

## Chuck Levin's ProSound Recording & Lighting Showroom

### Location:

11165 Veirs Mill Road  
Wheaton, Maryland

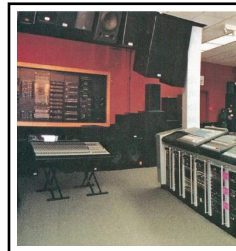
Client: *Chuck Levin's Washington Music Center*

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



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

RETAILER PROFILE

### Washington Music's Sound Room Of The Future

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

**B**y 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 Levin family concentrated all their efforts on making their Wheaton, Maryland, location a magnet for customers from around the world. The result of this in-

dependent minded approach has been wildly successful; with sales of \$33.0 million in 1993, Washington Music ranked as the sixth largest operation in the U.S. On most productivity measures, 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 gear, and

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 wire.

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 crossovers, dozens of different signal processors, and dozens of different consoles at the touch of a

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.

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MUSIC TRADER DECEMBER 1994

## **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

