

# Buildings Award

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★ **Winner:** Cahill Design Consultants, *Project Tusk*

**Project Tusk is the new Gruffalo Experience in Blackpool. The project was to take an existing empty arcade and convert it in a multipurpose family entertainment centre. The theme of the project was based around the children's books of Julia Donaldson. The unit contained a central play area with 4 small cinema spaces located around. The cinemas were to be constructed without ceilings and entirely open to each other and the central play area.**

The consultants had to undertake detailed room acoustic modelling to understand the interaction of the audio from each mini cinema on each other and into the central area. They also worked to provide a quiet area for children with sensory issues.

The unit directly above the proposed development is an aquarium (Sea Life Centre), so the consultants undertook an assessment of demolition and construction noise and vibration to minimise the impact on that operation with a special consideration on the sea life assets.

The judges consider this was a well delivered project with some clever ideas including on where to locate the microphones and speakers. There were creative

solutions that overcame a range of challenges, notably inclusion of open plan cinemas along with the need to retrofit the existing building. The judges were pleased that the consultants had made the case for expanding the scope of their review following an initial site inspection and had been engaged to develop the design further resulting in adjustments to the ceiling design and the AV elements. There was a long term relationship with the client which helped and shows in the comments of the development director: "we really value their technical expertise and practical approach to finding the right solution. In all our theme park projects, we know we can count on them to get the acoustics right which is critical to the operations of our sites."

## ACOUSTIC AWARDS 2024

These awards demonstrate the unique skills of UK based acoustic consultants in addressing challenges, championing innovation and originality and showcasing the significance of a profession which blends art and science to transformational effect.