall. A plaster skim was applied. The area decorated to match the environment or desired decor and the loudspeakers became undetectable to the human eye.

For the Watershed Amina invisible loudspeakers gave them a solution to the flooding problem. The moisture that would normally be catastrophe for standard speakers would not be an issue. While upstairs they successfully kept the minimalist look of the space and supported the function of the room.



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