



Press Release

APart

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APart powers Martini Terrace

The Belgian coast might not always be the most tropical of places, but this year APart is turning the Martini Terrazza into the summer's party hotspot.

Back in the 1950'ies and 60-ies, Martini was the jet set's drink of choice. The brand hosted 'terrazzo' at the most prestigious locations in the world. Movie premières, cocktail parties, press events: Martini Terrazze represented Riviera Chic. The right time, the right place, the right outfit at the right location.

As part of a promotional campaign to support the launch of a restyled bottle, the long drink brand brings the tradition of Martini Terrazze back to life. There are terraces in various locations across the world : from Amsterdam to Dubai or London. Belgian place to be is the beach across from the Zuri Club at the Knokke casino, one of the most prestigious locations on the Belgian coast.

The open-air club has custom-designed Martini furniture and offers fine drinks and exclusive food. The management chose APart for their sound system. The brand offers the perfect combination of sound quality to fit with the décor, and the durability to withstand the combination of sand, salt, wind and water - typical of a beach bar.

Heart of the sound system is two Pubdrive2000 amplifiers. They drive 8 MASK6 design speakers and 4 SUB2400 subwoofers. The MASK speakers offer an impressive sound quality and are IP64 rated, so they are an obvious choice for use in such a hostile environment. The SUB2400's make sure that everybody picks up the party vibes at this exclusive location!

APart is a Belgian professional audio brand that develops, produces and markets quality speakers and electronics for use in various applications: from supermarkets to public transport, from bars and restaurants to boardrooms. APart is a brand of the Antwerp based company Audioprof NV, a privately owned company with a strong and independent financial position and dedicated management.

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