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Case Study: Dishoom Permit Room All-day bar-cafe

www.permitroom.co.uk



Outline

Dishoom's first Permit Room All-day bar-cafe debuted in Brighton in 2023. Since then more have been opening their doors around the UK, welcoming guests from breakfast through to late into the evening. Now also in Oxford, Cambridge, Portobello in London and most recently Liverpool, each delivers a salute to the permit rooms of Bombay.

CGA Integration began working with Dishoom in 2015. All Dishoom restaurants now feature a CGA Integration designed and installed audio system and CGA has also designed and installed the sound systems for all the Permit Room All-day bar-cafes.

In addition to creating the dynamic audio ambience required for the Permit Rooms, CGA have installed equipment such as turntables and mixing desks so local DJs can spin favourite grooves from their favourite vinyls, taking cues from the jam sessions of Slip-Disc and Rang Bhavan in '70s Bombay.



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Photo by Taran Wilkhu

Permit Room Brighton

Challenges

CGA Integration understands that the requirements for the sound systems in Permit Room All-day bar-cafes are slightly different to those in Dishoom restaurants. The same high-quality sound experience needs to be delivered in both but with a different vibe.

In Permit Room All-day bar-cafes audio needs will change throughout the day from breakfast to evening revelry, but the continuity of the Dishoom experience needs to remain throughout.

As with Dishoom restaurants, each audio system needs to be easily operated by the staff and be mindful of any nearby residential areas, especially with late night DJ sessions.



Permit Room Cambridge



Permit Room Cambridge

Technical

The dynamic ambience of Permit Rooms is created using less speakers than you would find in a Dishoom restaurant. There are hot and cold spots as a result, which create the loud and soft areas you need to deliver the Permit Room vibe. As such, sound becomes more of a feature in each Permit Room and less part of the overall integrated ambience.

The speakers are visible but have been delivered in a vintage style which complements rather than blends invisibly with the look of each venue.

There are various presets and volume levels throughout the day to reflect the mood which needs to be created at different times and any external speakers are on a different time clock to minimise the impact to residential neighbours.



Permit Room Oxford



Permit Room Portobello



Permit Room Portobello

Lenny Dennis Project Manager Walla:

“CGA was the right choice to deliver the sound in the Permit Room All-day bar-cafes. We have worked with CGA for over ten years now; they understand how to deliver the quality of the sound we need to help ensure our customers are immersed in the Dishoom experience.”

Have a Project? Get in Touch



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