



# SPHERE

LUXURY TECHNOLOGY EXPERIENCES

LONDON | CAPE TOWN | LAGOS



*/ Introduction*

# HELLO, WE ARE SPHERE CUSTOM.

## DELIVERING LUXURY TECHNOLOGY EXPERIENCES SINCE 2004

Sphere Custom started as a boutique integration firm specialising in correctly installed audio-visual solutions for the discerning client.

Having worked a niche market for many years, Sphere has grown and expanded, and our design offerings are particularly focused on luxury commercial, private residential and MDU developments. Services include audio-visual solutions, automation and control, high-fidelity stereo systems and immersive, multichannel cinema rooms, with all aspects of decor and design encompassed.

Sphere offers complete, bespoke solutions tailored to delivering truly refined and exclusive experiences.

Our clients range from end users who are looking for the right answers to the technology questions that keep them up at night, to Architects who get asked to incorporate technology into homes, to Electricians and Audio-Visual dealers who end up integrating and installing products.

All pursue one common trait - the requirements for fundamentally accurate, technically proficient and functionally superb experiences. Whether it's a simple one room control solution for an immersive audio visual system, a sprawling private residence requiring advanced automation, lighting and distributed audio, or a boutique hotel just looking for advice on what, how and where.

Sphere Custom can help map out your way forward.







## DEFINE LUXURY?

---

Karl Lagerfeld once said, "Luxury is the ease of a t-shirt in a very expensive dress." Much like complicated technology, we simplify down to the essence of requirement, providing immaculate ease of use.

PAGE  
4



## TECHNOLOGY INTEGRATION

---

Complicated. Continually upgraded. Constantly not working correctly. These are valid points we take into account when developing a design and brief for a client; first and foremost we make sure form follows function.

## DEMYSTIFY 'TECH'?

---

We speak multiple technology languages based on our professional backgrounds and years of experience. Seamlessly translating, replying and relaying between the customers' requirements, professional services and contractors on site.



## PROFESSIONAL SERVICES

---

Dedicated services to each party involved, allowing freedom to design and implement correctly; knowing systems will work. Catering to Architects, Quantity Surveyors, Decorators, Designers, Integrators, Installers and more.



## DESIGN & BUILD

---

Carefully considered, meticulously planned and thoroughly executed. Our Automation system designs, Home Cinema Installations and product procurement options are amongst the best in the world.



WINNER

Best Home Cinema  
£40,000 - £100,000

## INDUSTRY RECOGNITION

---

We've been shortlisted for - and won - a number of industry awards. Members of our team regularly travel the world speaking at events and conferences, and are recognised as subject matter experts in their fields.

*/Design Principles*

# DEFINING A LUXURY EXPERIENCE

## VISIONARY IN OUR MARKET SPACE

The definition of Luxury is defined as, “a state of great comfort or elegance”. Usually accompanied by the notion of it being equally opulent and costly, and only inclusive of the affluent. We disagree.

People automatically assume that luxury always equates to great expense, yet the opposite is sometimes completely true.

Simplicity is the ultimate luxury. Simplicity is making life easier. Simplicity is focussing on the things that matter. Simplicity, in itself, is the most complicated, luxurious achievement one can aim to attain. We help you level up.

Not having to worry about the tiniest of technical details, nor be bogged down in specifications, Sphere Custom handles the complete translation process between the client, the architect, and the installer; which is usually an unknown circle of confusion, misunderstanding, and misinterpretation on most projects.

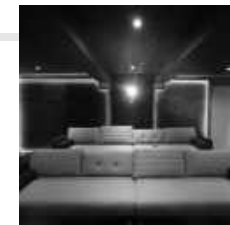
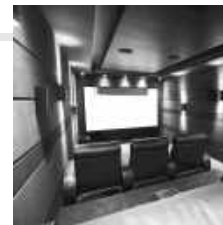
What you expect, and should receive when you leave it to the professionals, is at the heart of what we do; Pure simplicity for our end users and clients - focused technology accompanying the provision of simplicity; the essence of luxury.

“BE A YARDSTICK OF QUALITY, SOME PEOPLE AREN’T USED TO AN ENVIRONMENT WHERE EXCELLENCE IS EXPECTED.”

- Steve Jobs

Design for functionality and user engagement is a core practise in our business strategy, in fact, we’d be so bold as to say that it’s our primary focus; It makes everything tick; Good design is a solid foundation. We cannot build good systems without well designed infrastructure; which we cannot do without an absolute understanding of customers’ requirements.

We tackle a problem with thorough planning, bringing years of experience, in-depth knowledge, and design instinct to the table, and we offer customers well researched, technically proficient interpretations for technology integration into their lifestyle.



*Imagination*

---

"SIMPLICITY IS ABOUT SUBTRACTING  
THE OBVIOUS AND ADDING THE  
MEANINGFUL."

*John Maeda, The Laws Of Simplicity:  
Design, Technology, Business, Life*

---

*/Design Principles*

# DEMYSTIFYING THE TECHNO-LINGO

## TAKING CIRCLES OF CONFUSION AND TURNING THEM INTO LAYERED LEVELS OF UNDERSTANDING

Over the years we've realised that there is a profound misunderstanding in how to integrate technology into a home. There are many standards which contractors have to adhere to on a project - alas, technology moves so fast some of those standards are obsolete before they are ratified.

In an age of digital disruption, eco-friendly motivation, and yearly upgrades to practically everything around us; it is of utmost importance to understand the landscapes of both yesterday, and tomorrow, and how they may fit into today.

Understanding practical implementation, best practice, nomenclature and which-one-goes-where-and-does-what, we effectively translate between a customers' desires; how they explain it, what it actually means, what the professional services understand it to imply, and how the contractor or integrator implements it.

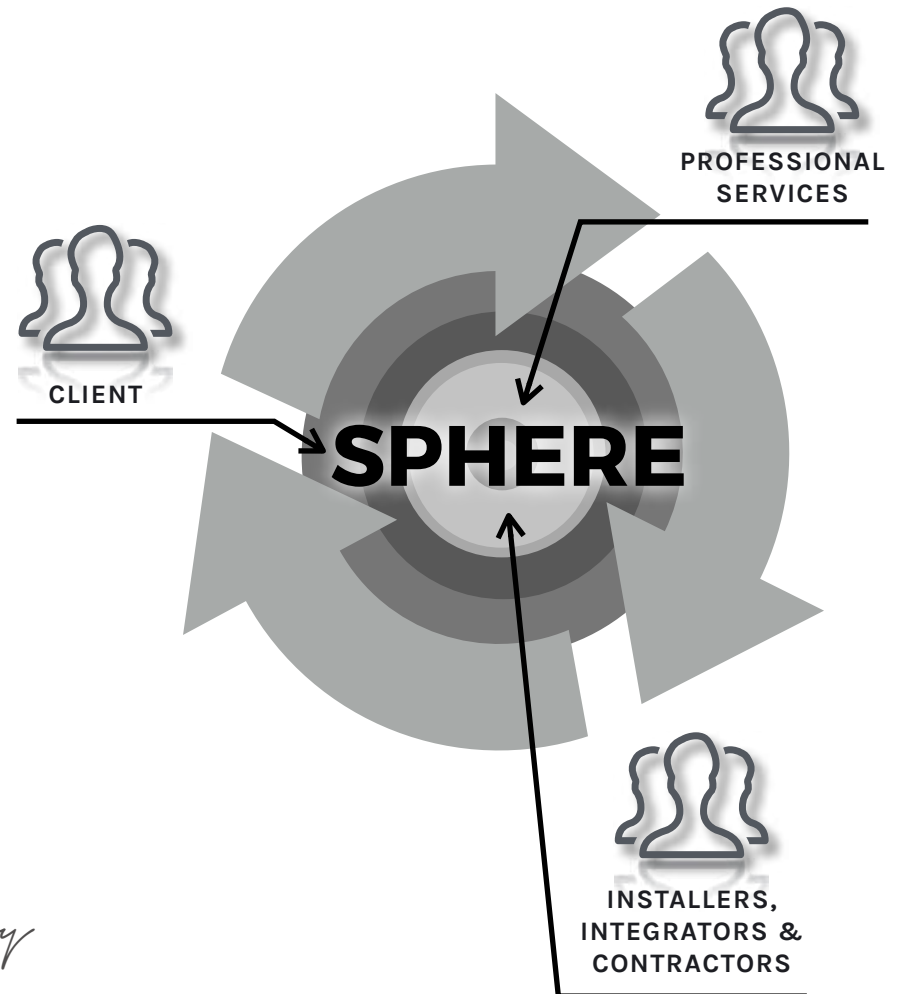
We specialise in making sure there are no stones unturned when structuring a client brief, designing a functional- and technical specification, and managing a project that needs to be carefully tracked to completion.

Being hands on, having come from the industry, we understand the small nuances - the wishes and wants - and make sure they're realistic, achievable and well executed on - to complete customer satisfaction.

*Clarity*

THERE ARE KNOWN KNOWNs; THERE ARE THINGS WE KNOW WE KNOW. WE ALSO KNOW THERE ARE KNOWN UNKNOWNs; THAT IS TO SAY WE KNOW THERE ARE SOME THINGS WE DO NOT KNOW. BUT THERE ARE ALSO UNKNOWN UNKNOWNs - THE ONES WE DON'T KNOW WE DON'T KNOW.

*-Donald Rumsfeld*





## / Design Services



### ASSISTANCE WITH CUSTOMER BRIEFS & TENDER DOCUMENTATION

Making sure what you ask for and what you get are one part of the equation - but what happens when you don't know what you actually need?

Which question to ask? What functionality to specify? Let alone how to plug it all together so that it works?

We assist with writing simple to understand documentation so that when the proposals are submitted, they're accurate, clear and relatable. Analysing needs down to the finest details.



### FUNCTIONAL & TECHNICAL SPECIFICATIONS

How does this function, what does it do, and why does it cost so much!? We assist with drafting the required specifications, both functionally (user), and technically (contractor), from what a clients' needs analysis has revealed.



### CONTRACTOR INTERVIEWS, PROCESS & PROJECT MANAGEMENT

Picking a contractor is made easier when all are vetted. As a client you know you're in the best of hands; Sphere assists from the conception of the project through to the final handover.

Assurance that everything you put in your tender documents is delivered on down to the last nut and bolt, maintenance included.





*/ Design & Build Services*

# DESIGN, DESIGN, DESIGN... BUILD

CINEMA IS UNIVERSAL, BEYOND FLAGS, BORDERS & PASSPORTS

It is quite something to experience a correctly designed and installed Home Cinema. In your own home too. Taking engineering and architectural constraints on board, as well as the requisite technical specifications, Sphere designs, develops and installs, with their select dealers, home cinema concepts at every level to bring the truly immersive experiences home. We focus on the room, the decor,

the acoustics and the design engineering before we think of a product or brand. Once our concept is accepted and ready for implementation, then only do we consider product. These are then selected based on their technical capabilities and specifications, in order to uphold the high standards required to execute an immersive audio system in your home - like no other. Designing a home cinema isn't merely

about how good it looks, but about how well it works, and how engaging the experience is. This excellence is what we strive to characterise in every project we deliver. It is a carefully considered, minimally compromised, nurtured, and transformative process from bare concrete walls into spaces. Completely suspend your sense of disbelief and literally transport yourself to another world.

*Luxury*

*/Sphere Signature Collection*



*Sphere Signature Collection*

*The most exclusive specifications for the most demanding installations*





*/Custom Offerings*

# WHEN ONLY THE BEST OF THE BEST SHALL SUFFICE

QUALITY IS NEVER AN ACCIDENT, IT IS THE RESULT OF  
INTELLIGENT EFFORT.

*-John Rushkin*

Our Signature Collection is the epitome of excellence. Home Automation, Lighting Control, Home Cinema and Audiophile Hifi Systems; any form of technology procured from only the highest quality products; exceeding and out-performing the most demanding of designed specifications and delivering an experience that is like no other.

These systems, homes and dedicated rooms aren't defined or restricted by physical size or limited by scope. They aren't hindered by deadlines and rush-jobs to get finished and get out.

Quality and perfection do come with a somewhat higher price tag, and certainly a longer delivery time, but on these rare projects the result is an experience which you're guaranteed to enjoy many times over in the years to come.

Sphere works with only the most discerning of clients who would like to access The Signature Collection, and an extensive in person interview process is required.

*Pure Excellence*





/ Case Studies



Luxury

*/ Case Studies*

# CASE STUDY - THE DUTCHMAN

## COST, SPEED, QUALITY - AN AGE OLD CONUNDRUM

As a client who is schooled in the world of entrepreneurialism, this project was undertaken within some very specific guidelines; do it exceptionally well, do it quickly, but be aware of cost.

Fortunately the customer understood that high quality finishes and beautiful textures, combined with high quality audio and video, built within a very specific, limited timeframe, would have a reasonable associated cost attached, or something would have to compromise.

Having juggled schedules to accompany the project, the Sphere team pulled out all the stops for a two week total build out - from concrete box to finished, luxury theatre room - a room which gets a workout almost daily, with plenty of room to upgrade both the sound and video systems for new tech arriving.

### Technical Specifications; 7.1.4 Atmos Audio with 2.9m 2.37:1 Screen

Denon Audio Processing with on board Amplification, Artcoustic Loudspeakers, Epson Projection, Display Technologies Acoustically Translucent Screen, Alex Voice Control with Logitech Harmony, Sphere Custom Designed Acoustics and Decor.

### Indicative Budget (Design, Build & Components. Client sourced own chairs & HVAC)

ZAR 550k / USD 33k / GBP 25.5k



*/ Case Studies*

# CASE STUDY - THE FOREIGN AFFAIR

## A ROMANTIC, ESCAPIST GESTURE

This customised home cinema room was a labour of love for our client. In addition to custom acoustic panelling along the walls and rear, classic cherry wood finishes on the custom rear bookshelves and speaker columns, the side walls feature CNC cutout and backlit shapes of Table Mountain and the Eiffel Tower. Like a Parisian love affair the clients spend their time between the two countries and wanted a getaway from reality at their Cape Town home.

Sphere Custom designed and installed a state of the Art 4K Sony VW1000ES projector on a suitably size screen – as image was very important to the client – whilst audio duty was diligently handled by an Artcoustic system which packs a punch way above its size!

**Technical Specifications; 7.1 Audio with 3.5m 2.37:1 Screen**  
Audio Design Associates Audio Processing & Amplification,  
Artcoustic Loudspeakers, Sony Projection, Screen Excellence  
Screen, Crestron Control System, Sphere Custom Designed  
Acoustics and Decor

**Indicative Budget (Design, Build & Components. Client  
sourced own chairs & HVAC)**

ZAR 550k / USD 32.5k / GBP 25.5k

*Luxury*



/Case Studies



/ *Case Studies*

# CASE STUDY - THE AMERICAN

## TURNKEY, INCLUDING 110V ELECTRONIC BAGGAGE

After having spent many years living abroad, this family returned to South Africa to build themselves a 'forever-home' in the beautiful suburbs of leafy Constantia. Having some unallocated space at the rear of the house, and having had a home cinema in their home in the USA this was adapted to be a cinema room.

Dimensionally its a tight fit with their existing recliners, and we worked in detail with them to develop and design an opulent theme for the room.

Finishing the columns off in black and gold, with a beautifully ornate feature surround on the cornice of the ceiling, this cinema also has a span of fibre optic stars across the central portion of the roof. This relatively compact room features a 7.1 system that rocks for both music and movies!

### Technical Specifications; 7.1 Audio with 2.4m 1.78:1 Screen

Integra Audio Processing, Existing Amplification Artcoustic Loudspeakers, Existing Digital Projection, Screen Excellence Screen, Crestron Control System, Sphere Custom Designed Acoustics and Decor.

### Indicative Budget (Design, Build & Components. Client sourced own chairs & HVAC)

ZAR 650k / USD 38.5k / GBP 30k





*/ Case Studies*





*Case Studies*

# CASE STUDY - THE BROKER

## LUXURIOUS CIGAR LOUNGE FEEL WITH ELEGANCE

Early in the design stages of this cinema room, the clients indicated that they'd like a luxurious cigar lounge type feel and finish. Carefully crafting the columns with darkened walnut panelling, and feature fabric acoustic panels built to fit the open wall sections, this family sized home theatre comfortably seats seven and the kids absolutely love sitting in front row for their 'big screen' experience!

Again working alongside one of our select dealers, Sphere assisted with the design of the decor, the layouts, acoustics and performance specifications for the room. A neat trick was employed to hide the always-unsightly projector behind a panel firing onto the screen off an angled mirror. This made for a beautifully discreet installation which the client's wife loved!

**Technical Specifications; 7.1 Audio with 2.8m 1.78:1 Screen**  
Denon Audio Processing and Amplification, Monitor Audio Loudspeakers, Epson Projection, Acoustically Translucent Screen, Control 4 Control System, DSTV, Apple TV, Media Player Sources, Destiny Seating, Sphere Custom Designed Acoustics, Decor and complete room fit out and build.

**Indicative Budget (All in; Design, Build & Components)**  
ZAR 770k / USD 45.5k / GBP 35.5k

*Luxury*



*/Case Studies*



*/ Case Studies*

# CASE STUDY - THE VAULT

## SOUND ISOLATION; A PARENTS' DREAM COME TRUE

Having four busy kids running around the house is never a recipe for peace and quiet. This family home cinema built around size seats took pride of place over the secure vault space that was allocated as a leftover on the plans.

Fabric walls in contrasted texture and colours, all acoustically translucent so to allow for the treatment and isolation of acoustics in, and through the room, make for a cosy finish. Functionally lit with LED lights and decorative ambient fittings, the system driven by Control 4 dimmers, automation and audio links up with the rest of the house for simplicity and ease of use.

The volume here never gets turned down, only up!

### Technical Specifications; 7.1.4 Dolby Atmos with 2.8m 1.78:1 Screen

Marantz Audio Processing & Amplification, Artcoustic Loudspeakers, Sony Digital Projection, Display Technologies Screen, Control 4 System, Sphere Custom Designed Acoustics and Decor.

### Indicative Budget (Design, Build & Components. Client sourced own chairs & HVAC)

ZAR 950k / USD 56k / GBP 44k

*/Case Studies*







# CASE STUDY - THE SPACESHIP

## LUXURIOUS CIGAR LOUNGE FEEL WITH ELEGANCE

An award winning CEDIA cinema installation featuring state of the art products and finishing. This client was looking for something different, something a bit extraordinary, and delivered we did!

This cinema gets regular workouts every week for the Formula 1 – the client is somewhat of a fanatical supporter if you could call it that. The angular fabric walls were the brainchild of Interior Designer Sophie Rees of New York, and executed exquisitely by our team on site.

The single colour fabric changes colour as you angle it according to the light, designed for, and simultaneously acting as an acoustic treatment for the audio in the room, and allowing audio to pass through it to treatments behind the wall.

### Technical Specifications; 13.1 Auro3D Immersive Audio with 2.8m 1.78:1 Screen

Trinnov Audio Processing and Amplification, Artcoustic Loudspeakers, Sony Projection, Acoustically Translucent Screen, Crestron Control System, DSTV, Apple TV, Media Player Sources, Italian Seating, Sphere Custom Designed Acoustics, Decor and complete room fit out and build.

### Indicative Budget (All in; Design, Build & Components)

ZAR 1,560k / USD 91.7k / GBP 72.5k

*Luxury*

/ Case Studies



Luxury

/ Case Studies

# CASE STUDY - THE CAVE

## A LEFTOVER DUNGEON, TRANSFORMED

Spare space to build a dedicated home theatre doesn't usually come up without some planning and lots of foresight. Very late stage project involvement doesn't usually bode well; unless you have a heady mix of love for movies and music, a dash of ultra powerful electronics, can carve out some spare space, and spare a little budget for luxury.

This cinema holds no punches back and makes very efficient use of its minimal footprint. At just over 3m wide, and 7m long, a very genius use of space had to be worked through.

Transforming this room was a month long process which resulted in state of the art projection performance and audio immersion which is second to none.

### Technical Specifications; 9.1.4 Dolby Atmos with 2.9m 1.78:1 Screen

Trinnov Audio Processing & Amplification, Wisdom Audio Loudspeakers, Barco Digital Projection, Display Technologies Screen, Crestron Control System, Sphere Custom Designed Acoustics and Decor.

### Indicative Budget (Design, Build & Components. Client sourced own chairs & HVAC)

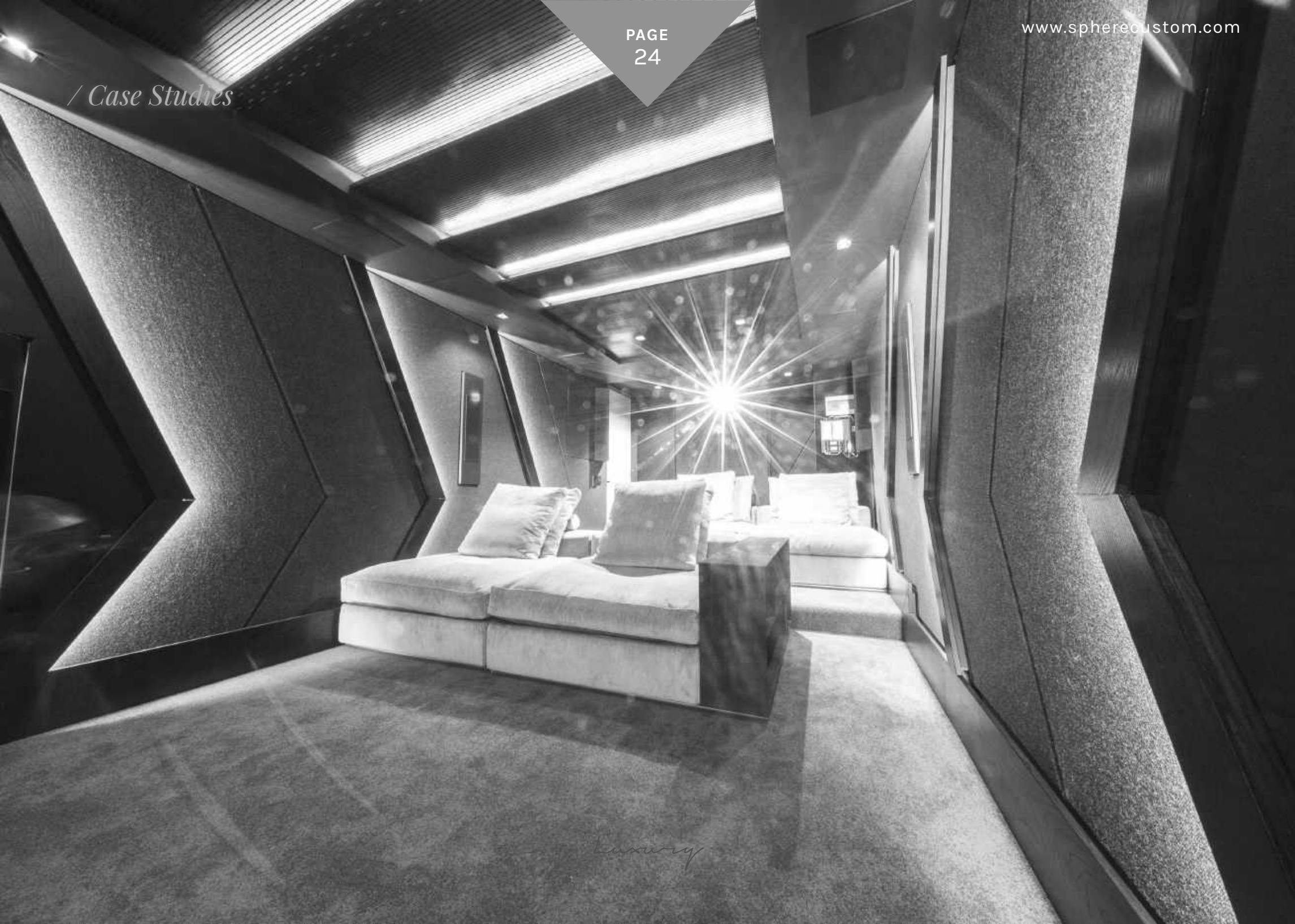
ZAR 3,450k / USD 203k / GBP 159k

/ Case Studies





*/ Case Studies*



*Luxury*

*/ Case Studies*

# CASE STUDY - THE QUINTESSENTIAL

## INTEGRATING TECHNOLOGY INTO SPECIFIC DECOR CONSTRAINTS WITHOUT COMPROMISE

Another award worthy cinema installation featuring state of the art products and finishing. This client had a specific requirement to have the cinema fit into the decor theme of the Old Cape Dutch colonial house style they had settled on through their renovation process.

Sphere assisted with the design, construction, fit out and finishing off this room to the Nth degree. No expenses were spared to create the system and setup of their dreams; this customers' family has all the luxury from the comfort of their own custom sofa.

The ultra high spec technology, audio and video integration rivals that of only the most discerning of aficionados, and is enjoyed with the touch of a button.

*Luxury*

### Technical Specifications; 32 Channel's Atmos & Auro3D Immersive Audio with 4.3m 2.40:1 Screen

Trinnov Audio Processing and Amplification, Wisdom Audio Loudspeakers, Barco Projection, DT Acoustically Translucent Screen, Crestron Control System, DSTV, Apple TV, Kaleidescape Media Player, Custom Seating, Sphere Custom Designed Acoustics, Decor and complete room fit out and build.

### Indicative Budget (All in; Design, Build & Components)

ZAR 5,230k / USD 307.5k / GBP 241k



*/ Case Studies*



*Luxury*



*/ Case Studies*

# CASE STUDY - CAVERN

## SPARE SPACE GONE TO WASTE? NEVER!

This discerning client had very specific ideas of the shape, space and size of their new theatre room. Extending the extensive renovations on their home to encompass enlarging the space above their garage to an almost cavernous 12m long, 4m high and 8m wide room, this is the movie lovers paradise.

A gargantuan 6.5m anamorphic screen with masking system, brightly lit with the latest commercial grade Laser projection, and showcasing the best HDR and 4K content available, this staggering cinema caters primarily for two, but features fat-sacks, chairs and recliners as needed, when needed - for friends and family to enjoy the truly big screen experience.

A discreet project encompassing every last details - from bare brick walls, acoustic treatments, HVAC management, Audio and Video - nothing was left to chance.

### Technical Specifications; 9.4.6 Dolby Atmos with 6.5m 2.37:1 Screen

Trinnov Audio Processing & Amplification, Artcoustic Loudspeakers, Barco Digital Projection, Display Technologies Screen, Crestron Control System, Sphere Custom Designed Acoustics and Decor.

### Indicative Budget (Entire Design, Build & Components)

ZAR 7,450k / USD 438k / GBP 345k

*/ Case Studies*



*Case Studies*



*Luxury*



*/ Case Studies*

# CASE STUDY - THE DEMO

## WELL WE HAVE TO HAVE SOMEWHERE TO SHOW OFF

The ability to demonstrate what state of the art actually is, is more often than not, unavailable. We walk the walk as well as talk the talk, and at our experience centre you're all welcome to come see for yourself, at your own leisure (provided you bring a box of flavouring or toppings for our homemade salted butter popcorn).

Featuring a Trinnov 32 channel system, with 24 loudspeakers and subwoofers, making use of full active crossovers and amplification to individually drive speakers to their absolute full potential, this system isn't shy.

With the best in video projection from Barco, and 4k source selection, come sit back and relax on our comfortable sofas and decide for yourself.

### **Technical Specifications; 32 Ch. Atmos/Auro3D with 4.5m 2.40:1 Screen**

Trinnov Audio Processing & Amplification, Wisdom Audio Loudspeakers, Artcoustic Loudspeakers, Barco Digital Projection, Display Technologies Screen, Crestron Control System, Sphere Custom Designed Acoustics and Decor.

### **Indicative Budget (Design, Build & Components. Client sourced own chairs & HVAC)**

ZAR 6,200k / USD 364k / GBP 286k

*/Case Studies*



*/ Case Studies*



*Luxury*

*/ Closing*

# WORK WITH YOU, FOR YOU

## COMPETENTLY CONSISTENT

We work with a select, and specific group of dealers across the territories we service. Certain products will come with certain warranty restrictions - terms and conditions apply.

Please be advised that all indicative pricing is based on a fluctuating Rate Of Exchange. This ROE has been taken on 20 September 2020

We continuously strive to ensure all data is correct and up to date as of time of printing.

*We continually strive to work with our dealer base to help deliver the most engaging, fun and enjoyable home cinema experiences that one can put a value too. No project is treated any differently, and each is special in its own way - we only design the best!*

[www.spherecustom.com](http://www.spherecustom.com)

*Sigen*



C O N T A C T   U S :

**17 SOLAN ROAD, CAPE TOWN**

+ 27 82 903 4344 | +44 7944 309 004

W W W . S P H E R E C U S T O M . C O M

L O N D O N - C A P E T O W N - L A G O S