

CENTER PUNCH
MARKETING

ROCK'N'TACO

An entertainment experience built around a wall of light and a live music stage, featuring professional lighting and a concert-quality sound system.

DESIGN THE VISION.

BUILD THE SYSTEM.

DELIVER THE EXPERIENCE.

Three guiding principles, in order. Everything ahead is built from them.

Executive Summary

Every great project begins with an idea.

When the owner of Rock 'N' Taco shared his concept for a new location, he envisioned a restaurant centered around live music, sports, great food, great drinks, and a large television wall. His initial thought was a traditional matrix of flat-panel televisions.

Center Punch Marketing recognized an opportunity to create something far more memorable.

Rather than designing around televisions, we designed around the experience.

The television wall evolved into a large-format LED centerpiece. The stage became a true performance venue. Professional audio, entertainment lighting, networking, centralized control, and supporting infrastructure were conceived as one integrated entertainment platform instead of a collection of independent systems.

As Project Lead, I established the overall vision, developed the entertainment technology strategy, designed the integrated system, coordinated project partners, and led execution from concept through completion. Working alongside Carlos Madrigal and Gamma LED Vision on the LED platform while directing the broader entertainment experience, we transformed an owner's concept into one of the venue's defining attractions.

Rather than handing ownership a spreadsheet of equipment and pricing, I created illustrated planning documents that allowed everyone involved to understand the finished destination before construction ever began. Those documents evolved throughout the project and became the common language used by ownership, contractors, electricians, installers, and technology partners.

The Opportunity

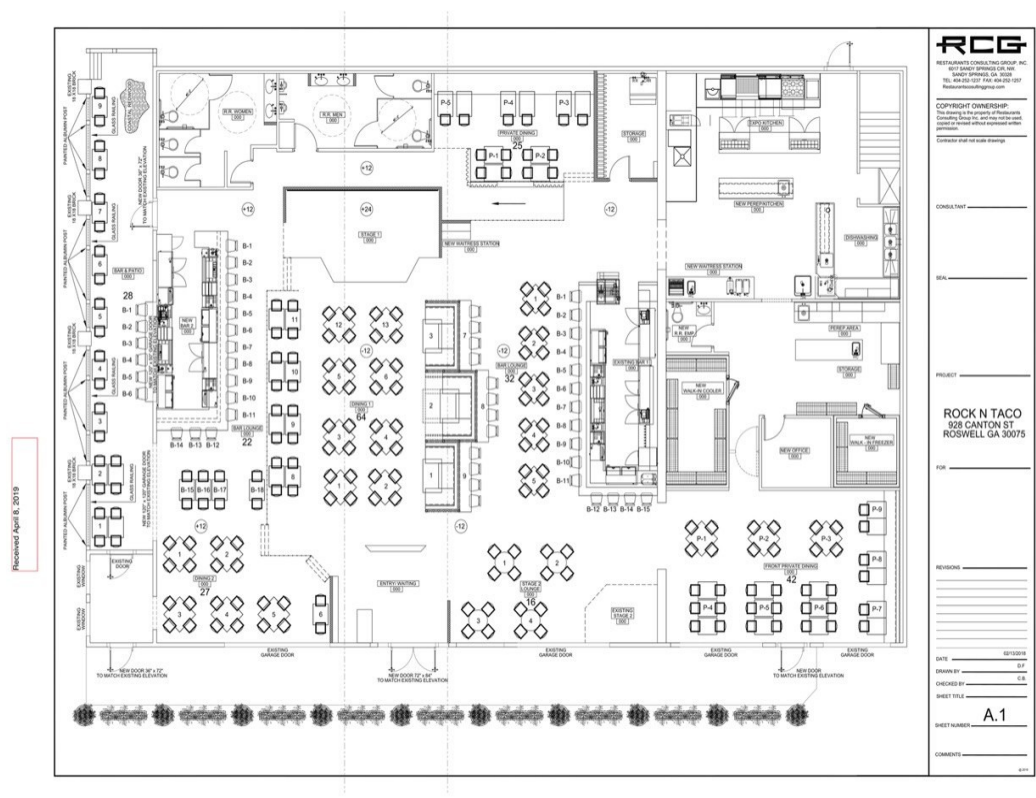
The original concept called for a matrix of televisions above the stage — sports, in every direction.

What Center Punch Marketing inherited instead was raw brick, exposed steel, and unanswered questions: no stage, no rig points, no power where power needed to be.

That gap between concept and empty room is where the project actually began.

Experience Before Equipment

Rather than start with a spreadsheet of gear, the platform was designed as an experience first — where a band would stand, where a screen would be seen from every seat, where two hundred people would watch the same moment at once.



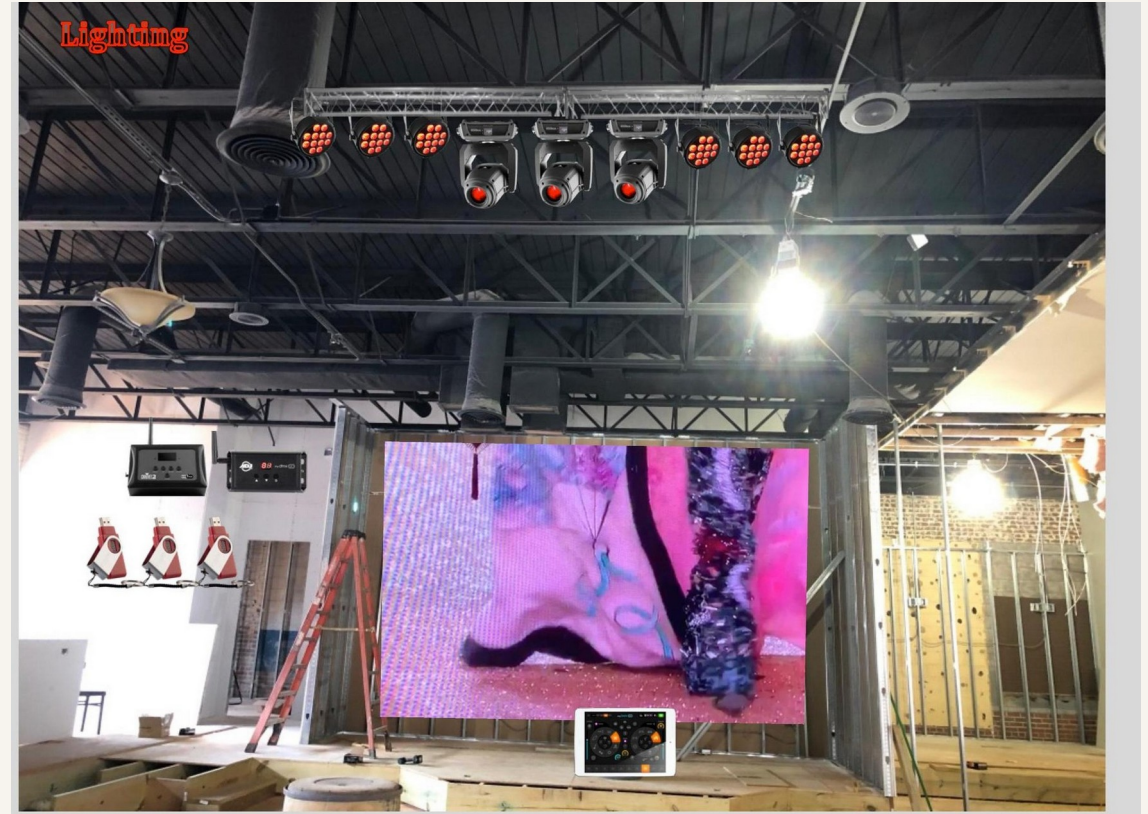
The floor plan set seating counts and sightlines before a wall went up. The stage-view planning photo mapped the array, the console, and the mix position — both became working documents that framing crews, electricians, and riggers all built from.

Designing the Destination

The stage, the LED wall, the audio, and the lighting were designed as a single system — not selected as separate line items.

A companion VIP display runs in parallel with the main wall, aging alongside it. If a panel ever fails on stage, one comes off the VIP wall with no visible difference in color or brightness — the room never dark for a repair.

The three areas that make the platform work — the stage and array, the lighting rig, and the VIP display — were planned and photographed individually before they ever operated as one system.

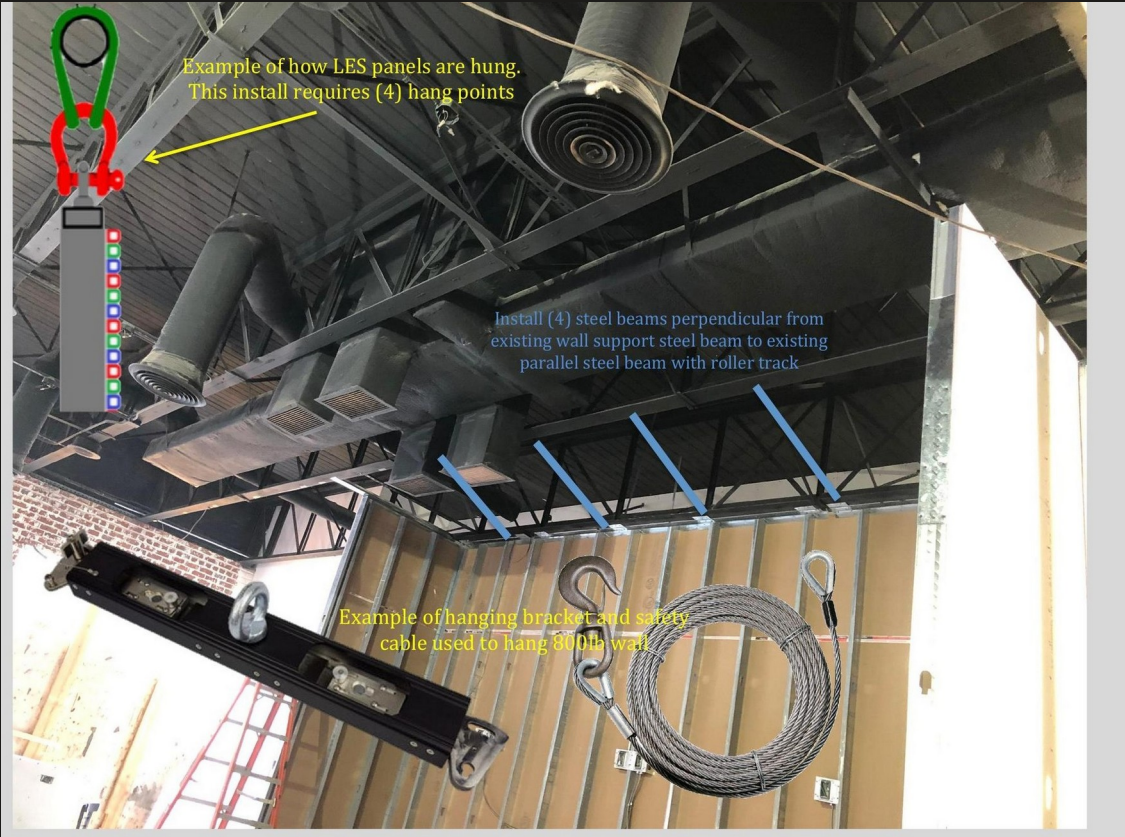


Infrastructure

The visible technology depends on the infrastructure no one sees — isolated circuits, structural rigging points, and a data backbone built to carry it all without interference.



Isolated circuits, surge protection, and CAT6 backbone — wall & VIP display



Four structural hang points engineered for an 800-pound wall

Technology Platform



AUDIO

QSC KLA line array with K Series floor monitors and K Series subs installed under the stage.

A 40-input Midas M32R digital live/recording mixer paired with a Midas DL16 digital snake.

VIDEO

Dual Nova Pro HD 4K processors driving (46) Gamma Vision Platinum series LED panels, switched through a Roland V-4EX video mixer.

LIGHTING

Chauvet Intimidator Spot 375ZIRC moving heads and Q12USB slim par LED fixtures, run from an ADJ DMX software controller.

CONTROL

Every major entertainment system—from audio and video to lighting and source routing—was unified into a single, intuitive control platform operated from one iPad.

Collaboration

Center Punch Marketing led the vision, the system design, and the coordination. None of it happened alone.

Carlos Madrigal — Gamma LED Vision

Collaborative LED platform design, engineering, fabrication, installation, commissioning

Rob Wlodarczyk

Professional audio installation, lighting integration, programming, system commissioning

Robert Lewis — Audio Video Excellence

Distributed flat-panel television integration into the central AV system



Construction



Steel framing, rigging points, and rough electrical — the unglamorous work that has to be right before anything gets hung.

Finished Venue



Outcome

Rock 'N' Taco became more than a restaurant — it became a destination.

The integrated entertainment platform gave the venue the flexibility to transition seamlessly between everyday dining, live music, major sporting events, trivia nights, and private events, all managed through a single, intuitive control system.

The large-format LED wall quickly became one of the venue's signature features, transforming game days into shared experiences and giving the restaurant an identity that set it apart.

But the success of the project was never measured by the equipment that was installed.

It was measured by the atmosphere it created.

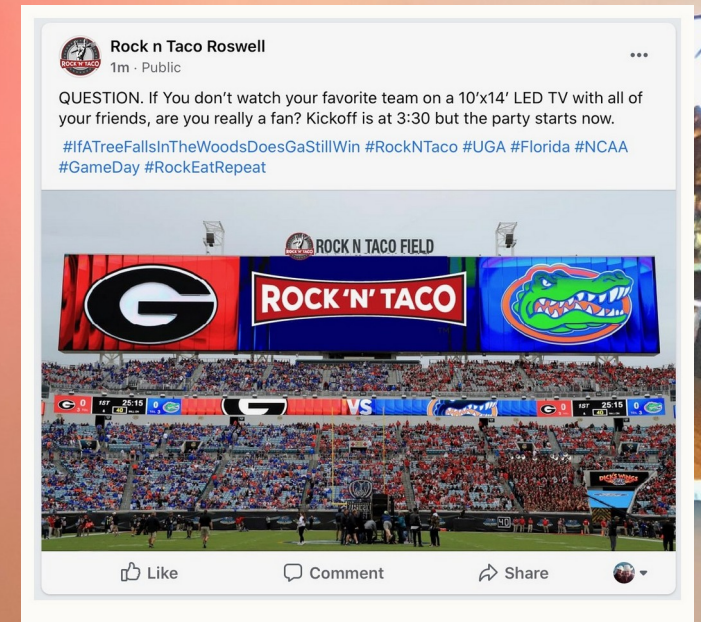
By the energy in the room.

By the excitement of a packed crowd watching the game together.

By live performances that felt larger than the stage itself.

By a venue people wanted to come back to.

Guests remembered the experience. Not the equipment.



THE COMMUNITY NOTICED

DESIGN THE VISION. BUILD THE SYSTEM. DELIVER THE EXPERIENCE.

