

## DIGITAL SAFARI #9

# Sustainable solutions for live music: optimizing venues with smart technology

### PRESENTATION OF SALA X, SALA LA2 AND ROCKNROLLA PRODUCCIONES

[Rocknrolla Producciones](#) manages two main venues in Seville, [Sala X](#) and [Sala La2](#), and organizes various live music events and festivals ([Electrolunch](#)).

Sala X, opened in 2014, has a 370-person capacity and hosts international and local acts, aiming to deliver a unique live music experience with high-quality sound and innovative acoustics. Sala La2, located adjacent to Sala X, focuses on emerging and urban music artists.

Rocknrolla Producciones also contributes to a broader cultural network, participating in associations like ACCES, Live DMA and Reset, promoting sustainable and innovative live music environments across Europe.

### OVERVIEW OF THEIR DIFFERENT INNOVATIVE PROJECTS

Rocknrolla Producciones is committed to innovation and sustainability through multiple projects:

- **Sala X 2.0:** This project introduced LED lighting and piezoelectric panels that convert sound vibrations into usable energy. Additionally, a live-streaming system was set up to allow artists to record and broadcast performances.
- **TransEurope Create!:** A project under Music Moves Europe, pairing young artists with mentors to create music during COVID-19, culminating in an album.
- **Scenergies:** A collaboration with 4AD and other small venues, Scenergies shared best practices, for example on financial sustainability and audience development, contributing guidelines for small music venues in Europe.
- **SmART Model:** Implemented during the Electrolunch festival, this model promotes energy-saving practices through a kinetic dance floor developed with Energy Floors, generating energy when attendees dance. This project also uses AI-driven customer support with an «AI totem» and a sound-isolating moss wall to reduce noise pollution for nearby residents.

## PRESENTATION OF THE MUSA PLATFORM



The MUSA Platform is Rocknrolla Producciones' innovative Internet of Things (IoT) tool designed to optimize venue operations, enhancing sustainability and audience comfort. Funded with the support of various cultural grants for investment (region of Andalusia, Next Generation EU), MUSA operates through environmental and occupancy sensors in the venues and offices, collecting data on metrics like crowd density, energy use, temperature, humidity, and CO2 levels. Key points about MUSA include:

- **Functionality:** MUSA collects real-time data from sensors in venues and offices, aiding in decision-making for resource optimization during events. This information helps to make events more profitable, eco-friendly, and enjoyable.
- **Benefits:** Through MUSA, Rocknrolla Producciones can monitor venue occupancy, temperature, and air quality, adjusting conditions for optimal energy use. It also features alerts for sudden changes, such as spikes in energy consumption or temperature, enabling quick adjustments.
- **Development Partners:** Developed collaboratively with technology expert ([Secmotic](#)), MUSA integrates diverse sensor systems tailored to the specific operational needs of the live music venues.

## RECAP OF THE EXCHANGES BETWEEN ERICA AND THE PARTICIPANTS

During the presentation, Erica shared Rocknrolla Producciones' innovative approaches and how they align with similar concepts implemented at the [Uebel & Gefährlich](#) club in Hamburg. This comparison highlighted potential enhancements and shared challenges in the adoption of IoT and sustainable technology within live music venues.

[Read more about Uebel & Gefährlich's smart use to optimize the operating of the club, which allowed them to save 40% on electricity bills.](#)

- **Sensor Placement and Air Quality Management:** One question raised by participants addressed the placement of CO2 sensors and their impact on accurate air quality monitoring. At the Uebel & Gefährlich in Hamburg, sensors are placed at the height of one's head to ensure durability and data integrity. Erica acknowledged that sensor positioning is a challenge, as traffic in music venues often leads to sensor displacement. She explained that MUSA's sensors are similarly positioned above the crowds' reach to avoid tampering, but acknowledged that it might have an impact on the data. This could be counterbalanced with adjusting the MUSA platform parameters.
- **Energy Consumption and Sustainability Efforts:** Erica and participants discussed energy management practices inspired by the Uebel & Gefährlich club experience. In Hamburg, energy use is closely monitored, and systems are automatized based on occupancy and needs. For example: the system automatically controls when the fridge turns on to have optimal cold beer, without wasting energy in keeping them on when there is no need. MUSA also tracks energy usage in real-time but does not offer control and automatization yet. Erica shared that Rocknrolla Producciones is evaluating further integrations, such as automated climate control adjustments, to mirror Hamburg's approach, thereby improving both sustainability and cost efficiency.
- **Interactive Data for Venue Management:** Uebel & Gefährlich also uses real-time data to adjust operations dynamically, and Erica elaborated on MUSA's alert system that notifies the management team of unusual spikes or drops in energy or crowd levels. This feature, particularly valuable for security and event management teams, aligns with Hamburg's use of data to enhance both venue security and visitor experience.
- **Communication and Smart sustainable venue as an identity:** Sala X communicates publicly on their efforts to optimize their energy consumption to the public, to valorise their actions and raise awareness on sustainability efforts made by live music venues. Being sustainable can be part of a venue identity, and we hope that visitors will make their decision to go to a venue over another because of their sustainability actions. Erica explained that while MUSA currently collects and optimizes data behind the scenes, there are plans to make this data more visible to audiences, possibly through public screens. This approach aims to raise awareness about sustainable practices, by highlighting the direct environmental impact of each event in real-time.

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- **Collaborative Development and Knowledge Sharing:** The exchange also emphasized the collaborative approach in developing these platforms. MUSA was designed with input from tech partners, similar to the Hamburg venue's collaborative efforts. By sharing data and findings across a European network, venues can build on one another's experiences, continuously enhancing platform capabilities and sustainability impact. Such knowledge sharing allows each venue to refine its sustainability and technological practices, making these projects not only innovative but also adaptable and scalable across different environments.

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