

HOW NOISE IMPACTS ON TASTE

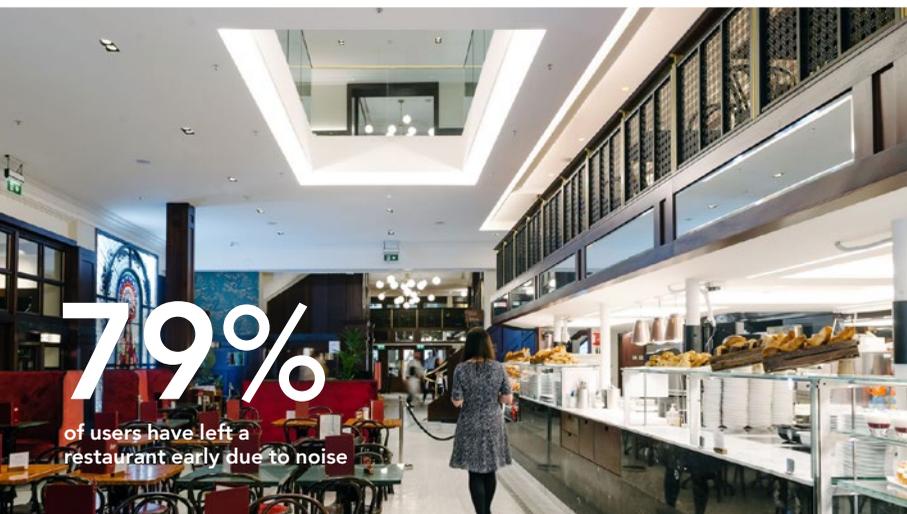
Scientists have discovered there is a direct link between the ear and the nose which may explain why noise can affect what we taste – meaning dining out is not just about the food. Certain sounds can enhance taste - classical music may enhance the perceived quality of food and wine. However, background noise can overwhelm our senses, causing us to lose concentration and impact negatively on how we experience the food we consume.



HAVE YOUR CAKE AND EAT IT

Following a €12million restoration, iconic Dublin landmark Bewley's Grafton Street, has reopened to offer seating for 500. The new interior has been described as *'the same but different'*. Rockfon® Mono® Acoustic ceilings are installed throughout to create a comfortable acoustic environment and meet the aesthetic demands of this historic space.

The venerable establishment opened in 1927. The careful restoration of its interior has seen many original features restored to their former glory. There are new additions too, including the expansion of the in-café bakery which enables customers to see Bewley's pastry chefs and bakers create delicious treats – the city's favourite, Bewley's Mary Cake, among them.



INTERIOR RETROFIT

The original Bewley's interior features mahogany panelling, hand-printed wallpaper and mosaic floors that could generate distracting background noise, particularly when the café is busy. Architect Brendan Duffy commented, *"The introduction of Rockfon acoustic ceilings throughout, direct fixed to the plasterboard ceilings minimised the visual impact on the building fabric, particularly the ceiling covings, allowing these to be expressed. In addition, the spray applied finish to the Rockfon panels provides a seamless ceiling in keeping with the original plasterboard ceilings and concealing the use of a modern acoustic treatment."*

REDUCED REVERBERATION

Irwin Carr Consulting Senior Consultant Acoustician, Malachy McAlister, measured the effect on reverberation. *"We were able to determine the additional absorption provided by the new ceiling by undertaking acoustic tests before and after its installation. Our measurements show the acoustic ceiling reduced the reverberation time from 1.1 seconds to 0.7 seconds which represents a 35% reduction in sound reverberation."*



CLIENT FEEDBACK

The client is delighted with the ceiling and the atmosphere it helps create. Andrew Griffin, Bewley's Grafton Street Assistant General Manager noticed a big improvement in the noise level straight away. *"Before the new ceiling, the noise levels could get very high, making it difficult to hear what customers were saying. Now the feel of the café has changed; it is much calmer and more relaxed."*

WHAT IS ROCKFON MONO ACOUSTIC?

This unique product combines the elegance of a seamless ceiling with Class A sound absorption, previously thought only possible with modular suspended ceilings. To create a continuous appearance, the ceiling panels are installed and then finished with a technologically advanced acoustic render to create an elegant monolithic surface. The product offers complete flexibility and design freedom. It can fit around curved and angled edges, making it ideal for retrofit projects.