

Chuck Levin's ProSound Recording & Lighting Showroom

Location:

11165 Veirs Mill Road
Wheaton, Maryland

Client: Chuck Levin's Washington Music Center

Description: Interior architecture for a state of the art recording and lighting showroom and sales offices

- Area: 3,075 sf

Construction Cost: \$150,000

Completion Date: November 1994



RETAILER PROFILE

Washington Music's Sound Room Of The Future

Electronic Switching System Allows For Instantaneous
Demonstrations Of Hundreds Of Audio Components

By seeking opportunity wherever and whenever possible, Chuck Levin's Washington Music has evolved from a small Washington, DC, pawn shop into the industry's largest-growing single location. Over the last 30 years the Levin family has succeeded by ignoring conventional wisdom and listening to the needs of the market. Long before synthesizers became an industry mainstay, Washington Music stocked them in depth. The company was also one of the first M.I. retailers to aggressively pursue the professional sound market. Rather than add branches, the Levins concentrated all their efforts on making their Wheaton, Maryland, location a magnet for customers from around the world. The result of this in-

mixing consoles has always been a major headache in sales demonstrations. In the past, well organized retailers made use of patch bays to wire up different components, while less well equipped retailers cursed and struggled with a hopeless tangle of wires.

At the new Washington Music sound room, setting up sound systems is no longer a challenge. Thanks to a custom-designed electronic switching system, salespeople can link up any of the 80 different speaker enclosures on display with 80 different power amps, 12 different compressors, dozens of different signal processors, and dozens of different consoles at the touch of a

button.

Each audio component hooked into the system is assigned a number. By punching in a series of numbers the salesperson can instantly link together a complete audio system for demonstration purposes.

dependent-minded approach has been wildly successful, with sales of \$33.0 million in 1993. Washington Music ranked as the sixth largest operator in the U.S. One productivity measure, though, the company scored off the charts.

Now with the opening of a new and extraordinarily equipped pro sound room, Washington Music is once again on the cutting edge in music products merchandising. Switching between different combinations of speakers, power amps, signal process unit, and



THE HEART OF WASHINGTON MUSIC'S new audio switching system is hidden from customers, but easily accessible for service or expansion.

Greenvest Building - Main Street Infill

Location:

4862 Cordell Avenue
Bethesda, Maryland

Client: Greenvest Associates, LP, c/o Greenhill
Capital Corp.

Description:

- One Story Slab on Grade
- Area: 2,000 GSF

Contractor: Gordon Maizel Construction Co.,
Inc.

Construction Cost: \$101,983

Completion Date: February 1994



LNM Operations Center, Showroom & Warehouse

Location:

7571 Lindbergh Drive
Gaithersburg, Maryland

Client: LNM Corporation

Description:

- 2 Stories
- Area: 19,969 GSF

Project Team:

- Construction Manager: Steven J. Karr, AIA Inc.

Construction Cost: \$1.35 million

Completion Date: October 1994

