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**MASQUE SOUND SAYS “I DO” TO HEARTWARMING AND HILARIOUS
NEW BROADWAY MUSICAL, *IT SHOULDA BEEN YOU***

*Custom Audio Equipment Package Takes the Cake
In Whimsical Wedding Comedy Directed by David Hyde Pierce*

NEW YORK, APRIL 9, 2015 — When *It Shoulda Been You*, the heartwarming and hilarious new romantic musical comedy walked down the aisle on April 14 for its debut at the Brooks Atkinson Theatre, **Masque Sound**, a leading theatrical sound reinforcement, installation and design company, was in attendance with a custom audio equipment package to support Sound Designer Nevin Steinberg’s vision.

It Shoulda Been You is an uproarious new musical that puts a modern spin on traditional wedding comedy, proving that when it comes to wedding day insanity, it’s all relative. The show entertainingly depicts a culture clash for the ages when two families from wildly different backgrounds come together to celebrate a wedding. And, as if the union wasn’t complicated enough, the bride’s ex-boyfriend arrives, bringing the wedding to a screeching halt and throwing both families into hysterical chaos. Emmy® and Tony Award® winner David Hyde Pierce directs an outstanding ensemble cast, featuring Tony Award® winners Tyne Daly and Harriet Harris.

“David Hyde Pierce is one of America’s favorite people to watch onscreen, but what some might not know is that he is just as incredibly committed to the theatre, and I was honored that he asked me to create the sound design for this show,” says Steinberg. “It’s very exciting to work with someone who, despite finding fame elsewhere, continues to return to the theater, his first true home.”

It Shoulda Been You is a medium-sized musical that features eight players in the orchestra and only 13 actors on stage, so everyone has a story to tell. “Because this is a comedy played out across an intimate setting, effectively communicating the charm and hilarity at the center of the play was my main goal,” says Steinberg. “But in order to honor the story’s heart, the connection between the audience and the characters is really important. So in designing the sound system, I took extra care to ensure that no one in the audience would feel overwhelmed by the amplification or feel like they were too distant from the excitement happening onstage. The end result is a relatively streamlined sound system and one that I am very happy that Masque Sound was able to provide.”

At the heart of the sound system is a DiGiCo SD10T Live Digital Console with Stealth Digital Processing. Masque Sound supplied Steinberg with this particular model because the SD10T has virtually all of the same software features as the company’s flagship SD7 but in a more economical package, which Steinberg feels is what makes it such a powerful tool and a perfect choice for the show.

Steinberg worked closely with Masque Sound to choose equipment that would fit the right requirements for the show’s smaller orchestra ensemble. “Having only eight pieces in the orchestra is a rather light complement to a Broadway show. Really digging into the fantastic orchestrations to ensure that every bit is heard and sounds rich and full has been one of the biggest challenges, but Masque Sound was wonderful in providing me the equipment necessary to be successful.”

(more)

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For the PA system, Steinberg designed an all point source sound system, eschewing the use of any line arrays and multiple component systems. “Everything is built out of point source components, which is fun to do and keeps it lightweight,” adds Steinberg. “Masque Sound supplied us with a combination of Meyer Sound UPQ-1P and MM-4XP loudspeakers and USW-1P subwoofers, d&b audiotechnik Q1, Q7, E6 and E0 loudspeakers, as well as an assortment of speakers from Eastern Acoustic Works.”

The microphone package supplied by Masque Sound includes DPA d:screet™ 4061s for the actors, as well as Sennheiser SK 5012 wireless transmitters with EM 3532 receivers. The show features a total of 16 channels of wireless, with 13 channels on-stage and three handhelds for a wedding song in the show.

“Masque Sound is always on my side,” concludes Steinberg. “They understand how I want to allocate my resources and supply me with the best equipment possible to achieve my vision. As always, this production would not be the success it is without the hard work and commitment from my team, including Jason Crystal, associate sound designer; Jake Scudder, FOH engineer; Scott Silvian, deck audio; and Mike Farfalla, advance sound engineer, as well as my design collaborators, Ken Billington on lighting, Anna Louizos on set design and William Ivey Long on costume design. Along with an incredible director, we have a cast full of tremendously talented and witty Broadway veterans. I feel really lucky to be able to work with this amazing ensemble every day.”

It Shoulda Been You began previews on March 17 and the show officially opens on April 14 at the Brooks Atkinson Theatre, located at 256 West 47th Street in Manhattan. For more information, visit www.itshouldabeenyou.com.

About Masque Sound

Founded in 1936 by a trio of Broadway stagehands, Masque Sound evolved into one of NYC’s most successful theatrical sound reinforcement, installation and design companies specializing in theatrical, house of worship, sporting, corporate, TV broadcast and live concert events. Celebrating more than 75 years in the industry, the company is led by President Stephanie Hansen and the firm’s third generation owner, Geoff Shearing. The company also operates Florida-based Professional Wireless Systems, a leader in the development and implementation of wireless technology. Credits range from major Broadway shows and tours including “Phantom of the Opera,” “Mamma Mia!,” “Lion King,” “Jersey Boys,” “Memphis,” “The Book of Mormon,” “Newsies,” “Once” and “Kinky Boots” to yearly Super Bowl broadcasts and installations of varying sizes, including New York’s New Victory Theater and historic St. Bartholomew’s Church. Masque Sound’s 70,000 sq. ft. corporate headquarters and main assembly facility is located at 21 East Union Ave., East Rutherford, NJ, 20 minutes from midtown Manhattan. For more information, call (201) 939-8666 or visit www.MasqueSound.com.

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