

GENELEC  
PREMIUM  
PRESENTATION

## CONTENTS

GENELEC

4

CAFÉ LUZIA

40

SUOMALAINEN KIRJAKAUPPA

74

SPR ATHLETE FACTORY

108

JOAN'S CAFÉ

14

ELITE PARK AVENUE HOTEL

46

JNcQUOI

80

PICNIC RESTAURANTS

116

UNIVERSAL MUSIC GROUP

20

CEDERQUIST

52

LYSEON LUKIO

88

NORRSKEN HOUSE

122

FINNKINO

28

TATE BRITAIN

60

CONCORDIA

96

G LIVELAB

128

MOESGAARD MUSEUM

34

MAANINKA CHURCH

66

RESTAURANT SANDRO

102

PRODUCT INFORMATION

138

GENELEC

4



# Genelec

**AN OUTSTANDING SPACE** DESERVES QUALITY AUDIO. GENELEC OFFERS A COMPREHENSIVE RANGE OF PRODUCTS SPECIFICALLY DESIGNED FOR A WIDE VARIETY OF COMMERCIAL APPLICATIONS

In addition to being powerful, accurate, compact and beautifully designed, our dedicated installation speakers are also extremely easy to install. Are you considering improving the audio quality in a restaurant, a conference room or a commercial space? At Genelec we have leveraged over four decades of passion and experience in loudspeaker design to bring you a range of AV products including the Genelec 4000 Series, all offering a plethora of outstanding features:

- The build quality of all Genelec installation speakers is outstanding – our cabinets are made of recycled aluminium for longevity and flawless audio quality at both high and low SPLs.
- With practical room response controls, you can easily tailor the sound for all types of interiors including acoustically demanding spaces.
- All Genelec installation speakers are individually calibrated in our factory so that every unit sounds exactly the same.
- An extensive selection of accessories provides numerous mounting options for easy, hassle-free installation.
- The subtle and minimalistic design of Genelec installation speakers blends beautifully with many different types of interiors.



GENELEC FACTORY IN IISALMI, FINLAND

ENVIRONMENTAL ISSUES ARE PART OF THE PRODUCT SPECIFICATIONS FOR R&D WORK AND DESIGN REVIEWS CONFIRM THAT THE SET REQUIREMENTS ARE MET.

- In addition to the standard black and white options, 4000 Series speakers are available in 120 RAL colours, whilst the Architectural speaker series have paintable grilles and bezels to enable them to blend seamlessly into any environment.
- Genelec installation speakers are reliable and long-lasting investments. They are maintenance-free and made to last for decades.

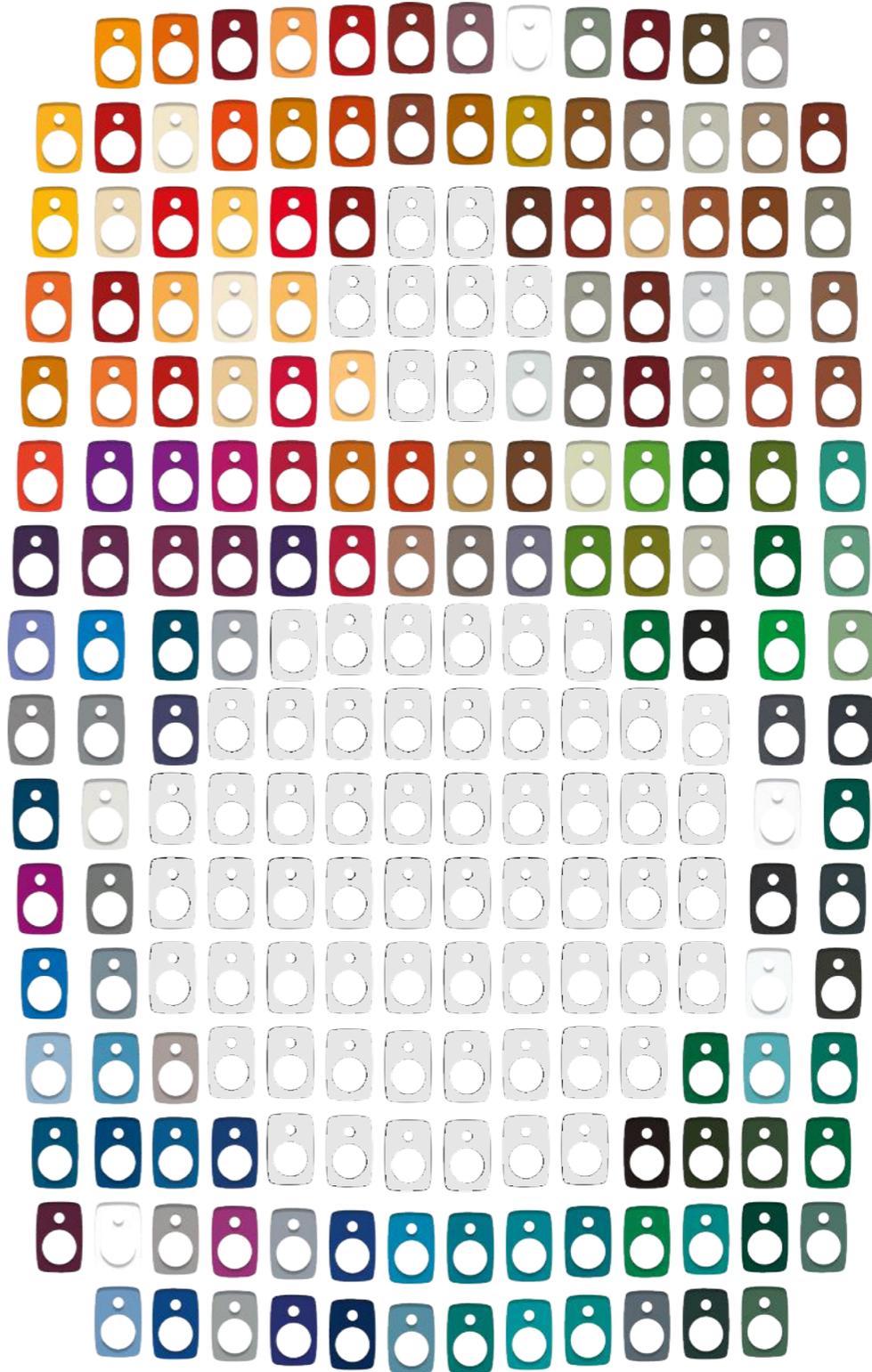
Our installation speakers are powerful two-way systems offering an ideal solution for indoor installations. They can be installed in cafés, restaurants, museums, commercial spaces, large auditoriums, and acoustically demanding spaces such as churches or temples. They can also be complemented with a range of Genelec subwoofer systems.

**Sustainability and Quality.** Genelec’s design philosophy has always been based on sustainable development and environmental values, aiming to deliver performance-driven, tonally truthful loudspeaker and subwoofer systems for audio professionals and enthusiasts.

Our quality is based on ethically sound corporate values, excellent service, and superior products, all of which conform to strict requirements through the entire design, manufacturing, delivery and service chain.



GENELEC OFFERS 120 RAL COLOUR OPTIONS FOR THE 4000 SERIES TO MATCH EVERY INTERIOR



A key element of our total quality approach is the constant development of all processes, products and environmental policies. This continuous improvement is part of our daily work, and we believe that in this way we are building the basis for long-term success and sustained growth.

Our operation highlights our commitment to environmental values. Production, application and recycling of the product are all implemented with minimum energy and by using sustainable methods. We comply with environmental laws and regulations and are committed to being a responsible corporate citizen. Conservation of natural resources and efficient use of materials and energy, as well as long product lifetime, are essential to us.

We live by these principles on a day-to-day basis, at both a personal and a corporate level, and commitment to quality is continuously supported by Genelec management.

The ISO 9001 quality certificate and the ISO 14001 environmental certificate demonstrate that Genelec meets international standards and that our operations are regularly verified by third-party certification bodies.

**Sustainable Development Principles.** Our general guideline is to minimise the carbon footprint of all our operations and to follow the certified Genelec Quality and Environmental Policy.

Our sustainable development policy follows these priorities, starting with the most desirable options:

- Prevent/minimise the creation of waste and use of energy.
- Re-use waste for its original purpose whenever possible.
- Recycle waste for other purposes.
- Use waste for secondary purposes, for example, energy production.
- As a last resort, produce non-recyclable waste.



THE DIE-CAST ENCLOSURES ARE MADE FROM RECYCLED ALUMINIUM



The first priority translates to long product life cycle, reliability and low power consumption, which have been important since the founding of the company. The requirements resulting from environmental issues are considered equal to other business goals at management level, and the whole company supports sustainable development.

Environmental issues are part of the product specifications for R&D work and design reviews confirm that the set requirements are met. The process starts by defining the requirements from customers and regulations from the European Union and Finnish government. In practice, this means we consider the overall environmental effects of each product. We have processes for the evaluation of materials including product packaging, for environmental issues during manufacturing, and also for after-sales issues such as energy consumption during use, servicing, and final recycling.

Genelec installation loudspeakers have a dedicated power amplifier for each driver and the power amplification is optimised for each driver unit individually, resulting in a balanced design with no wasted amplifier power. In Genelec's designs the dedicated amplifiers, power supply, crossover filter electronics, protection circuits, and drivers are all integrated inside the loudspeaker enclosure, saving both energy and materials.

**Harri Koskinen.** Internationally renowned Finnish industrial designer Harri Koskinen has been collaborating with Genelec for many years, bringing a unique voice to the aesthetic of our products. Since the company's birth in 1978, Genelec has recognised the added value of high-quality design.



HARRI KOSKINEN



Using various engineering and artistic disciplines our products have always been developed with functionality, aesthetic, ergonomic and the highest usability standards in mind. From the beginning, industrial design has been at the heart of any product design and part of our innovative company culture.

The cooperation with Koskinen began in 2000 when the floor-standing 6040A active speaker was launched at the Miyake Design Studio Gallery in Tokyo, and the collaboration between us has flourished ever since.

Koskinen is currently one of the most successful and internationally recognised Finnish contemporary designers, having created an extensive and consistent oeuvre which is both original and recognisable. Functionality, versatility, noble materials and aesthetics are rooted in his designs, leading to timeless products with classical beauty.

Koskinen usually incorporates existing techniques and materials but at the same time always attempts to go one step further. He prefers to retain the essence of simplicity in his designs, allowing him to extract the strongest and most essential qualities of a product.

Koskinen's art uniquely represents the Finnish heritage of art and craft through the functionalist movement until the present day. His Nordic functional and minimalistic design approach helps to support, by nature, our sustainable development. The spirit of Finnish culture – which includes aspects such as authenticity, integrity, the essence of simplicity, justice and equality – is present in all of his designs, which strive to innovate in order to make the world a better place.

In the last 18 years, Koskinen's industrial design art has become an essential part of our company and products' identity, and using his design and vision has changed our corporate image forever.

---

KOSKINEN PREFERS TO RETAIN THE ESSENCE OF SIMPLICITY IN HIS MINIMALISTIC DESIGNS.

# JOAN'S CAFÉ

RESTAURANT  
VINGÅKER, SWEDEN

14



# Joan's Café

## **GENELEC ENHANCES THE AUDIO EXPERIENCE** FOR DINERS WITH SEAMLESS TRANSITIONS FROM LOW-LEVEL 'DINNER AND CONVERSATION' AMBIENCE TO HIGH-ENERGY LATE NIGHT LIVE BAND AND DJ SESSIONS

Joan's Café, named for the founder's little sister, was first established in 2008 in Vingåker, Södermanland county, Sweden. Since then, the eatery/DJ & live lounge concept has proved so popular that the company has been able to open two further venues in Finspång and Karlskoga. The Finspång franchise recently decided to invest in a high quality sound system from Genelec, complete with lighting and control, in order to enhance the customer experience, whether it be during the day for lunch or an afternoon latte, or for drinks and dinner in the evening followed by live music or a DJ set.

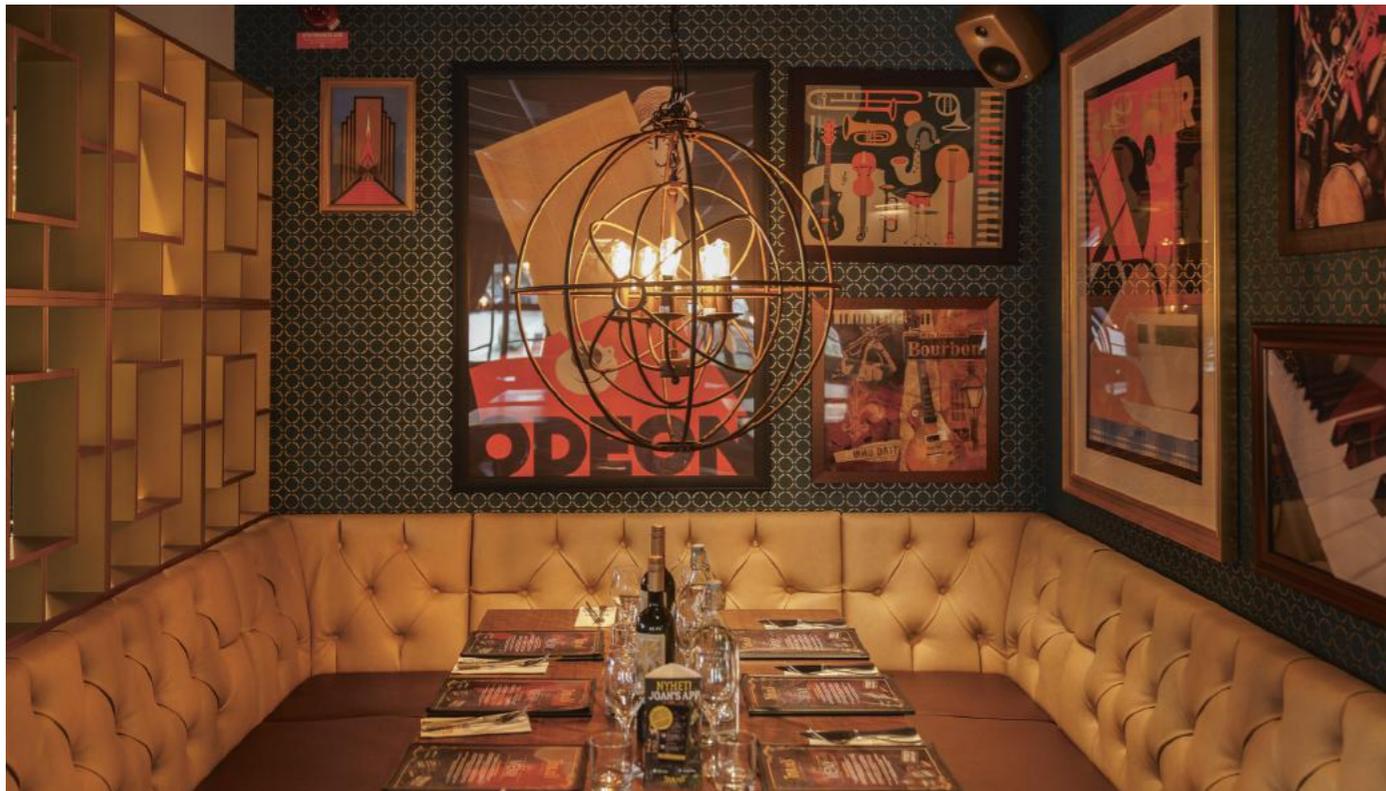
Joan's Finspång turned to specialist systems integrator, Lefflers AV Partner AB, based in Norrköping to design and install a system that would meet the high standards required by the restaurant as well as be easy for restaurant staff to use. Lefflers AV's Mattias 'Matti' Björkman takes up the story:

"Joan's wanted a system that would sound great at low volumes during dinner or drinks with friends, but powerful enough to handle a proper DJ set or small live band without going into overload," explains Björkman. "During dinner you want a full, warm sound albeit at a low, unobtrusive level - there's nothing worse than having to fight with the sound system in order to carry on a conversation with the rest of the table - but in the evening when the DJ or the band come on, you need to be able to turn it up and still have it sound vibrant and detailed but at much higher levels. Genelec's 4000 Series installation loudspeakers were the ideal solution for this application."

---

"IT'S ALWAYS REASSURING TO WORK WITH GENELEC BECAUSE  
THE QUALITY OF THEIR PRODUCTS IS OUTSTANDING."





Lefflers AV installed a total of eighteen powerful yet compact Genelec 4030C loudspeakers in a zoned, distributed system throughout the restaurant managed by a Control4 control system combined with an audio matrix from Triad. “We opted for the 4030Cs throughout because, although compact, they are sufficiently powerful and develop enough low end that they can be used without a sub, even at high SPLs. This means that they sound great in the restaurant but still work really well if there is a DJ or small band performing. Another advantage is that they are active loudspeakers – in other words, amplification and processing is integrated into each loudspeaker for simple plug-and-play operation, which is ideal for non-technical restaurant staff. It also saves cost and space as there are no amplifiers to be purchased and installed. The other big benefit was from a design point of view; all Genelec 4000 Series installation loudspeakers are available in 120 RAL colours, and for Joan’s, we went for gold speakers throughout as they blend perfectly into the décor.”

The audio system is distributed throughout five zones (the bar, front restaurant, rear restaurant, the stage, and outdoor terrace), all of which can be controlled separately via a central touchscreen located behind the bar. This enables staff to select different sources and manage volume levels for each zone as required.

“The reaction we’ve had to the new system, both from Joan’s staff and visiting DJs, has been amazing,” confirms Björkman. “The staff are happy because it’s really easy to use and performance is excellent, while certain DJs have commented that it’s the best system they have ever played on anywhere, which is high praise indeed! From an integrator’s point of view, it’s always reassuring to work with Genelec because the quality of their products is outstanding – you know that it will be an extremely low-maintenance system that will last for years and years – and in the unlikely event of a problem, the support from Genelec is always first class. It makes Genelec an easy choice.”

## THE KIT



18 x 4030C  
RAL 1036  
(GOLD)

**UNIVERSAL  
MUSIC GROUP**

MUSIC COMPANY  
HELSINKI, FINLAND

20



# Universal Music Group

**UNIVERSAL MUSIC GROUP** IS THE WORLD'S LEADING MUSIC COMPANY WITH OPERATIONS IN MUSIC RECORDING, MUSIC PUBLISHING, MERCHANDISING AND CONTENT CREATION IN OVER 60 COUNTRIES WORLDWIDE...



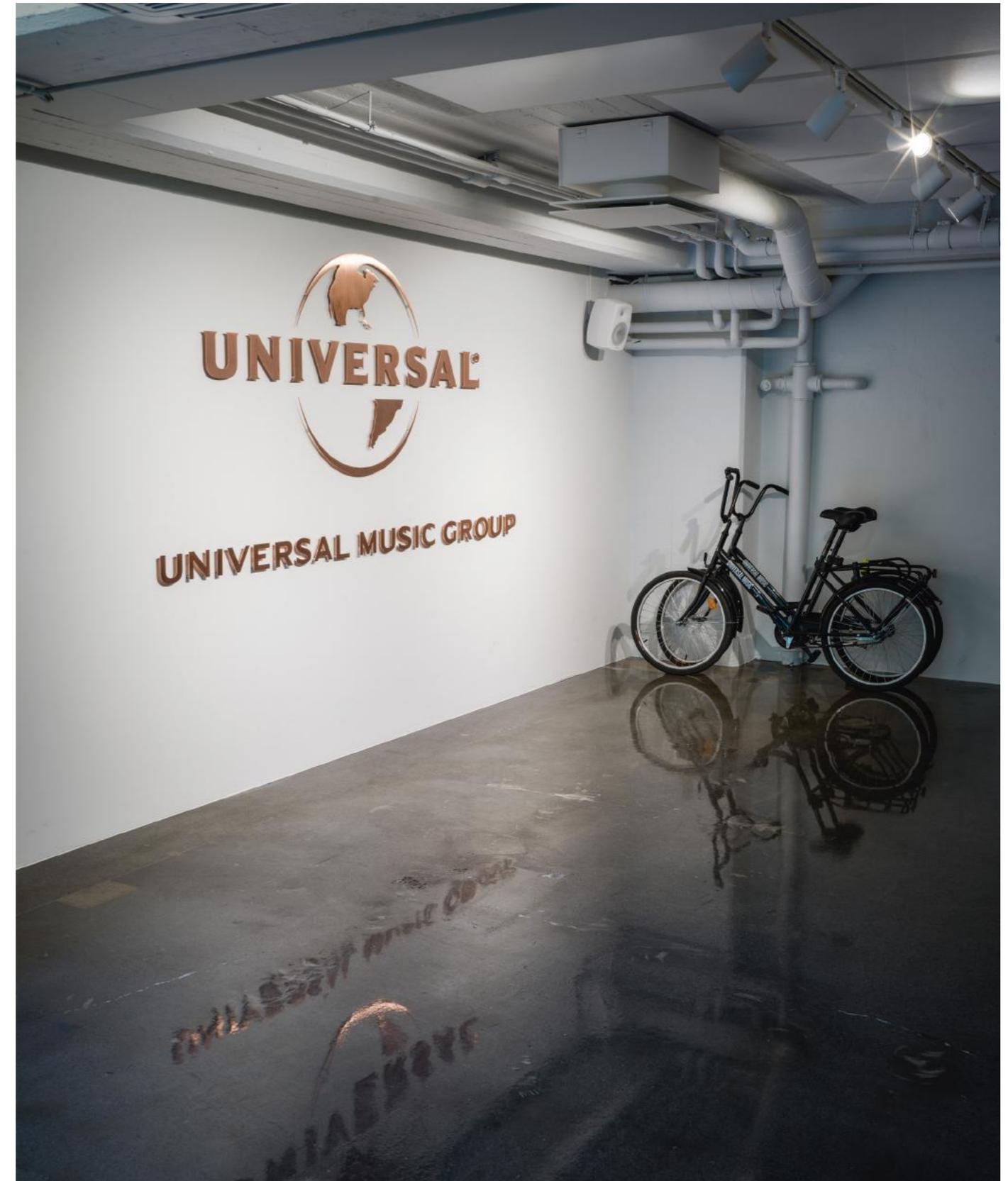
Many of the world's best-known and most successful artists are signed to Universal, including Madonna, U2, Metallica, Eminem, Lady Gaga, Rihanna, Justin Bieber, Katy Perry, Kanye West, Avicii, The Killers and many more. A Genelec sound system has recently been installed at the Universal Music offices in Helsinki, Finland, delivering quality sound to the entire office space.

Universal's two-floor office is located in the Merikortteli building in the trendy Punavuori area of Helsinki. Previously a vast 28,000m<sup>2</sup> industrial building, Merikortteli

has now largely been converted to a host of sophisticated office spaces. When Universal moved in in 2010, they called upon the services of interior designer, Eliisa Korpijärvi, to transform the dark and dingy factory area into a cosy, yet modern, office, with a light colour palette. The open plan space houses more than 20 employees, with two separate offices and meeting rooms, as well as a kitchen and living area. Whilst the renovated space retains its clean, modern feel, the same could no longer be said of the loudspeaker system which was starting to fall below the high standards required by Universal.

---

"SOUND QUALITY WAS OUR FIRST PRIORITY, BUT THE CLEAN DESIGN AND THE VARIETY OF COLOUR OPTIONS THAT GENELEC OFFER MADE THE DECISION VERY EASY."





“SPECIFICALLY DESIGNED FOR CRITICAL LISTENING AND POWERFUL ENOUGH TO COVER OUR LARGER MEETING ROOM SPACES WITH EASE, THE 8340AS DELIVER ALL THE DETAIL AND CLARITY WE NEED AT VOLUMES THAT REMAIN COMFORTABLE.”

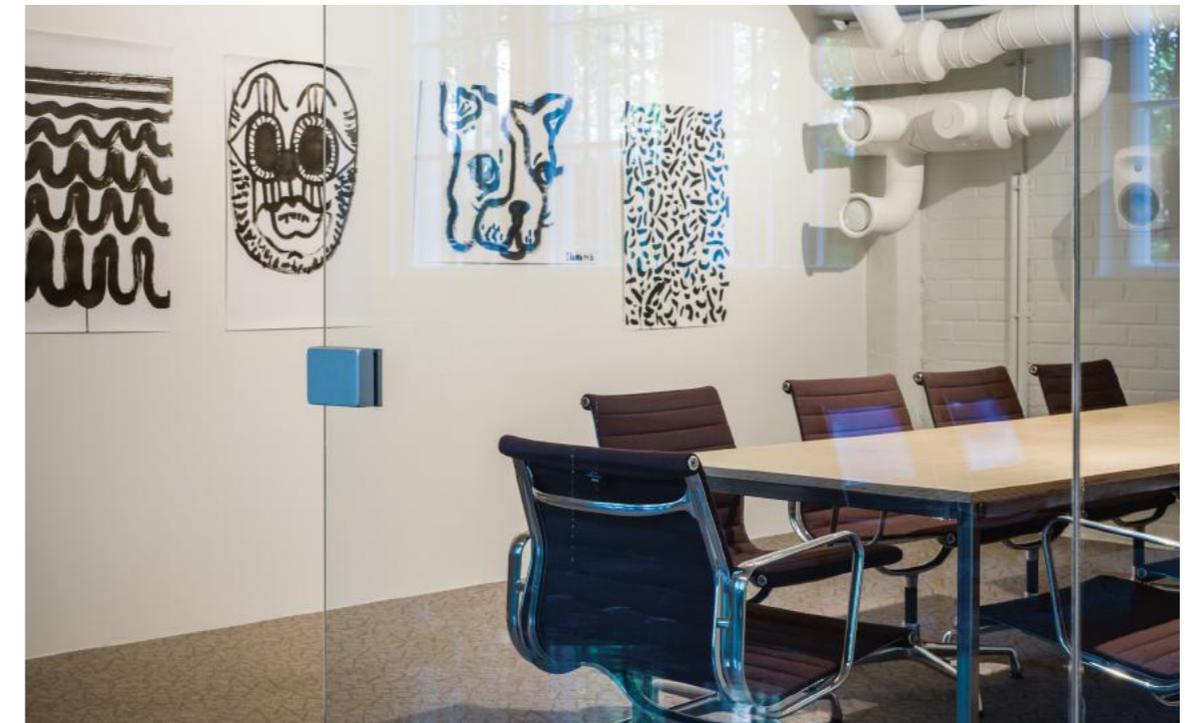
The organisation turned to Heikki Kontinen of AV installation company, Attime Oy, to provide a system more in keeping with Universal’s expectations.

As per the specification provided by Universal, Kontinen installed a distributed audio system comprising a total of twenty wall-mounted Genelec 4030B loudspeakers throughout the first and second floor spaces, delivering a precise, neutral listening experience across the entire premises. The 4030Bs form part of Genelec’s successful 4000 Series of dedicated, active installation speakers featuring integrated power amplifiers, active crossover filters and protection circuitry for straightforward, hassle-free installation and ultra- reliable, transparent audio performance.

Several compact studio loudspeakers with Genelec’s patented Smart Active Monitoring (SAM) technology have also been installed in certain areas dedicated to critical listening.

Eero Ojansuu, Finance Director at the Universal Music office, comments: “Genelec was an obvious choice for us, as the company is already a household name throughout the music business for the superior quality of their studio monitoring speakers, and now also for premium speakers for consumers and in installations.

Sound quality was our first priority, but the clean design and the variety of colour options that Genelec offer made the decision very easy.”



Genelec speakers have also been installed in each of the four meeting rooms, two of which feature a pair of 4030Bs whilst the remaining two rooms benefit from a pair each of the larger 8340A SAM speakers. “We decided on the 8340As for our two biggest meeting rooms as these are generally the rooms where we listen to new music for the first time, and then introduce it to the media. Specifically designed for critical listening and powerful enough to cover our larger meeting room spaces with ease, the 8340As deliver all the detail and clarity we need at volumes that remain comfortable.” Another area dedicated to critical listening is the A&R room where there is a pair of the even more powerful 8250A SAM speakers, and finally, a pair of 8320A SAM speakers has been installed in the MD’s office.



---

“THE QUALITY OF SOUND IN THE OFFICE IS BALANCED, STRONG AND HIGHLY DETAILED.”

Ojansuu adds: “I’m a big fan of Genelec. I bought my first Genelec speakers – 8030s – in 2005 and I’m still using the same pair in my living room, so I knew that they’d be an excellent choice. Genelec loudspeaker design is both unique and timeless which, for me, equates to superior quality sound. Music is, of course, the raison d’être for Universal, so naturally we required a loudspeaker system that does justice to our work. The music we play is mainly from our own repertoire, but that ranges from classical music to electronic dance music and everything in between, so the system needed to be able to handle all types of music and for us to experience it as if we were in the studio with the artists. Genelec was the ideal choice.”

“The quality of sound in the office is balanced, strong and highly detailed,” he continues. “The system has definitely achieved what we were looking for. We are a modern music company with exceptionally high standards, and we want people to feel that from the moment they step into our office.”

---



## THE KIT



2 x 4030A



4 X 8340A



2 x 8320A



2 x 8250A

**FINNKINO**

CINEMA  
ESPOO, FINLAND

28



# Finnkino

**FINNKINO OMENA OPENED ITS DOORS IN APRIL 2017 AS THE FIRST CINEMA IN NORTHERN EUROPE TO USE LASER PROJECTION IN ALL OF ITS SCREENS**

Among the Espoo cinema's seven auditoriums is the Finnkino Lounge, which has been designed to offer its customers a cinema experience to exceed all expectations. The intimate cinema is loaded with luxury extras, including wide leather loungers which recline at the touch of a button, and individual tables where pre-ordered food can be delivered directly and discreetly to movie fans at their seats. The VIP screen in Finland uses eight Genelec speakers to deliver premium audio with precise imaging for a truly absorbing 7.1 audio experience.



"The main reason we decided to choose Genelec was to underline and define the exclusivity of the luxury experience by using top of the line speakers," says Ari 'Jaska' Saarinen, who was Finnkino's technical manager for this project.





"THE MAIN REASON WE DECIDED TO CHOOSE GENELEC WAS TO UNDERLINE AND DEFINE THE EXCLUSIVITY OF THE LUXURY EXPERIENCE BY USING TOP OF THE LINE SPEAKERS."

"Genelec is an extremely well-known brand and synonymous with outstanding performance in the pro audio industry. It was an obvious choice for me in this installation."

Saarinen was previously frustrated by the lack of quality cinema speakers to choose from when equipping cinemas across Europe, and he has often used custom-made loudspeakers which are designed to be positioned in a special array above a non-perforated screen. For the Lounge project, however, he was keen to take the cinema experience to the next level, with the assistance of Genelec. "All of the customer feedback we have received has been very positive, and the Finnkino Lounge is very popular; it's always a sell-out," he adds.

Finnkino Lounge uses three 1234AC loudspeakers positioned above the screen, which deliver precise imaging both on- and off-axis, courtesy of Genelec's Directivity Control Waveguide (DCW™) technology.

---

"I HAVE WORKED WITH GENELEC FOR ALMOST 30 YEARS AND IT IS ALWAYS A PLEASURE."

By positioning speakers above the screen instead of behind a perforated screen – as is conventional with cinema audio setups – the speakers avoid any unwanted comb filtering effect or impact on loudspeaker dispersion which the screen may add.

In addition, four Genelec 1238AC loudspeakers are positioned at the sides and the back of the auditorium. Rounding off the installation is a Genelec 7073A subwoofer - featuring four 12" drivers, 19 Hz lower cut-off frequency and 124 dB sound pressure output capability, the subwoofer delivers powerful and precise bass throughout the auditorium.

"I have worked with Genelec for almost 30 years and it is always a pleasure," notes Saarinen. "Working on the Finnkino Lounge project with Genelec has been an excellent experience, and we are delighted with the outcome."

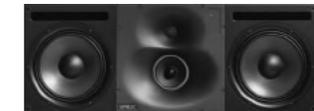
Finnkino is a part of Odeon Cinemas Group, and it operates cinemas in eleven different cities around Finland, with 16 theatres and a total of 104 screens. The theatre group aims to offer quality films to customers with the best possible viewing comfort as well as a variety of additional services.

---

## THE KIT



3 x 1234AC



4 x 1238AC

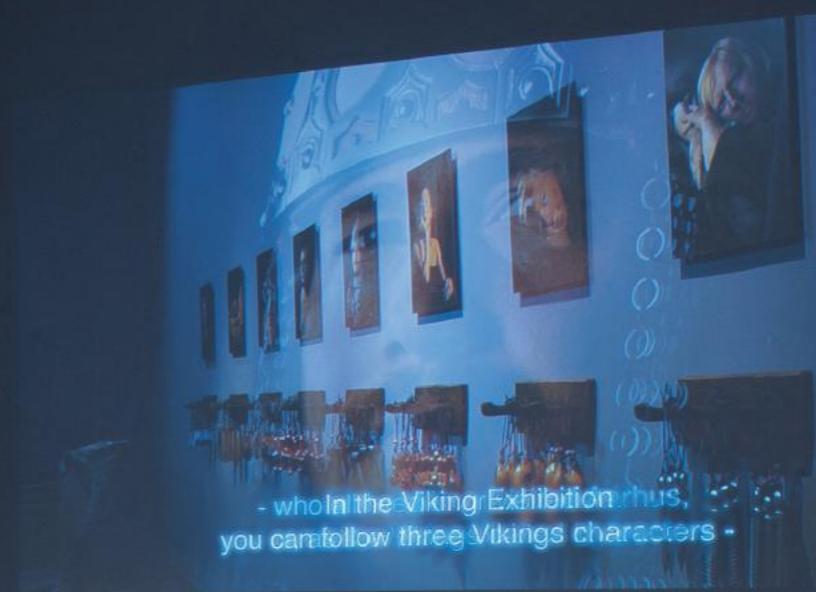


1 x 7073A

# MOESGAARD

MUSEUM  
HØBJERG, DENMARK

34



# Moesgaard Museum

## MOESGAARD MUSEUM TAKES VISITORS ON 'THE JOURNEY' WITH GENELEC

Visitors of all ages will be thrilled by what Moesgaard has to offer. For its latest flagship exhibition – 'The Journey' – the team at the museum wanted to utilise its expertise to create a truly memorable experience. Genelec loudspeakers and subwoofers have been called on to provide powerful and precise sound to deliver a stimulating and moving narrative about the human journey from birth to death.



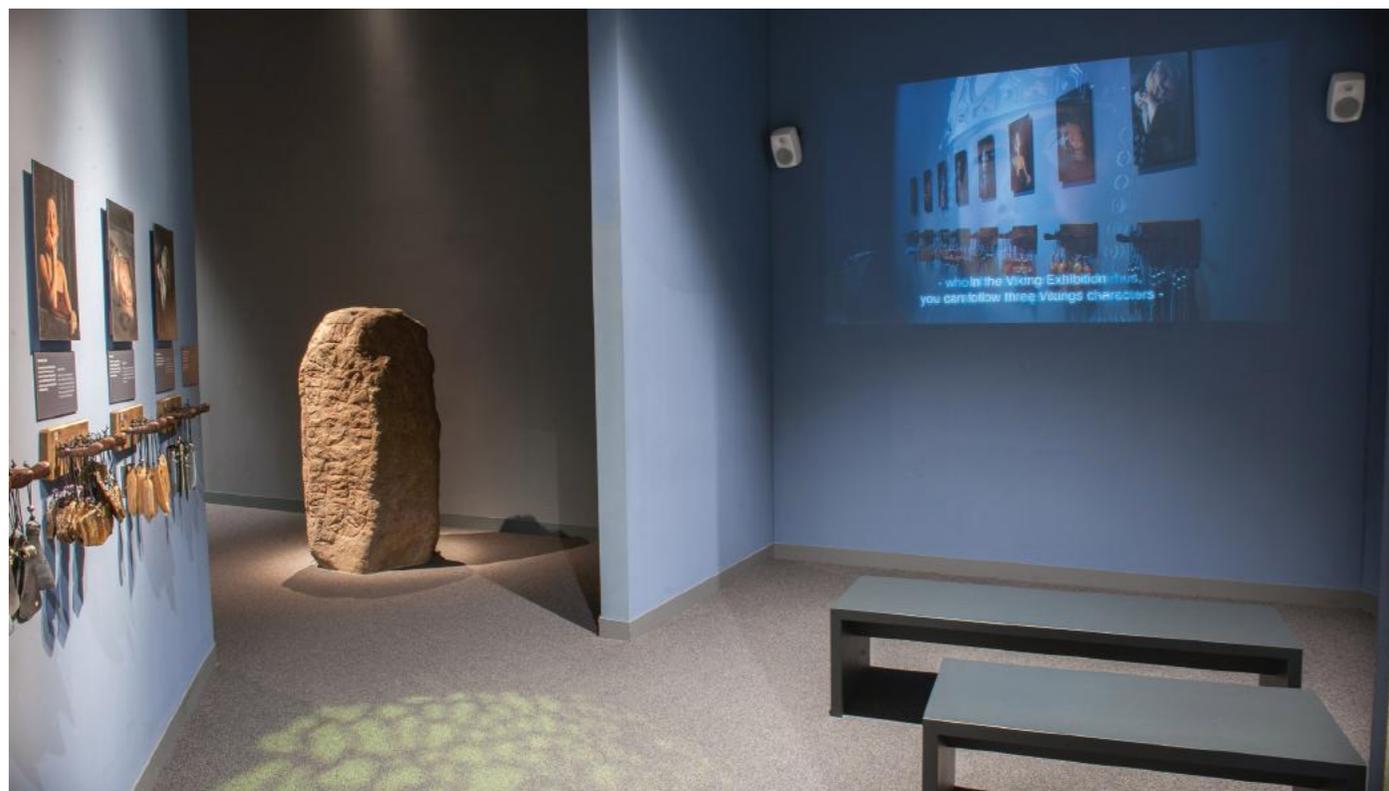
The Journey is a spectacular cinematic production which focusses on the basic human conditions of birth, death, love, faith, fear, loss and rationality. It was filmed on seven continents and shot in just under a year of filming. The Journey leads visitors into a physical landscape which further elaborates on this human story in an exciting departure from traditional exhibitions laden with historical artefacts.

“From an audiovisual perspective, the challenge lay in converting the exhibition area into a hybrid between a cinema and an aesthetic installation which makes use of detailed scenography,” says Johan Ahrenfeldt, Moesgaard Museum’s technology manager. “In doing so, premium quality video and audio were crucial in order to execute this unique exhibition format.”

---

“THE GENELEC SYSTEM AFFORDED US CALIBRATION POSSIBILITIES, SUPERB SOUND REPRODUCTION, LOW POWER CONSUMPTION IN SLEEP MODE AND A DISCRETE DESIGN.”





“WE WERE ABLE TO DELIVER A POWERFUL AND UNIQUE CINEMATIC EXPERIENCE FOR THE AUDIENCE.”

Tasked with blending the work of both filmmakers and exhibition designers into one cohesive exhibit, the museum created a unique Genelec 19.2 SAM system for this one-of-a-kind experience, which uses 21 speakers – all calibrated with GLM software to compensate for the room’s acoustics. The bespoke audio setup is made up of 8330A, 1238DF and 1032C loudspeaker models, with two 7271A subwoofers.

“We feel that we succeeded in making the work of the filmmakers and exhibition designers melt into one piece of art,” adds Johan. “We were able to deliver a powerful and unique cinematic experience for the audience. The Genelec system afforded us calibration possibilities, superb sound reproduction, low power consumption in sleep mode and a discrete design, which made it an excellent choice for this project.”

## THE KIT



2 x 1032C



3 x 1238DF



14 x 8330A



2 x 7271A

# CAFÉ LUZIA

BAR  
BERLIN, GERMANY

40



# Café Luzia

## CAFÉ LUZIA IN THE BUSY KREUZBERG DISTRICT OF BERLIN HAS JUST INSTALLED A STATE-OF-THE-ART GENELEC SOUND SYSTEM TO ENHANCE THE MUSIC EXPERIENCE OF WHAT IS A RELAXED CAFÉ BY DAY AND TRENDY LOUNGE BAR BY NIGHT

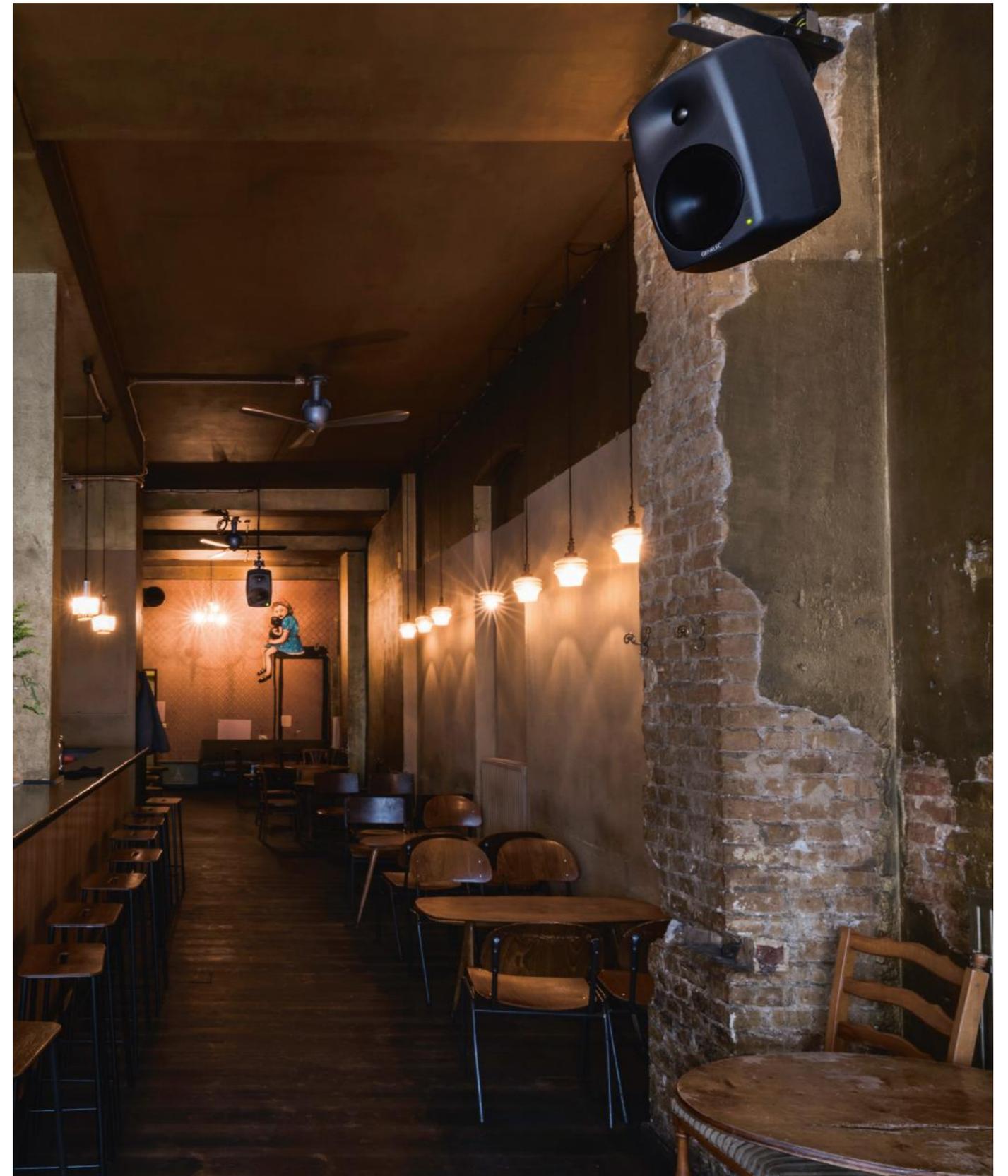
Weekend DJ spots provide a distinctly electronic edge to the warm, candlelit atmosphere, attracting a crowd who expect nothing less than excellent audio. The owner decided that the time was right to invest in a studio-quality sound solution in order to keep pace with customer expectations and maintain his reputation as one of Berlin's coolest café bars. He turned to Studio SPC, an acoustic design studio in the heart of Berlin, who instantly recommended Genelec as the obvious answer to his requirements.

"As soon as the client told me that he specifically wanted studio-grade sound quality in his bar, I recommended Genelec straight away," said Kenan Jan Ibar, owner and founder of Studio SPC. "I come from a studio background myself and love working with Genelecs, so I'm always pleased when I get an opportunity to take them out of the studio and put them in front of a wider audience."

Ibar specified five 8050B large format active studio loudspeakers supplemented by a 7071A subwoofer. The 8050s are the largest and most powerful speakers in the classic Genelec studio monitor range and deliver a class-leading balance of extraordinary SPL output, expansive dynamic range and an intensely detailed, transparent performance. "I decided on Genelec for a number of reasons," explained Ibar. "Apart from being my personal favourite, they are very easy to operate – this is so important for sound installations in public places where you can pretty much guarantee that the operators will have had little or no audio training. Other than sound quality, my number one priority is plug-and-play operation coupled with reliability. As a long-time Genelec user, I know that Genelecs won't disappoint over time."

---

"GENELEC HAVE DEFINITELY THOUGHT BEYOND THE STUDIO WHEN IT COMES TO MOUNTING OPTIONS AND ACCESSORIES."





They are extremely robust and suitable for many hours of playback, and the automatic standby mode is a real winner for environments like these where operators are constantly forgetting to turn them off when not in use. The fact that they are active is also a big bonus as it eliminates the need for amplifiers and messy and/or complex wiring, so it saves space and avoids confusion for venue owners and operators.”

Ibar also appreciates the number of mounting options available which give him a lot of freedom in installation terms. “Genelec have definitely thought beyond the studio when it comes to mounting options and accessories,” he noted. “It makes the speakers much easier to specify in commercial installations as a result. For example, in my view, one of the most important and effective solutions for PA installations in public places is decoupling the speakers from physical entities such as ceilings or walls. The aim is to minimise transition noise to neighbouring areas and other public areas next door. I always recommend my clients to have a decoupled system. In most cases I modify a Genelec speaker mount using a special spring and sylomer anti-vibration mounting system, which is really effective and looks pretty cool too! Café Luzia is a good example of this.”

Finally, Ibar is a fan of the signature rounded design of modern Genelec speakers. “It works both aesthetically for commercial AV installations as they are very easy on the eye and look great in any environment, as well as acoustically. The Café Luzia installation looks good and sounds wonderful. Everyone is pleased with the results, from the owners to the café manager to the weekend DJs and the regular guests. And that makes me happy!”



**THE KIT**



5 x 8050B



1 x 7071A

# ELITE PARK AVENUE HOTEL

HOTEL  
GOTHENBURG, SWEDEN

46



# Elite Park Avenue Hotel

## ELITE GOTHENBURG HOTEL INTEGRATES GENELEC 4000 SERIES FOR HIGH QUALITY RESTAURANT SOUND AND WEEKEND DJ SETS



Situated on the main street in the heart of the bustling Swedish city of Gothenburg, the Elite Park Avenue hotel is one of Gothenburg's premier hotels. It also hosts one of the city's most famous restaurant addresses run by Michelin-starred chef, Stefan Karlsson. At PARK is a Swedish-inspired brasserie offering traditional Swedish dishes with a modern gastronomic twist. The restaurant can accommodate up to 130 diners including a long chef's table next to the kitchen, and there is also an exclusive 'chambre separée' that can host up to 25 people, plus a long bar that is perfect for a drink with friends and colleagues, or even a bite to eat.

Specialist Uppsala-based AV, lighting and multimedia systems integrator, Kreativ Teknik, was commissioned to develop a complete solution including audio and lighting automation for the restaurant and bar. The focus was on premium quality sound at both high and low levels with the ability to accommodate a DJ at the weekend. Kreativ Teknik had no hesitation in identifying Genelec as the ideal solution to At PARK's requirements.

Kreativ Teknik's Daniel Landmark explains why Genelec was such a good choice for At PARK: "Our first priority was sound quality," he says. "We needed to achieve smooth, even coverage and a balanced soundscape at low volumes that is pleasant to listen to without being aggressive or intrusive. However, the system is running almost 24 hours a day and, during the weekend, also needs to be able to run comfortably at high SPLs for several hours when the DJ is in residence. We required a high quality system with both detail and headroom that was also aesthetically pleasing: Genelec's 4000 Series range of installation speakers fitted the bill perfectly."



---

“THE 7350AS ARE PERFECT WHEN SPACE IS LIMITED YET THEY DELIVER ABSOLUTELY PREMIUM PERFORMANCE.”

Landmark specified a total of thirty 4030C loudspeakers in order to achieve full coverage of the space. “It wasn’t as straightforward as you might think, actually, but fortunately Genelec has solutions for most things!” he notes with a smile. “The first issue was how to physically mount the speakers as many of the walls in the dining area are covered with murals from Peter Apelgren, who is a well-known Swedish artist and comedian. However, Genelec has a vast range of mounting options compatible with the 4000 Series, so it was possible to find a good compromise.”



The second issue was how to reinforce the low end in the bar area for the DJ sessions. The 4030s were still ideal for the mid/high ranges but Kreativ Teknik had to be able to extend the low end. “There was simply nowhere we could reasonably install a subwoofer without it looking out of place, so instead we installed a pair of Genelec 5041A active in-wall subwoofers which are totally discreet and do the job perfectly,” recalls Landmark. “We faced the same problem in the dining area as well, so we got around that by installing a pair of Genelec 7350A SAM subwoofers hidden in the base of a couple of sofas!



The 7350As are perfect when space is limited yet they deliver absolutely premium performance. Furthermore, we could benefit from Genelec’s GLM software to handle any crossover or calibration issues, so it was an excellent solution.”

Landmark confirms that the Genelec solution provided by Kreativ Teknik ticked a large number of boxes for the client. “Firstly, thanks to their wide range of loudspeakers and accessories, as integrators we are confident that we can rise to just about any challenge –

as we proved with At PARK. We also appreciate that they are active speakers, which makes installation even more straightforward. Secondly, there was a clear directive to work with manufacturers who offer sustainable solutions that will deliver reliable performance for many, many years. Finally, of course – and this is what makes Genelec such a great choice for these sorts of applications – is just the purity of the sound. It will never sound messy or woolly, even when played at relatively high levels. What’s more, we don’t have to spend hours EQ-ing the system or tweaking audio settings because we know that Genelec will perform amazingly straight out of the box. The client is delighted and so are we.”

---

## THE KIT



2 x 5041A



30 x 4030C



2 x 7350A

**CEDERQUIST**

LAW FIRM  
STOCKHOLM, SWEDEN

52



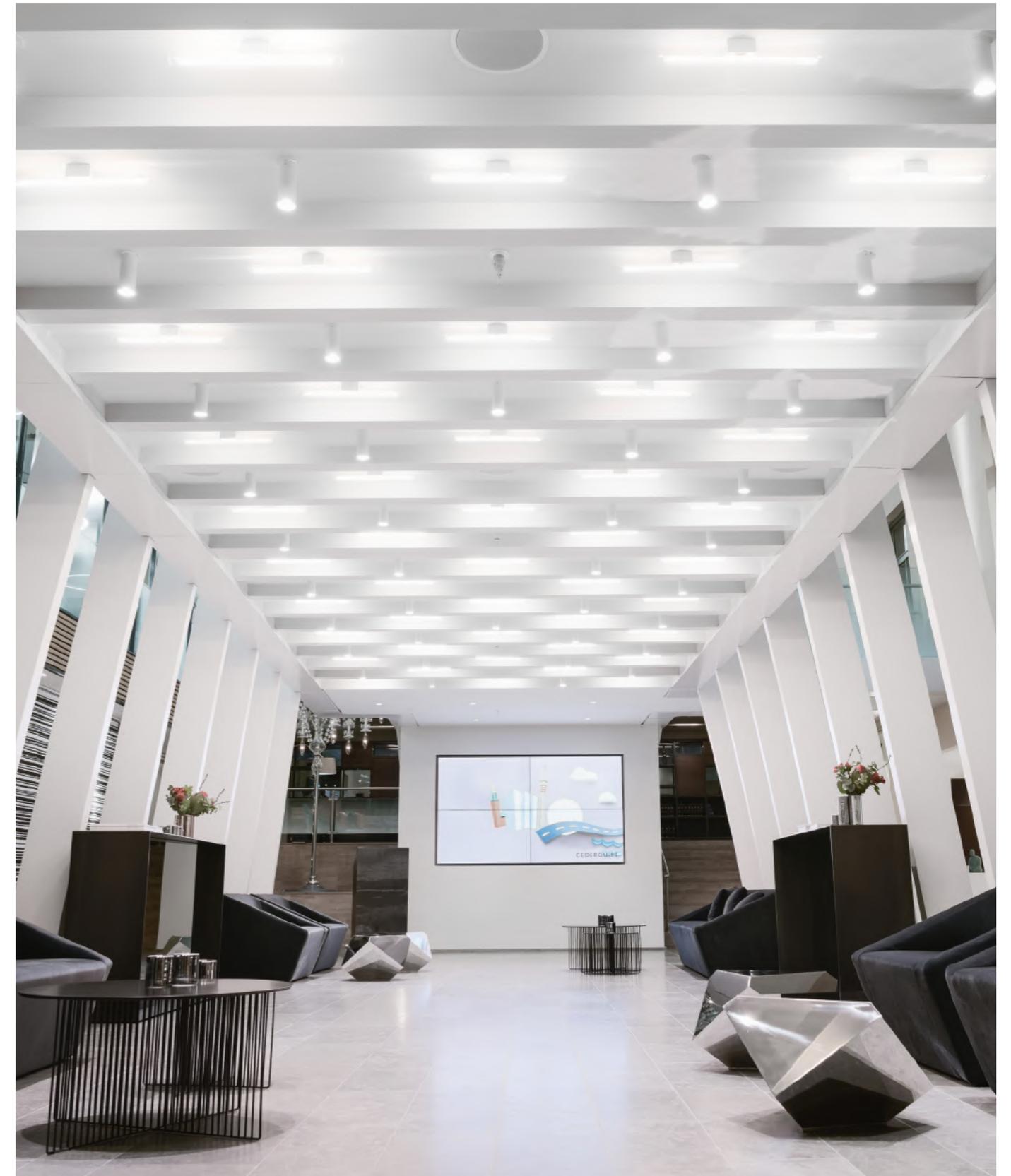
# Cederquist

## GENELEC AUDIO SOLUTION FORMS INTEGRAL PART OF ARCHITECTURAL REDESIGN FOR TOP SWEDISH LAW FIRM TO ENHANCE WELLBEING IN THE WORKPLACE

Cederquist is a top-ranked independent Swedish law firm, regarded as one of the leading specialist business law firms in the Swedish market. With over 150 employees including 95 lawyers, Cederquist occupies over 3000 sqm in the beautiful Blasieholmen district of Stockholm. The company recently commissioned award-winning architecture and interior design firm, Studio Stockholm, along with architectural lighting designers, Node Ljusdesign, and Genelec integration partner, JML-System, to create a space that would function efficiently as an office yet feel like a welcoming living space. A variety of Genelec installation speakers were selected as an integral part of the solution.



According to JML-System's Tony Hermansen, who project-managed the Cederquist installation, one of the biggest challenges was finding a loudspeaker – or range of loudspeakers – capable of managing acoustically challenging environments consisting of lots of natural (and often reflective) materials such as polished concrete, glass and marble. "Studio Stockholm has created an amazing space," commented Hermansen. "It was our job to make it sound as good as it looks whilst remaining in harmony with the design ethic. Genelec made our job relatively straightforward thanks to the superlative quality of their products, a wide product portfolio including lots of accessories and mounting options, and excellent responsiveness to our client's needs."





---

“THANKS TO THE FANTASTIC BASS RESPONSE OF THE AIC25S, THIS WAS SUFFICIENT TO PROVIDE EXCELLENT COVERAGE AND DETAILED SOUND THROUGHOUT THE AREA.”

One of the principal areas requiring a sound solution was the large central atrium – a vast space with a soaring glass roof and an architectural asymmetric ‘ribcage’ structure that plays host to a presentation/reception area for 100 or more people. “We needed to be able to fill this area with big, clear sound, but there was no space for subwoofers and the space behind the wall was extremely limited,” Hermansen explained. “However, the ribcage structure contains a ceiling as it actually spans at least two floors, so we solved the problem by installing twelve AIC25 in-ceiling speakers in four rows of three speakers each. Thanks to the fantastic bass response of the AIC25s, this was sufficient to provide excellent coverage and detailed sound throughout the area, even against high levels of background noise and reverberation from the surrounding areas.”

---

“WE HAD A NUMBER OF OBSTACLES TO OVERCOME, AND GENELEC HAD A SOLUTION FOR EVERYTHING.”

Throughout the rest of the building, JML-System used a mixture of the compact, active two-way 4020C installation speaker, which is ideal for applications where space is limited, and its larger, more powerful sibling, the 4030C, for areas requiring a bit more punch.

“We found that the 4020Cs were perfect for Cederquist’s meeting rooms,” continued Hermansen. “Previously the company had struggled to obtain clear sound in their conference rooms. However, although the distances are relatively large, such is the superior intelligibility of the Genelec speakers that the compact 4020Cs were more than adequate for vocal reinforcement and presentation purposes, even in big spaces. That said, for the staff gym we opted for the bigger 4030Cs as this is a music-based rather than speech-based environment, and when people are pumping iron or weighing into a punchbag, they tend to want much higher volumes than for their corporate meetings!”



Another area where JML-System opted for 4030Cs was in the lounge/dining area, which is quite a large space, although the atmosphere is intimate. JML-System decided to use the more powerful 4030Cs as fewer of them would be needed to achieve the same amount of coverage, and mounting options were limited. “In fact, we ended up taking advantage of the building’s architectural shelving system which forms part of the restaurant design and placed four free-standing speakers at strategic locations on the shelves,” recalled Hermansen. “In order to blend in perfectly and ensure that there were no unwanted vibrations propagating from the speaker cabinet to the shelves, we mounted each speaker on a Genelec Iso-Pod. This is an ingenious rubberised stand that offers excellent vibration isolation and damping properties, and also enables the speaker to be safely tilted +/- 15 degrees for the best possible listening axis. It also looks pretty cool!”



In conclusion, Hermansen stated that he was delighted with the Genelec solution and the support he'd received from the company. "We had a number of obstacles to overcome, and Genelec had a solution for everything," he confirmed. "We were able to mix different types and sizes of loudspeaker, but still keep a really uniform feeling throughout the building, both aesthetically and in audio terms. Multiple zones are often playing simultaneously, yet the sound remains remarkably similar throughout the range, despite the differences in type and size of speaker. In particular, we've received a number of compliments concerning the sound in the atrium – a proper sound system has helped to transform this elegant space into a proper 'party zone' when required – and of course, everyone loves that!"



### THE KIT

Lounge/Dining Area



4 x 4030C

Gym



6 x 4030C

Meeting Rooms



20 x 4020C

Presentation/Reception Area



12 x AIC25

# TATE BRITAIN

REX WHISTLER RESTAURANT  
LONDON, ENGLAND

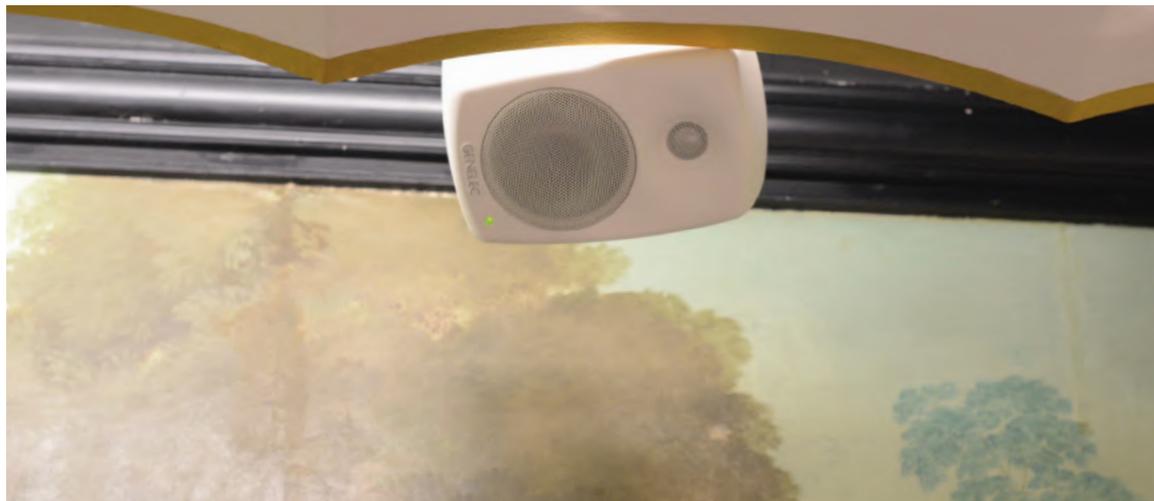
60



# Tate Britain

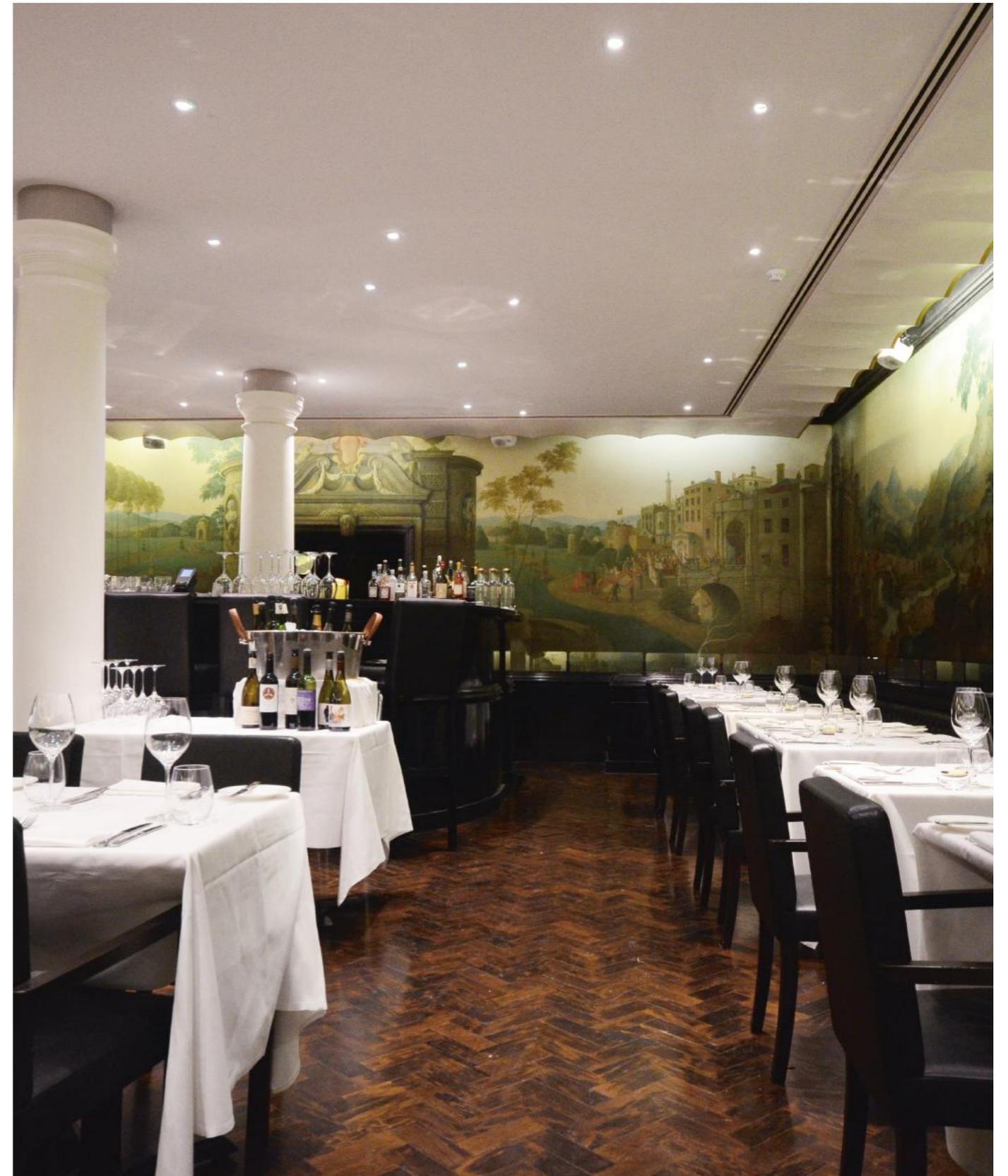
## THE TATE BRITAIN, HOME OF BRITISH ART, HOUSES ONE OF LONDON'S QUIRKIEST DINING VENUES, THE AWARD-WINNING REX WHISTLER RESTAURANT

Once described as “the most amusing room in Europe” thanks to its specially commissioned mural that covers every square inch of the restaurant's four walls, the restaurant is also renowned for its exceptional wine list. The venue recently invested in an installation of twelve Genelec 4020C monitors supplied and installed by HHB Communications, along with two RØDE Performer Link microphone systems and a bespoke control system.



According to HHB Communications CTO, John “JJ” Johnson, the brief itself was quite straightforward – the restaurant required a high quality, easy-to-use public address system for music and speech reinforcement specifically for their special events program and private hires. The difficulty was in working around the priceless 1927 Rex Whistler mural combined with the extremely tight timeframe.

“Specifying the equipment was the easy bit,” recalled JJ. “When it comes to premium quality loudspeakers and sound reinforcement, Genelec is an obvious choice.”





---

“I CAN SAFELY SAY THAT THIS IS ONE OF THE MOST UNIQUE AND DELICATE INSTALLATIONS IN HHB’S HISTORY.”

We went for their dedicated 4000 Series installation speakers - specifically the 4020C - as their active design means that no external amplification is required, sound quality is matchless, and they are small enough to remain discreet whilst providing adequate, crystalline room coverage. The difficult bit was managing the physical installation in such a delicate environment. In fact, I can safely say that this is one of the most unique and delicate installations in HHB’s history.”

The project was carefully planned and installed over the course of an extremely tight 3-day timeframe with close input from the Tate’s conservation team regarding the protection of the artwork. “It was incredibly complicated as we had to work within the constraints of the Tate’s artwork conservation team as well as other contractors including electricians, maintenance, fire alarm engineers etc.,” recounted JJ.

---

“WE ARE DELIGHTED WITH THE FINAL RESULT WHICH WILL ADD REAL POLISH TO THE SPACE.”

“It was anything but straightforward because the protection of the mural was paramount. We also had to ensure that the visual impact of the installation was kept to a strict minimum so as not to obscure or detract from the mural in any way. It was very challenging, but satisfying work.”

Once completed, JJ and HHB’s senior support engineer, Mike Rigby who assisted throughout the installation, thoroughly tested the loudspeakers, adjusted the processing, trained staff on the system and offered full support throughout the entire process.

Catering general manager for Tate Britain, Matthew Randall commented, “Working with the team at HHB was a pleasure throughout the process; the team’s professionalism and sensitivity to this project in an historically important space was impeccable. We are delighted with the final result which will add real polish to the space and enhance our special events offering. We look forward to continuing the strong relationship we have with the team at HHB.”

JJ agreed: “The Genelec 4020C installation speaker and associated mounting hardware accessories were specifically designed with challenging commercial installations in mind, although I’m not sure Genelec had envisaged anything quite like the Rex Whistler! Nevertheless, combined with an unbeatable reputation for outstanding sonic delivery, the 4020C was the perfect choice for this space. We’re delighted with the outcome, as is Tate Britain.”

---

## THE KIT



12 x 4020C

**MAANINKA  
CHURCH**

CHURCH  
MAANINKA, FINLAND

66



# Maaninka Church

**MAANINKA CHURCH**, WHICH FORMS PART OF THE EVANGELICAL LUTHERAN CHURCH OF FINLAND, IS A LOVELY TRADITIONAL WOODEN CHURCH BUILDING WITH SEATING FOR 1200 PEOPLE

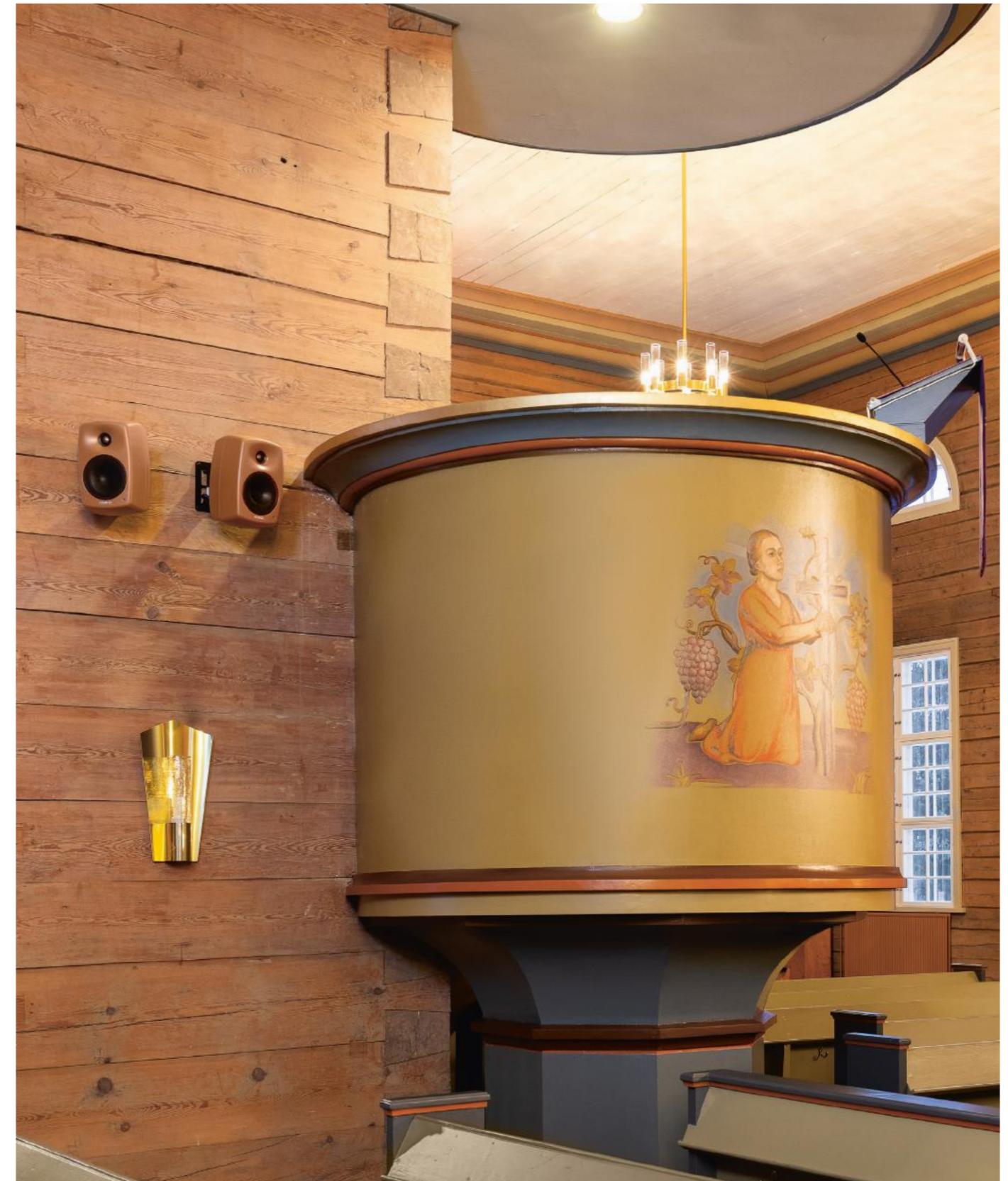
Designed by Finnish-Italian state architect Carlo Bassi in 1823, and built by renowned Finnish church builders, Jaakko and Heikki Kuorikoski, construction was completed in 1845. The existing sound system had been in place for several years and presented a number of problems in terms of coverage and intelligibility which was affecting the overall experience of church-goers. The church turned to local integrators, AVEK Esitystekniikka, and Genelec to bring the audio system into line with modern-day expectations and improve the audio experience for everyone.

Genelec's technology service manager, Markus Kahelin, recalls that the project posed several challenges, not least of which was the sheer size of the space to be covered: "The inside of the church is a huge open space totalling 985 square metres with a very high ceiling culminating in a central dome," he explained. "The shape and size of the building results in a relatively long reverberation time and a noticeable echo for the human voice. The existing audio system was unable to deliver natural, uncoloured sound to all of the congregation and so intelligibility of the spoken word was a real problem. The users inevitably tried to compensate by turning up the loudspeaker system too loud - which then resulted in feedback problems when using the headset microphones."

"The other major consideration is that the church is a listed building, which means that you can't just go knocking holes in the wall or running cables wherever you like," Kahelin continued. "AVEK ended up having to run all their cables via the roof space to reach every part of the church. That in itself was a challenge because extra-long cable runs can pose a risk for sound quality, latency and interference levels which can, in turn, cause audible issues with the playback system. However, fortunately at Genelec, we have solutions for these problems!"

---

"THE WIDE DISPERSION ANGLE OF THE 8430AS MEANT THAT WE WERE ABLE TO ACHIEVE GOOD COVERAGE THROUGHOUT ALL THE SEATING AREAS."





The solution in question turned out to be a distributed system using ten Genelec 8430A IP SAM monitor speakers that were tuned and calibrated using Genelec's GLM loudspeaker management software. According to AVEK's audio specialist, Jari Pöykiö, Genelec's unique combination of networked loudspeakers with the integrated calibration features of GLM solved all of their problems.

"The first consideration was the audio quality of the 8430As – they are compact, active loudspeakers that deliver premium audio quality and clear, uncoloured sound," noted Pöykiö. "We mounted them in carefully acoustically selected locations throughout the church to enable the focus and voice localisation to remain in the correct direction and to sound as natural as possible. The wide dispersion angle of the 8430As meant that we were able to achieve good coverage throughout all the seating areas. Our aim was to have sufficient loudspeakers in the system so that the overall playback level can remain relatively low - so as not to energise the live acoustics of the room or cause any microphone feedback issues."

"Once installed, all the loudspeakers were calibrated and tuned to the room acoustics using Genelec's GLM software which works incredibly well."

---

"THE 8430A MONITORS ARE NETWORKED LOUDSPEAKERS BASED ON RAVENNA/AES67 FOR TOTALLY ERROR-FREE, ROBUST AUDIO SIGNAL DISTRIBUTION OVER IP."

A particular feature of the system tuning for this installation was that we assigned delay to each individual loudspeaker to localise the voice to the person speaking rather than to the nearest loudspeaker using very similar principles and techniques to those used in theatre." The other reason for selecting the 8430A monitors was thanks to their unique IP system distribution qualities. "The clue is in the name!" said Pöykiö with a smile.



"The 8430A monitors are networked loudspeakers based on RAVENNA/AES67 for totally error-free, robust audio signal distribution over IP. It was the perfect solution for this project which necessitated massive cable runs so that all the cabling could be hidden in the roof space. If we'd had to rely on traditional analogue line level cabling, we'd have run into problems with interference and signal loss which would have affected the audio quality. As it is, the sound quality is absolutely first class at every level. The client is delighted, and so are we!"



---

“WE’RE DELIGHTED WITH THE RESULTS, BOTH AESTHETICALLY AND ACOUSTICALLY.”

Another advantage of IP technology is that it provides a very easy and flexible way of distributing the audio signal to large numbers of active loudspeakers in many different locations. Furthermore, although cable runs can be longer between fixed points, the total amount of cabling required is vastly reduced as all the signal data is carried via a single network cable. Thus, not only is the amount of cabling reduced, but network cabling is far less expensive than microphone cabling, making it also a highly cost-effective way of installing large-scale distributed audio systems. For this particular project, the client opted for a custom colour finish for the 8430As, enabling them to blend seamlessly into the traditional wooden environment of the church.

“We’re delighted with the results, both aesthetically and acoustically,” concluded Pöykiö. “The Genelec 8430A solution provided us with everything we were looking for: compact size; elegant industrial design with custom coloured enclosures to blend into the listed historical interior of the church; network-based signal distribution plus integrated calibration features for frequency correction, delay, and level adjustments. We couldn’t have asked for more.”

---

## THE KIT



10 x 8430A  
RAL 8025  
(PALE BROWN)

# SUOMALAINEN KIRJAKAUPPA

BOOKSTORE  
NATIONWIDE, FINLAND

74



# Suomalainen Kirjakauppa

**FOUNDED IN 1912**, SUOMALAINEN KIRJAKAUPPA OY IS TO FINLAND WHAT WH SMITH IS TO THE UK AND BARNES & NOBLE IS TO THE US

Suomalainen Kirjakauppa (meaning 'Finnish bookshop') is the biggest bookstore and stationery chain in Finland with 65 stores nationwide and a thriving online store that sells an even wider variety of products. Over the last couple of years, the company has been redeveloping many of its stores in order to improve the in-store customer experience, particularly where audio is concerned. Genelec 4000 Series installation speakers were selected to create mood and ambience and improve communication thanks to their unique capacity to deliver high quality sound at low levels - combined with their superior build quality.



Suomalainen Kirjakauppa business location manager, Ari Hokkanen, explains why the choice of loudspeakers was such an important part of the redevelopment project. "The challenge in a retail environment like ours is to deliver clear, intelligible audio but at relatively low levels. The idea is to create a mood that will encourage customers to browse without actually interrupting them in their activities. Bookstores are traditionally quiet, reflective environments; however, in the context of a more modern approach, we wanted to be able to maintain the tranquillity, but with a rather lighter atmosphere. We also wanted to be able to broadcast sales and promotional messages that are perfectly intelligible at low levels so that customers absorb the message without it feeling like an intrusion. Genelec was able to provide a solution that met all of our requirements."

The solution in question is the 4000 Series installation loudspeakers from Genelec, in particular the 4030C models which are specially designed for small-to-medium sized commercial installations.





Like all 4000 Series models, the 4030Cs integrate amplifier modules for each driver, active crossover filters and protection circuitry. Room response controls on the rear of each loudspeaker enable precise room optimisation, and there is also a level control for individual level adjustment. As a result, there is no need for external amplifier or processing racks, which makes for a considerably simpler and cheaper installation. Finally, a comprehensive range of mounting accessories ensures that the loudspeakers can be mounted wherever necessary to achieve the best possible results.

After a highly successful pilot project in the flagship Helsinki store, the company decided to roll out the concept nationwide. Currently there are around two hundred 4030Cs installed across nearly twenty stores across Finland, with more planned for the near future.

Hokkanen says that Genelec was an easy choice for the company. “Genelec’s core values of customer-focused service combined with high quality products suit our own values perfectly,” he says. “It’s easy to work with a company when your common goals are the same. We also liked the fact that they are a well-established company with a strong history and an undisputed reputation for high quality products and great customer service. All the work we have completed with Genelec to date has borne that out.

---

“AS A RESULT, WE NOW HAVE CLEANER, CLEARER AND MORE DISTINCTIVE SOUND EVERYWHERE WHICH HAS DEFINITELY IMPROVED THE CUSTOMER EXPERIENCE.”

What’s more, we know that by investing in Genelec, we’re investing in a long-term, trouble-free solution thanks to the superior build quality of their loudspeakers.”

“In terms of the solution they have provided, I’m more than satisfied,” he continues. “I love the individual control we have over each loudspeaker to ensure that the audio is fully optimised across the store and can be adjusted to suit the specific location of the loudspeaker. Even when the speakers have had to be placed in acoustically challenging areas of the store, they still sound good. As a result, we now have cleaner, clearer and more distinctive sound everywhere which has definitely improved the customer experience. Our promotional messages are also a lot clearer now without being strident.”

Hokkanen was also pleased with the service he received from Genelec. “Markku Syrjäpalo, Genelec’s domestic sales manager, has been a huge help right from the beginning and continues to be even now. He made sure that our first installation was carried out by an experienced installer from Genelec, who then trained the installation company we now use, which is great. The results have been excellent. We know that good quality sound vastly increases comfort within the store, and often makes the difference between people choosing to stay a bit longer or cut their visit short. Genelec has helped us to achieve our sound goals and has significantly enhanced the customer experience within our stores.”

---

## THE KIT

Across 20 Stores



200 x 4030C

JNcQUOI

FASHION STORE  
LISBON, PORTUGAL

80



# JNcQUOI

**PERCHED ON THE EDGE OF THE ATLANTIC OCEAN** ACROSS SEVEN STRIKINGLY SCENIC HILLSIDES, THE PORTUGUESE CAPITAL OF LISBON IS ONE OF THE MOST PICTURESQUE AND FASHIONABLE DESTINATIONS IN EUROPE



The city's uber-cool designer shopping street, the Avenida da Liberdade, just got even cooler with the recent opening of JNcQUOI (pronounced as the French expression, "je ne sais quoi") in the historic Tivoli movie theatre building.

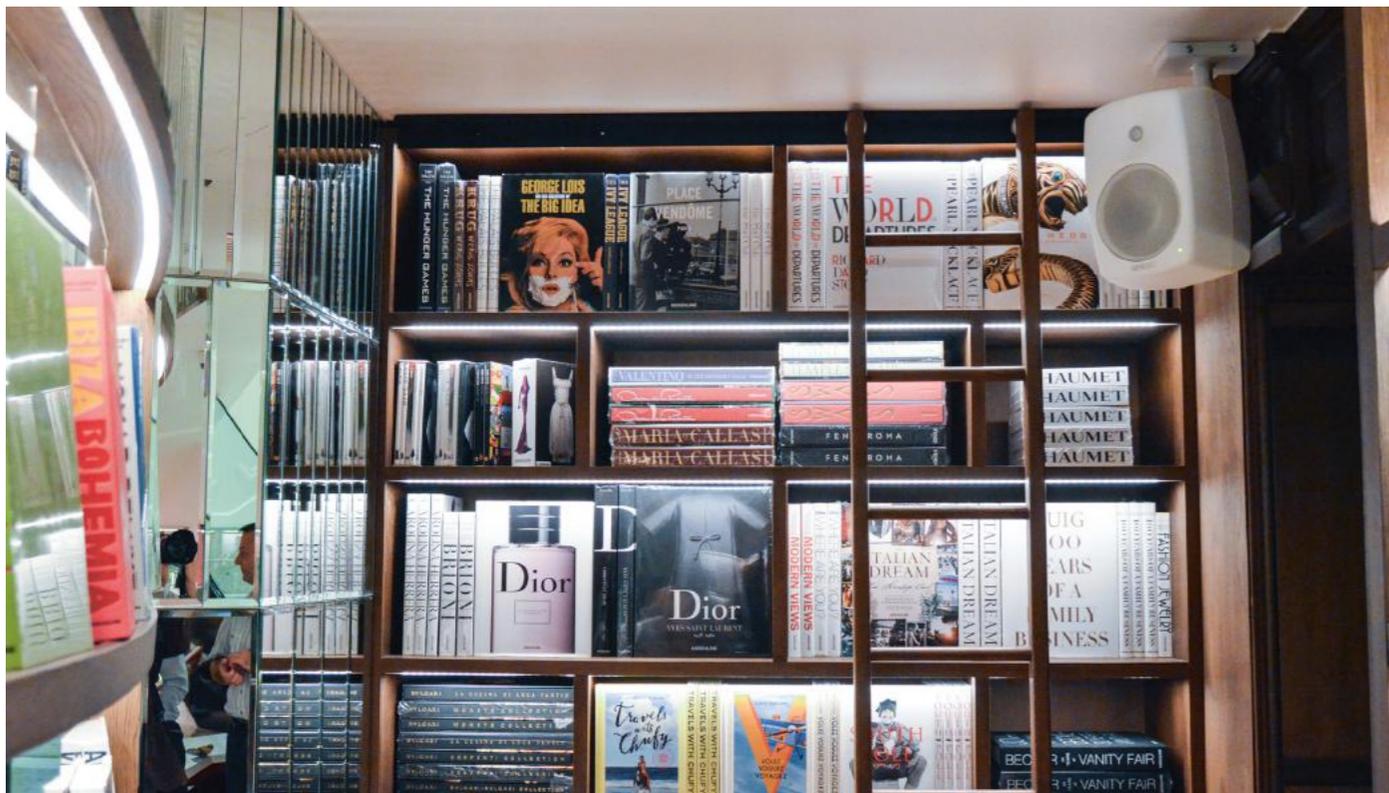
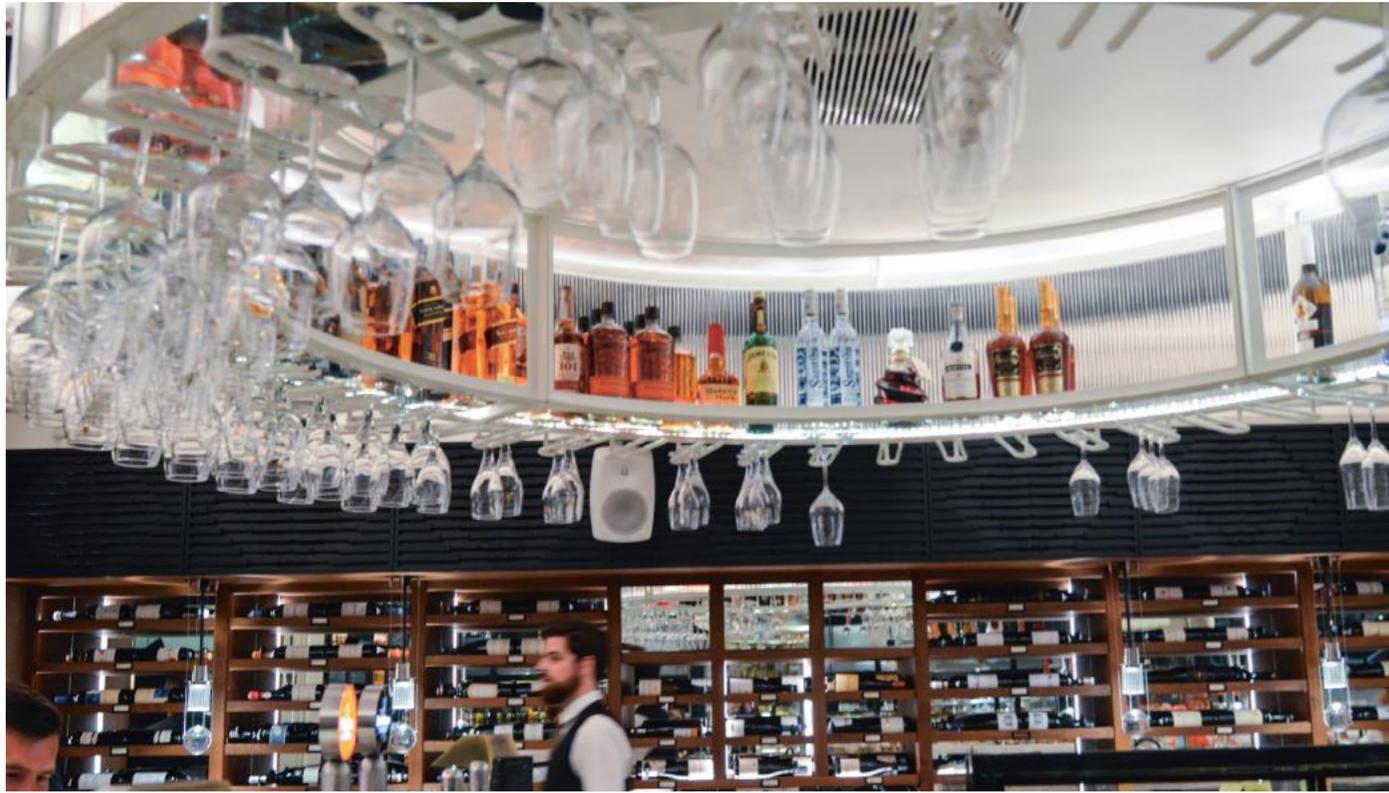
An ambitious lifestyle concept with the emphasis very firmly on luxury, JNcQUOI is built over three floors and includes a high-end men's fashion store, a gourmet restaurant and a chic deli-bar that includes a DJ booth.

Leading Portuguese distribution and AV integration specialists, Garrett Audiovisuais, designed and installed a sophisticated sound, lighting and control system across all three floors based on a range of Genelec loudspeakers.

The brief from the client was simple – the owner wanted to offer his clients the best possible audio experience whilst they were eating and drinking, and indeed shopping. Following a comprehensive demo of the Genelec 4000 Series dedicated two-way installation speaker range along with some specific recommendations from Garrett, the company developed a specification based around various models of the 4000 Series depending on where they were deployed, plus two 7040 subs in the men's Fashion Clinic; eight 8351 SAM loudspeakers for the restaurant area (each of which can be tuned to the specific room environment via Genelec's GLM software); and a pair of 8030 loudspeakers and 5041 in-wall subs for the DJ area.

"During the 4000 demo, we also explained to the owner that Genelec was about to introduce a new range of SAM (Smart Active Monitoring) speakers that offered incredible sound definition in a three-way format (so richer sound than a two-way design) and would be perfect for certain areas of a prestigious installation like JNcQUOI," recalled Garrett

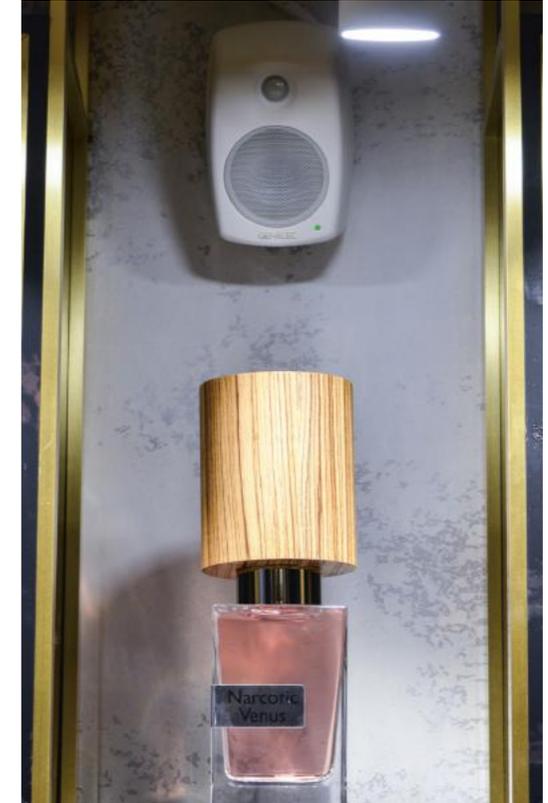




“GENELEC’S PRISTINE SOUND REPRODUCTION DEVELOPED OVER FORTY YEARS IN HIGH-END STUDIO MONITORING IS SIMPLY MATCHLESS.”

project manager, Mário Trigueiros. “The client loved the idea of offering ‘silken luxury sound’ to his customers, so that is what we decided to use for the restaurant. The choice was dictated partly by the superior sound quality for the area in which, typically, customers spend a lot of money, and partly because the extremely high ceilings in the restaurant necessitated a speaker choice with sufficient capacity to cover the area adequately with no hot spots and no holes. The 8351s do the job perfectly.”

One of the main challenges of the installation was that Tivoli is a listed building – this is always an issue for integrators as they have to respect the historical fabric of the building, which inevitably limits how and where equipment can be installed. The second challenge was to ensure that the installation was as aesthetically pure as possible, in keeping with the luxurious surroundings. Finally, there were a number of acoustic issues to address due to the nature of the building – exceptionally high ceilings and lots of very attractive, but highly reflective glass and marble surfaces.



“These are all the reasons why we selected Genelec in the first place,” said Trigueiros, “although the primary reason was sound quality for top class, prestigious installations like these, Genelec’s pristine sound reproduction developed over forty years in high-end studio monitoring is simply matchless. The second point is the active system design of the 4000 Series and the 8351s – not only does it mean less equipment to install and therefore fewer things to go wrong, but it also gives us redundancy in that if one speaker fails for any reason, it doesn’t compromise the whole chain.

This is very important in an environment like JNcQUOI where all the speakers are working pretty much 24/7.

“IT LOOKS WONDERFUL, SOUNDS FANTASTIC, AND THE OWNER IS DELIGHTED WITH THE RESULTS.”

Finally, all modern Genelec speakers have beautiful curved lines that blend very well into architectural environments. The speakers that are visible were delivered in white and largely fixed against white backgrounds for maximum discretion. All of the subwoofers are hidden.”



In terms of speaker choice for particular areas, Garrett specified 4020s and 4030s in areas such as the men’s Fashion Clinic and the common areas where customers are normally moving around, whereas the bigger 4040s that deliver more low-end punch and higher SPL were used in the Deli-Bar and the pre-restaurant lounge. Garrett supplemented the eighteen 4020s in the men’s Fashion Clinic with a pair of 7040 subs to compensate for the fact that the space covers a large area, and all the speakers are flown at a height of 2.4m. “We wanted to provide an extra boost and greater depth to the low frequencies to offset the sound absorption effect of the clothes and the fact that the rest of the monitors were so high off the ground.”

Trigueiros and his team made good use of Genelec’s GLM software to calibrate the 8351 SAM loudspeakers in the restaurant area. “It helped us to fine-tune the parametric EQ of the Xilica processor and we also used it to attenuate the resonance in the room, cutting out the specific frequencies that were causing problems. The results are fantastic.”

Despite the challenges of working with a listed building and a demanding client with very high standards, Trigueiros reports a smooth and trouble-free installation project. “Firstly, we make sure that we use high quality brands and problem-free products – Genelec obviously occupies an important place on that list – and secondly, we love what we do and we’re very good at it.

We already have over 200 successful high quality bar and restaurant installations to our name which has earned us an excellent reputation in this area. We are very proud of what we have achieved with JNcQUOI; it looks wonderful, sounds fantastic, and the owner is delighted with the results.”

**THE KIT**

Fashion Clinic Men's Store:      Restaurant:      DeliBar & DJ area:



18 x 4020B



8 x 8351A



2 x 5041A



2 x 7040A



6 x 4020B



11 x 4040A



4 x 4030B



2 x 8030B

# LYSEON LUKIO

SCHOOL  
JYVÄSKYLÄ, FINLAND

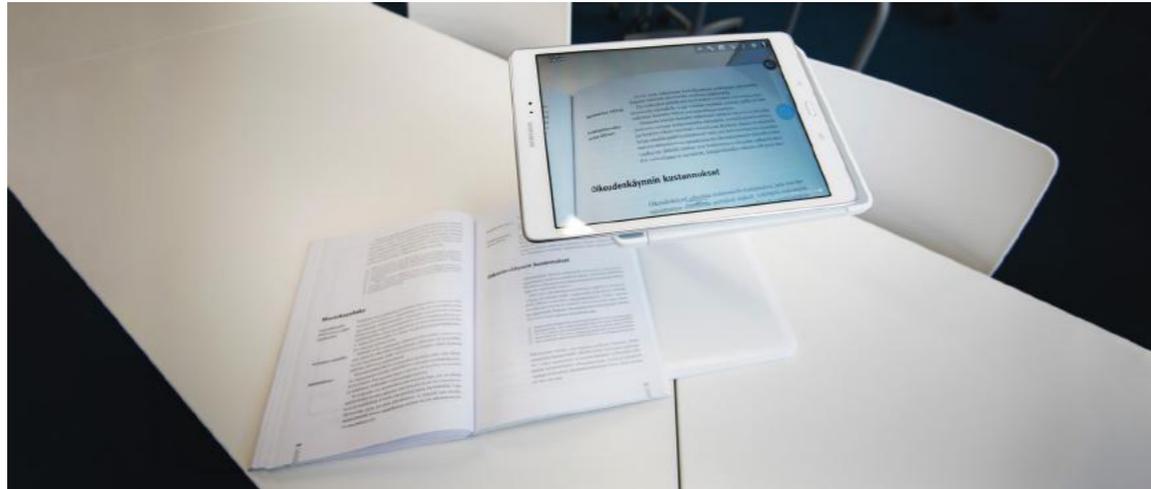
88



# Lyseon Lukio

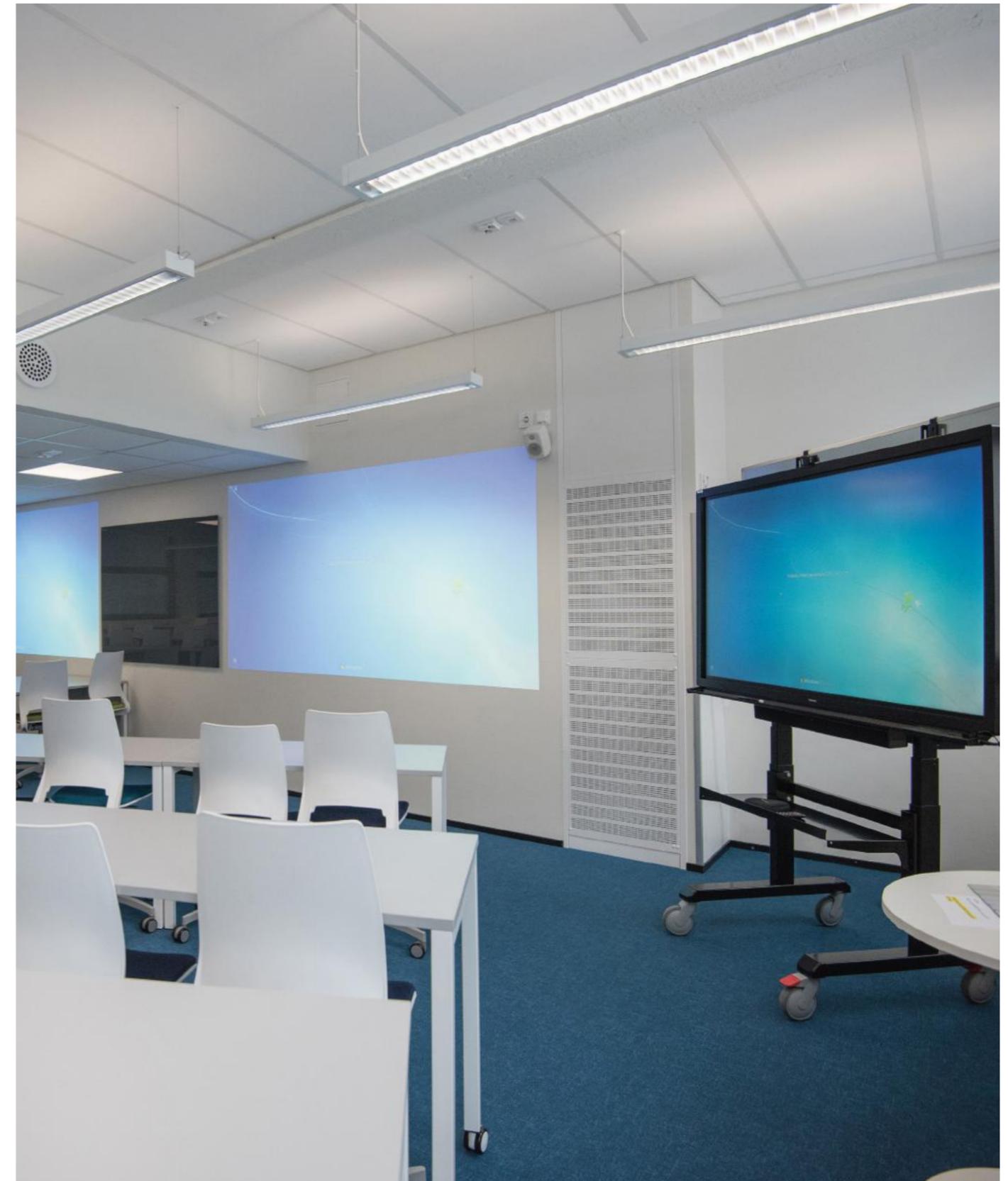
**FINLAND IS WIDELY RENOWNED FOR THE QUALITY OF ITS EDUCATION SYSTEM,** WITH CONSISTENTLY HIGH RANKINGS IN THE EDUCATION INDEX PUBLISHED BY THE UNITED NATIONS

Culturally, the approach to education is very different, which is combined with considerable investment in academic infrastructures themselves. The Lyseon Lukio, or upper high school, in Jyväskylä, some 250km north of Helsinki (and famous as the home of Rally Finland!) is a case in point.



As a key part of a major renovation of all their AV systems, the school complex has invested in a total of 116 loudspeakers from Genelec from their dedicated 4000 Series installation range supplied by Lyreco Oy, an official supplier for public education projects. System design and installation were shared between Edutaito Oy, a specialist AV integrator dedicated to the field of technology in education, and Tecline Oy, a full service AV integrator based in Jyväskylä. Tecline Oy was responsible for installing the AV systems in the lobby and larger spaces in the school building, whilst Edutaito handled all the classroom systems.

Every classroom, meeting room and teacher's/principal's office has its own pair of compact Genelec 4010A 2-way active speakers that work with the newly installed touchscreens and other interactive technology.





---

“A CLEAR VOICE IS PARAMOUNT FOR BOTH TEACHERS AND PUPILS, AND THIS IS WHY WE WORK WITH GENELEC.”

With over 1000 students in the school, there were a lot of rooms to equip, meaning that a total of 102 4010A speakers were installed across the complex. The bigger rooms and in particular the music rooms, benefitted from the much larger 4040A speakers.

“Nowadays, a large proportion of learning material is web-based,” explains Edutaito’s Sebastian Räisänen. “There are a lot of videos, audio material, and music. The most important aspect is language teaching and learning, which means listening to a lot of recordings, making your own recordings and listening to the playback etc. As this is a high school where all the students are over 16, there are many different languages being taught to pretty high levels, hence the reason that all of the classrooms are equipped with an AV system that permits language learning in the best possible environment. Sometimes the sessions are even conducted in meeting rooms using Skype or Google Hangout sessions, so crystal clear audio is critical.”

So why Genelec speakers over any other brand? “Oh, lots of reasons!” says Räisänen with a smile. “Firstly, Genelec is made in Finland, which was an important point for the teachers and principals who were proud to support a Finnish brand – although I wouldn’t have recommended it if it wasn’t suitable for the job. Secondly, my own interest in the purity of vocal reproduction - the clarity and crystalline sound quality of Genelec speakers is perfect for this type of application where intelligibility of the spoken word is so important. You can’t learn a language properly if you can’t distinguish sounds clearly and hear what people are saying. We still come across brands who think that louder is better, that more bottom end will improve the sound – that may be true for student house parties, but it doesn’t work in the classroom. We can’t have students being deafened at the front whilst those at the back are straining to hear properly. A clear voice is paramount for both teachers and pupils, and this is why we work with Genelec.”



Indeed, Genelec and Edutaito have formed a development partnership in order to study the importance and effects of clear audio reproduction in educational establishments. The cooperation also works to produce space and product concepts for teaching institutions based on the requirements of the premises. “Working with Edutaito Oy, our aim is to develop room and product concepts and operating models targeted at educational institutions,” confirms Genelec’s Sami Mäkinen. “We look at what kind of products should be chosen for different purposes and spaces as well as ways to design and furnish rooms in order to have an equal listening experience wherever you are sat.”



---

“THE BUILD QUALITY AND RELIABILITY OF GENELEC SPEAKERS MEANS THAT STAFF KNOW THAT ONCE THE SYSTEMS ARE INSTALLED, THEY WILL HAVE ZERO PROBLEMS.”

In the specific case of Jyväskylä high school, about half of the classrooms had previously been equipped with interactive whiteboards with integrated speakers that were stripped out to make way for Genelec speakers and touch screens. The other half were using passive speakers with external amplifiers. “The teaching staff love the new, active Genelec systems with integrated amplification,” says Räsänen. “They find it much easier to use and it works every time. Also, the Genelecs – especially the 4010As – are extremely compact which helps with mobile use, and where they are fixed, they are virtually invisible. Finally, the build quality and reliability of Genelec speakers means that staff know that once the systems are installed, they will have zero problems. It might be twenty years before they even need a service! And that is the kind of peace of mind that the school is willing to pay for. For sure, it’s a significant investment upfront, but now the school has systems in every room that increases the comfort and ease of both teaching and learning. The teacher does not have to raise his voice, but everyone in the room can hear every syllable. The same goes for audio and video material – it doesn’t have to be played at high volumes, but everyone can still hear every detail regardless of where they are sitting. Genelec speakers are an ideal partner in enhanced interactive learning environments.”

---

## THE KIT



12 x 4040A



2 x 4030A

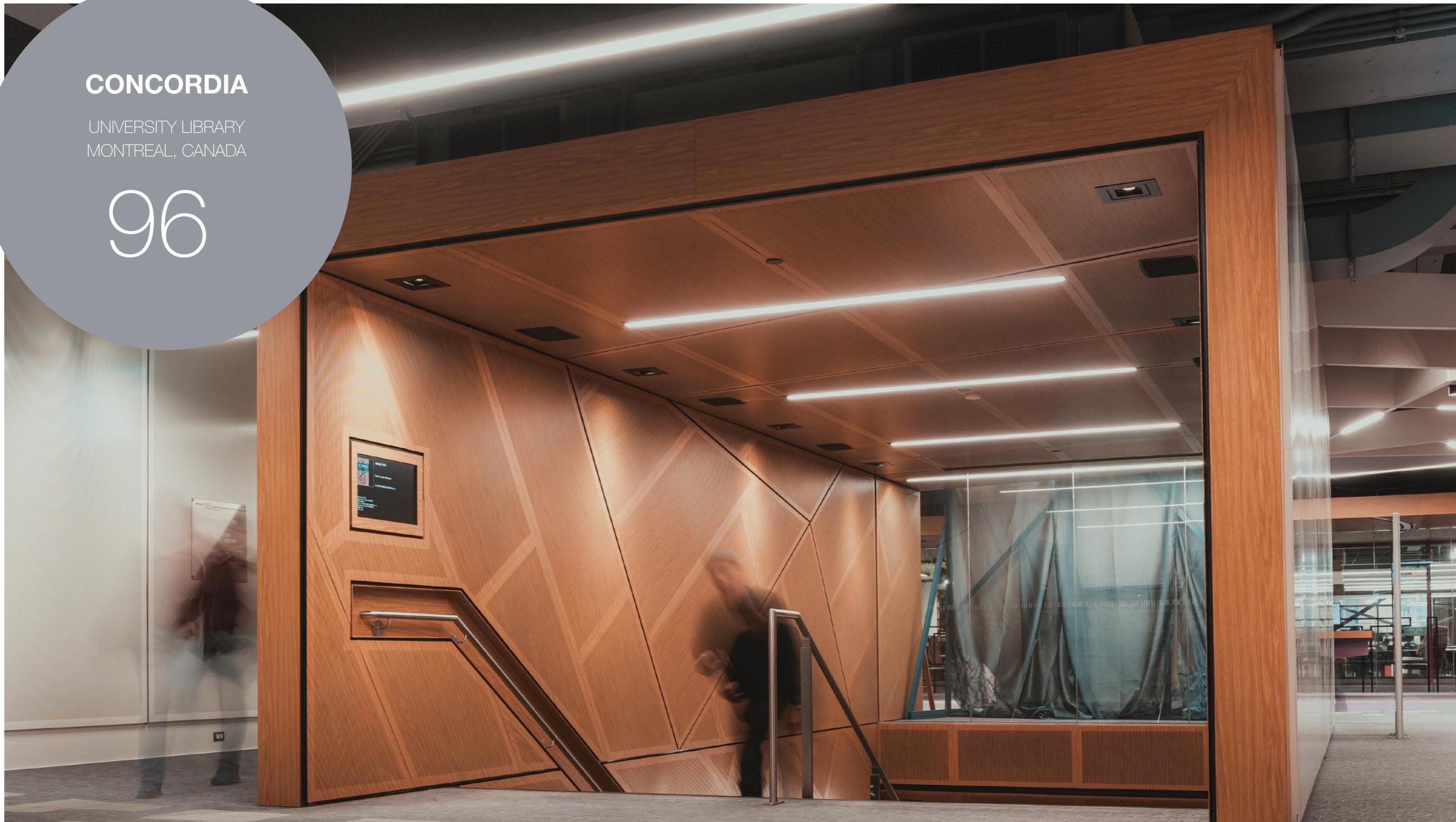


102 x 4010A

# CONCORDIA

UNIVERSITY LIBRARY  
MONTREAL, CANADA

96



# Concordia

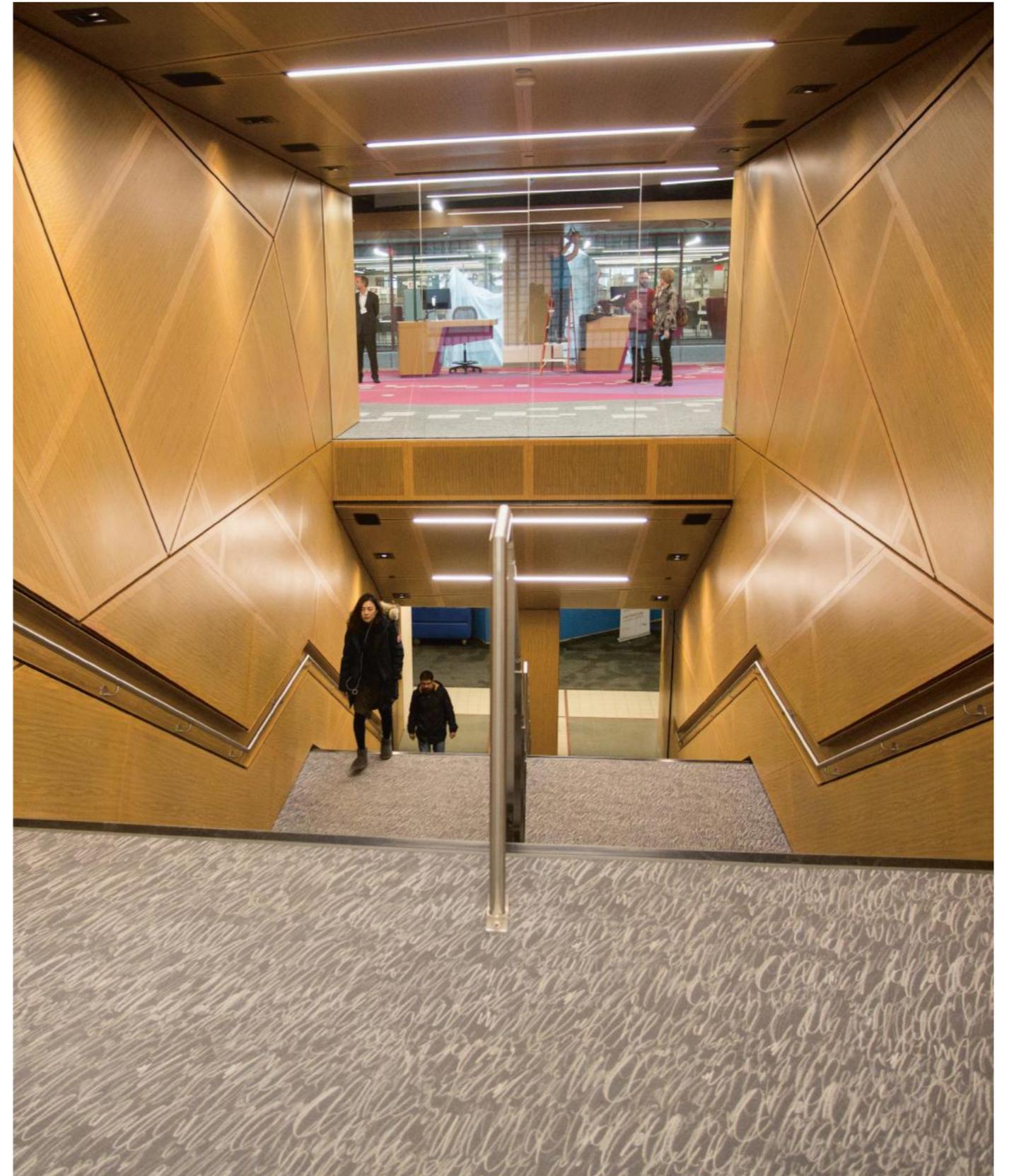
## CONCORDIA UNIVERSITY'S R. HOWARD WEBSTER LIBRARY BENEFITS FROM LARGE-SCALE RENOVATION AND UPGRADE INCLUDING PREMIUM GENELEC AUDIO SYSTEM

When Concordia University in Montreal first opened its R. Howard Webster Library in 1992, it was a pivotal resource for students and staff, both for research purposes and as a place to work. At the time the university numbered 16,000 students. Today that figure has more than tripled to over 46,000. Consequently, the Webster Library has been undergoing a radical transformation in order to create a quality study space capable of handling the significantly increased traffic, and provide access to a more modern range of services. As part of the renewal project, the university has integrated a total of eight Genelec architectural loudspeakers that fit seamlessly into the sleek design of the Webster Library lobby. The flawless sound definition allows students to visit the library while enjoying a truly pleasant sensory experience.

The brief for Concordia's IITS (Instructional and Information Technology Services) department was to design an audio installation as discreet as it is welcoming, acting as a transition between the calm of the official library space and frenzy of everyday student life that reigns at the entrance of the library staircase. However, the project was subject to significant architectural, mechanical, and acoustical constraints. Given the space available in the ceiling and the materials used for the wall construction, the challenge was to create an audio environment of optimal quality, with a clean design.

Max Di Bitonto, technology coordinator at IITS, and Paul Fournier, information systems and technology manager at the library, agreed to consult pro audio and AV specialists, SFM, on which products to use. As Di Bitonto rightly points out, "Since the original concept was to obtain a soundscape that filled the entire space, while avoiding sound from spreading to the public area at the bottom of the stairs, the audio configuration had to be impeccable."

SFM suggested the use of high-end Genelec products. Claude Ricard, SFM Sales Representative, and Mr. Di Bitonto worked together to define the concept and select the speakers. Mr. Ricard immediately proposed Genelec AIW25 active loudspeakers, which can be utilised both in-wall and in-ceiling.



Seamlessly integrated into the ceiling, AIW25 loudspeakers use Directivity Control Waveguide technology to produce a wide but controlled listening area. These eight loudspeakers work independently, offering multiple possibilities for future audio experiences.



Mike Calo, Genelec brand manager at SFM, explains the relevance of using AIW25 loudspeakers in a major project such as the Webster Library: “Such an exceptional space deserves a high-quality sound zone. Genelec offers a wide range of self-powered loudspeakers which are specifically designed for different types of indoor, professional or commercial installations. These built-in loudspeakers are not only powerful, precise and compact, they are also designed with an undeniable aesthetic concern. In addition, the 2-way amplification module with acoustic correction is easy to integrate via a standard mounting assembly on four RU spaces. Finally, the built-in loudspeakers offer the technology needed to reach the target audience of a project, and therefore unleashing unbridled creativity.”

A few good brainstorming sessions and rigorous planning were needed to provide the best possible products for the implementation of such an important project.

“To enrich the concept and optimise loudspeaker performance, I advised the Concordia University team to include the QSC CORE110F Digital Audio Server. This server incorporates a multitrack audio player and an easily accessible time grid via the Q-Sys Administrator application, as well as many other features intrinsic to the Q-Sys system.

---

“SUCH AN EXCEPTIONAL SPACE DESERVES A HIGH-QUALITY SOUND ZONE.”



To further perfect this installation, I proposed the Furman PL-8C, a device that keeps the equipment safe in the event of a major breakdown or other unforeseen events,” adds Ricard. Following a rigorous tender, Sono Vidéo, an audio-video solutions company, was selected to carry out the sale and oversee the final installation of this project.

The server has access to all audio material owned by the Webster Library, which offers the ability to educate and broaden students’ horizons even as they are entering or leaving the library. It

provides a sensory experience that “speaks”, in terms of the quality of the space, services, and tools offered by the library. It is this type of vision, combining an immaculate plan and an intelligently designed soundscape, that makes a school a better place for all.

The initiative has been well received on behalf of the students with many expressing their appreciation of the originality and effectiveness of the approach. “Some students even take the time to sit on the stairs and listen to the songs from beginning to end, which is great as they are often coming across material they’ve never heard before,” says Di Bonito proudly. Others have said that this short moment before entering or leaving the library is a little haven of peace and a moment to savour... compared to the hustle and bustle at the bottom of the stairs!”

---

## THE KIT



8 x AIW25

**RESTAURANT  
SANDRO**

RESTAURANT  
TAMPERE, FINLAND

102



# Restaurant Sandro

**FINLAND'S LARGEST RESTAURANT GROUP** HAS JUST OPENED ITS NEWEST EATERY, COMPLETE WITH STUNNING TURQUOISE BLUE SPEAKERS FROM GENELEC

Royal Ravintolat Oy is the largest private restaurant group in Finland, with over 70 restaurants throughout the country employing over 1000 staff nationwide. The group's turnover in 2017 amounted to over 100M euros. Sandro is one of the many brands owned by the Royal Ravintolat group; focusing on the rich flavours of Middle Eastern, North African, and Mediterranean cuisine, the latest Sandro restaurant occupies a prime location in Tampere's newest shopping mall, Ratina. In keeping with the warm, vibrant colour scheme inspired by Sandro's Eastern Mediterranean theme, Royal Ravintolat selected Genelec's 4000 Series installation speakers in RAL 'Pastel Turquoise' to complement the interior design.



Royal Ravintolat turned to specialist electrical and AV contractors, HT-Teknocenter Oy based in Espoo, to install the new system. As one of Royal Ravintolat's preferred suppliers, HT-Teknocenter is highly experienced in restaurant installations and already familiar with Genelec, so the Sandro installation was essentially very straightforward. "The only real challenge was time and the extremely tight project schedule," explained HT-Teknocenter's Hannu Mankki. "Other than that, it was easy. Genelec was a totally natural choice for the restaurant: firstly, they were already familiar with the brand having used it elsewhere within the group and been very satisfied; and secondly, Genelec offered them everything they wanted, namely excellent audio quality, superb customer service and of course the cherry on the cake was the ability to order the speakers in the special turquoise RAL colour to perfectly match their décor."

It also helped that HT-Teknocenter were themselves also familiar with Genelec, having used Genelec loudspeakers in several previous installations.





---

“AS FAR AS WE ARE CONCERNED, GENELEC WAS EXACTLY THE RIGHT CHOICE FOR SANDRO, ESPECIALLY WITH THE RAL COLOUR OPTION.”

Kenneth Granroth, project manager for Royal Ravintolat, is delighted with the results, but highlighted that the aesthetics were every bit as important as the sound quality for the Sandro project. “We already know that Genelec will give us exactly what we need in terms of audio quality, so we have no worries on that score,” he said. “What was important for us in the context of Sandro was making sure that the installation was compatible with our design objectives – essentially, the fact that we could order the speakers in pale turquoise to complement the deep turquoise walls and upholstery pretty much sealed the deal. It looks great and sounds fantastic. We’re all happy!”

“We are always pleased to work with Genelec,” confirmed Mankki. “Their products look good, sound good and, being active, are really easy to install. We don’t have to worry about finding somewhere to put an amp rack, or indeed running cabling for amplifiers, it’s just plug and play. I’ve never come across a customer yet who is unhappy with the sound quality, and if we need a hand with optimising the sound, Genelec is just a phone call away and they are always happy to help. The other issue that is important to us as integrators is reliability – we are practically never called back to a Genelec installation. Once it’s in and tuned, it will run for years and years. As far as we are concerned, Genelec was exactly the right choice for Sandro, especially with the RAL colour option.”

HT-Teknocenter installed a total of ten active, two-way 4030C installation loudspeakers in RAL 6034 ‘Pastel Turquoise’ supplemented by two active AIC25 in-ceiling speakers. “We went for the 4030C on this occasion because Sandro is a pretty big space with very high ceilings, so we needed the power of the 4030C rather than the smaller 4020C often used in restaurants, just to ensure that we could adequately fill the space with sound,” added Mankki. “The aim is to add ambience at low levels, but we still need to be able to hear the detail. However, as the speakers are all installed a long way above head height, the larger 4030C was the better choice to achieve our sound goals.”

---

## THE KIT



10 x 4030C  
RAL 6034  
(PASTEL TURQUOISE)



2 x AIC25

**SPR ATHLETE  
FACTORY**

PREMIUM GYM  
STOCKHOLM, SWEDEN

108



# SPR Athlete Factory

**A POWERFUL BLEND OF GENELEC LOUDSPEAKERS** DELIVERS EXEMPLARY AUDIO PERFORMANCE AT LEADING MARTIAL ARTS GYM IN SWEDEN

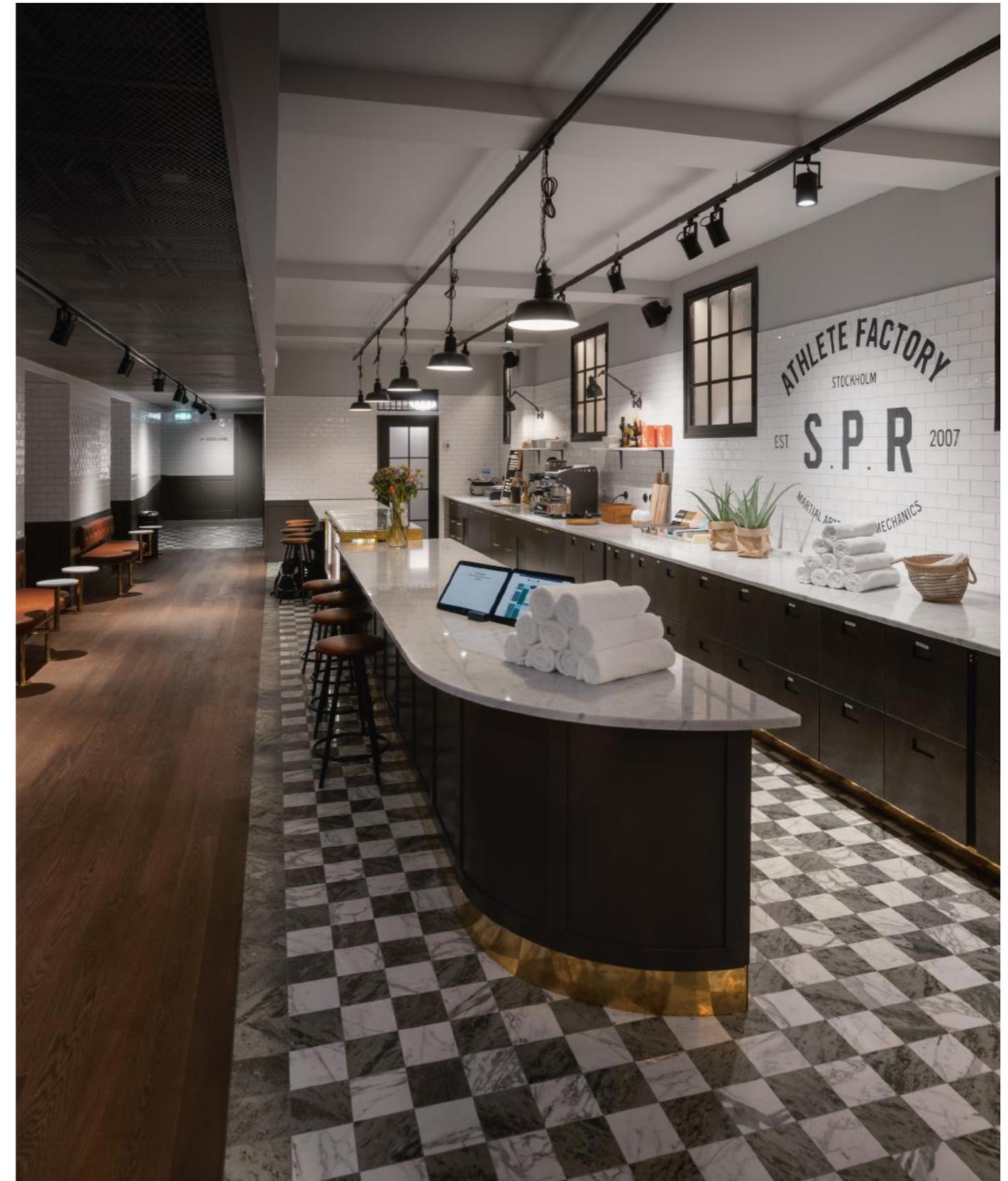


The SPR Athlete Factory is a premium gym in the heart of the Swedish capital of Stockholm, specialising in functional physical performance training, or body mechanics, and high-level martial arts. Founder, Waldo Zapata, a 3rd degree BJJ Black Belt and accomplished pro MMA coach, was keen to create the best possible environment for his athletes, both during their training sessions as well as before and after; this included a

state-of-the-art Genelec sound system based on Genelec's 4000 Series installation loudspeakers installed by systems integrators, MA Ljud & Bildmontage.

MA Ljud & Bildmontage put the first Genelec system into SPR's premises in Södermalm a couple of years ago. The owner was so delighted with the results that when he came to open his second venue in the city centre, he immediately asked MA Ljud & Bildmontage to provide him with a carbon copy – or better – in the new location. The difference was that this time, the audio system was fully integrated into the design of the new gym from the outset for even better results.

“As with the first venue, our primary objective was to ensure a consistently good audio performance throughout the building,” says Morgan Askeholt, owner and founder of MA Ljud & Bildmontage. “One of the main reasons for selecting Genelec initially was the impeccable sound quality, and the fact that you know that they will continue to deliver that quality for many years to come. I particularly appreciate the Directivity Control Waveguide technology which enabled us to deliver a flat frequency response for excellent sound both on- and off-axis. This was important for the Södermalm installation which, as a retro-fit, meant that the positioning of some of the speakers was not perhaps as we would've liked.





“THE BEST SOUND IS ONE THAT YOU CAN FEEL AND EXPERIENCE WITHOUT IT BEING AN INTRUSION OR A DISTRACTION.”

However, for the City venue, we were able to integrate the audio design into the build, which means our results are better still.”

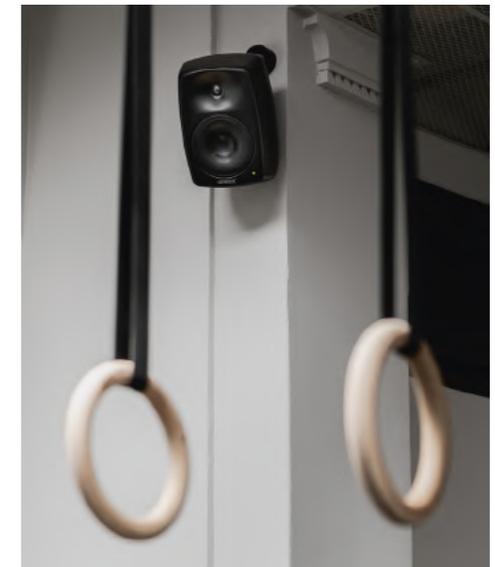
Nevertheless, the acoustic environment in any gymnasium is a challenging one, and the new city centre SPR Athlete Factory was no exception with a large amount of hard, reflective surfaces, including stone. However, Genelec’s products were up to the challenge and the results are superb. “My goal was to fill the respective sound zones with the right number of speakers to ensure that the system can be heard everywhere, even at low levels,” explains Askeholt. “The best sound is one that you can feel and experience without it being an intrusion or a distraction.”

A total of nine zones have been set up on the premises, facilitated via Sonos CONNECT players. Mono summing adapters were used with every Sonos player in order to provide a mono signal to all Genelec speakers. As the Sonos CONNECT does not have a designated subwoofer output, Genelec’s subwoofer bass management technology was able to solve this acoustic challenge. The result is that music can be easily streamed and played in different zones throughout the entire Genelec speaker setup, providing outstanding audio clarity and precision.



In the larger areas such as the gym and the MMA (Mixed Martial Arts) combat area, Askeholt opted for the powerful 4040A active loudspeakers. Thanks to the ample bass provided by the 4040As, there was no need to install additional subwoofers, saving space and ensuring a more streamlined setup. The phoenix-type connectors made installation straightforward, allowing them to be daisy-chained together.

A mixture of 4030C and the slightly smaller 4020C loudspeakers are used throughout the rest of the facility including the juice/coffee bar, the locker rooms, and reception - which also features a Genelec 7040A subwoofer to fill out the low end.





---

“THE VOLUME IN THE RECEPTION AREA NEEDS TO BE AT VERY LOW LEVELS, SO THE ADDITION OF A SUBWOOFER HELPS TO IMPROVE THE SOUND CONSIDERABLY.”

“The volume in the reception area needs to be at very low levels, so the addition of a subwoofer helps to improve the sound considerably,” explains Askeholt.

“In addition to their excellent sound quality, Genelec’s 4000 Series installation loudspeakers offer a number of benefits,” he continues. “The fact that they are all active is a big bonus as it simplifies installation and saves space in that we don’t have to find room for an amplifier rack. There is also a very wide choice of mounting accessories making it very easy to adapt the installation to the constraints of the room. The results across both gyms have been excellent, both from an audio point of view, and also the experience of working with Genelec equipment. I shall definitely be specifying Genelec products much more for commercial projects in the future.”

---

### THE KIT



10 x 4040A



10 x 4030C



12 x 4020C



1 x 7040A

PICNIC  
RESTAURANTS

CAFÉ  
HELSINKI, FINLAND

116



# Picnic Restaurants

**THE FIRST PICNIC CAFÉ WAS FOUNDED NEARLY THREE DECADES AGO** BY MIKAEL SWANLJUNG - WHOSE DREAM WAS TO PROVIDE GREAT QUALITY, FRESH, HOME-MADE FARE IN A CASUAL AND WELCOMING ENVIRONMENT

Today, the Picnic Café chain numbers over forty venues throughout southern Finland, with twenty-two cafés in Helsinki alone. The chain remains family-run and is still true to its original values of offering fresh, seasonal produce that is all prepared in-house. In addition to tasty food, the company decided to enhance the customer experience still further and add great audio to the mix. They turned to electrical contractor, Restasähkö Oy, to provide a solution.



---

“IF YOU BUY CHEAP AUDIO GEAR, YOU WILL HAVE TO REPLACE IT IN THREE YEARS. WHEN YOU INVEST IN QUALITY, YOU GET MUCH LONGER LIFE EXPECTANCY...”





---

“GENELEC SPEAKERS ARE PREMIUM-LEVEL PRODUCTS AND I’M PLEASED TO SAY WE’VE NEVER HAD ANY NEGATIVE REMARKS.”

“A cozy restaurant deserves high-quality sound.” This is what Jesse Tikkala of Restasähkö Oy thinks. Established in 2009, Restasähkö Oy in southern Finland specialises in electrical installations in restaurants, but the company also has customers from other industries. In addition to traditional electrical installations, Restasähkö Oy often installs sound and lighting systems.

“Before embarking on a career as an electrical contractor, I worked for ten years in the sound and lighting business. It is an advantage for the customer that we can provide comprehensive contracting services and install the audio and lighting systems at the same time,” says Tikkala.

According to Tikkala, Genelec loudspeakers offer excellent sound quality and they have generated a lot of positive feedback from customers.

“When the sound is just right, nobody pays any attention to it,” observes Tikkala.

“However, if there’s anything wrong with the sound and the system sounds bad for any reason, you can guarantee it’ll get noticed straight away! Genelec speakers are premium-level products and I’m pleased to say we’ve never had any negative remarks.”

Jesse Tikkala has confidence in Genelec. “If you want to invest in customer satisfaction, then the quality of the speakers should be top notch”, he says. “It is worthwhile investing in speakers.”

According to Tikkala, achieving high quality sound is a considerable investment for the customer, but it is profitable. Tikkala has noticed a significant change of attitude in customer thinking over recent years, with more and more clients willing to invest in good sound reproduction.

“Genelec products are not the cheapest in the market, but they do not need to be,” he says. “If you buy cheap audio gear, you will have to replace it in three years. When you invest in quality, you get much longer life expectancy.”

---

## THE KIT



40 x 4030C

# NORRSKEN HOUSE

SOCIAL HUB  
STOCKHOLM, SWEDEN

# 122

- ^ Glass House 2F
- < Residential Offices
- < Mezzanine
- < WC
- > Conference Rooms
- > Skype Rooms
- > Library
- > Studio

< norrsken >



# Norrskan House

## **NORRSKEN HOUSE IS A SOCIAL HUB FOR DRIVEN TECH ENTREPRENEURS THAT AIM TO TACKLE GLOBAL ISSUES**

The non-profit Norrskan Foundation, founded by Niklas Adalberth from e-commerce company Klarna, invests in social tech companies that try to make the world a better place with the help of technology.

Located in Spårvagnshallarna in downtown Stockholm, Norrskan House is a 2,400 m<sup>2</sup> creative cluster which brings together more than 300 social tech entrepreneurs under the same roof. As part of a flexible and powerful audiovisual system, integrator, Meetech, chose to install a host of Genelec speakers throughout Norrskan House; on the walls of interior spaces and meeting rooms, attached to trusses, and even hidden in sofas. The speaker setup – which includes more than thirty of Genelec’s 4000 Series loudspeakers – delivers a comprehensive audio solution to serve a variety of applications with the clear and precise sound that Genelec has become synonymous with.

“Meetech is a proud partner of Norrskan Foundation and Norrskan House, and we were given the opportunity to help them with all visual and sound technology. When it came to sound, we were very quick to choose Genelec,” says Christian Otterberg, one of the owners of Meetech. “Its product design fits this industrial environment really well. But also because of the very quick service they can provide and their great flexibility. We were very short on time and they really came through for us, big time.”

The majority of the premises is made up of open plan office space, which has been fitted with image and sound solutions for the workstations. Complete audiovisual solutions have been installed in eighteen meeting rooms in the form of screens, speakers, table wells and control systems, and the AV cabinets have been specially designed for Norrskan House. The common area has been equipped with audio and signage screens, and the Photo Studio has been kitted out with screens, 3D-printing, VR technology and photography equipment.

---

“WHEN IT CAME TO SOUND, WE WERE VERY QUICK TO CHOOSE GENELEC.”

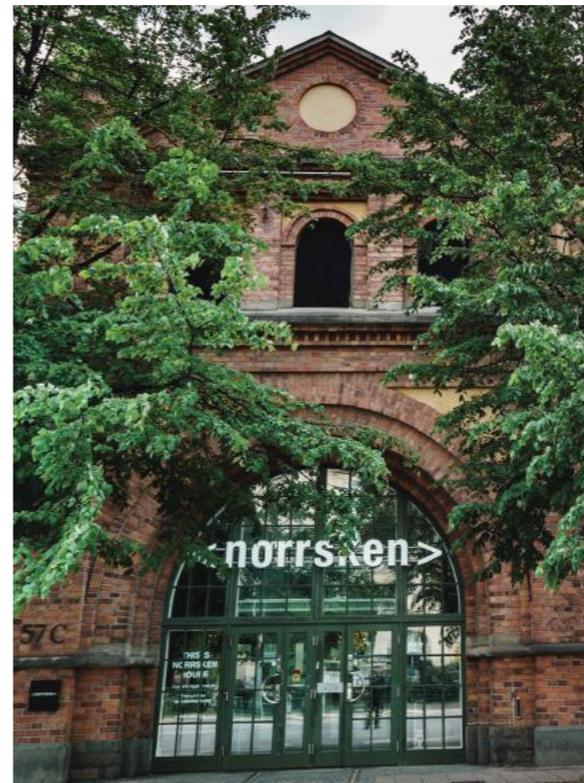


“HERE ESPECIALLY, THE GENELEC SIMPLICITY STANDS OUT.”

The uniform look of the Genelec speakers helped Meetech to maintain aesthetic continuity across the multi-purpose space, whilst providing different levels of power as required. Thanks to Genelec’s Directivity Control Waveguide (DCW™), off-axis frequency response is precise, which made the loudspeakers an ideal choice for this acoustically challenging environment. A wide offering of accessories meant that an array of mounting solutions were available to Meetech, something which helped greatly in this unique installation.



“Spårvagnshallarna is classified as a cultural heritage project and that means that you can’t just do anything you want when rebuilding, so we have had to be a bit creative,” adds Christian. “We placed speakers in places where you normally don’t expect to find speakers. We pulled cables through walls to properly hide installations and in order to make it interact nicely with the environment, we also installed a truss in the events hall. You’ll find flying subwoofers and subwoofers hidden away in sofas or screwed onto metal ceilings. The technology is incredibly important for a company like this and here especially, the Genelec simplicity stands out. It’s been such a pleasure, and we get a lot of positive feedback.”



Inside Norrskan House there are also two event areas. In the largest – the ‘Town Hall’ – a truss structure was mounted on the roof with a laser projector, large Genelec speakers and subwoofers, stage lights and projection screens. Meetech also installed a Crestron control system with touch panel, microphones and the first 98” Samsung screen in Europe.

The end result was met with great enthusiasm from the team at Norrskan Foundation. “We are incredibly pleased. Meetech saw our needs more clearly than we did - not only did they deliver what we asked for, but understood our challenges and saw new solutions. They get ten out of ten from us,” said Frida Siwe, the Foundation’s CFO.

## THE KIT



4 x 8050B



2 x 7060B



5 x 7040A



10 x 4030C  
RAL 6010  
(GRASS GREEN)



34 x 4010A

# G LIVELAB

LIVE MUSIC BAR  
HELSINKI, FINLAND

# 128



# G Livelab

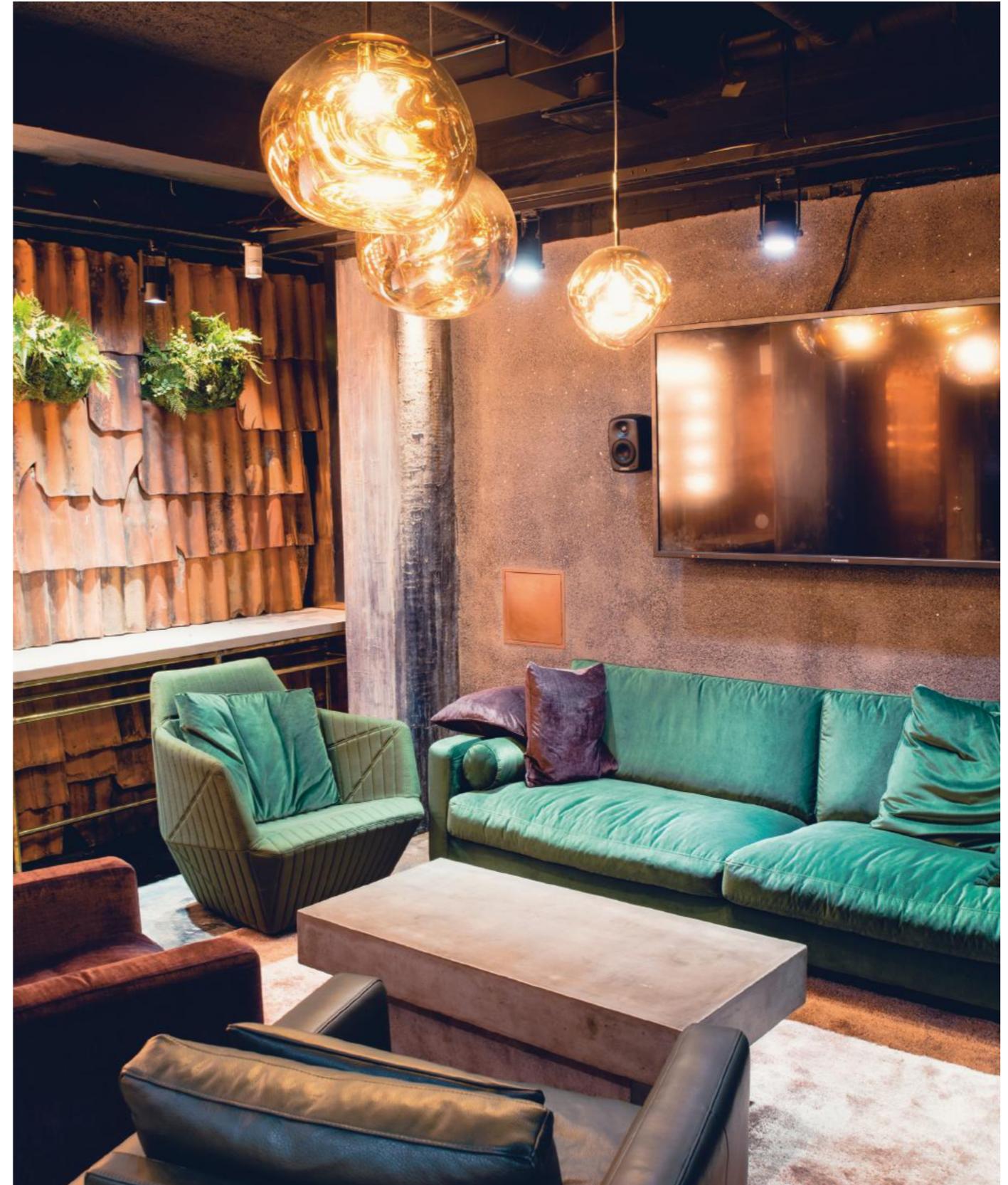
**WHEN LIVELABORATORIO OY** SET ABOUT OFFERING A FRESH TAKE ON THE LIVE MUSIC VENUE, THE IMPORTANCE OF A SUPERIOR SOUND SYSTEM BECAME ITS TOP PRIORITY

The new organisation – owned by The Finnish Musicians Union – aimed to tackle a challenging industry climate by bringing an unrivalled audio experience to the scene. Having opened its doors at the end of August 2016, G Livelab is a stunning 150-seat venue in Helsinki which is designed to cater to all musical genres. The venue is fully equipped with a flexible bespoke Genelec sound solution, including the first Finnish install of the new 1236A SAM studio loudspeakers, as well as the 8430A IP studio loudspeakers, the first commercially available audio-over-IP studio Loudspeakers.



“As we have seen a slight overall decline in music club audiences in Finland and elsewhere, we wanted to dig a little deeper into what the reasons might be and what could be done to improve the situation,” says Ahti Vanttinen, Chairman of the Board of Livelaboratorio Oy. “First of all, we were convinced that music hasn’t turned bad. Instead, the level of expectations of the audience has probably gone up in many ways. People are used to a pretty good audio quality as a lot of us go around wearing headphones. Many seem to be unhappy with the general standard of live audio today.”

Noting these raised standards in audio, Livelaboratorio Oy first examined what options were available to them in order to deliver an experience that would exceed expectations. “We were not happy with the commercial live audio solutions offered by the major players of the business, as their main objective seems to be to focus as much sound pressure as possible to far away from the speakers, i.e. to cover the whole listening area with as few speakers as possible and do it as cost-effectively as possible. Our starting point was only the best possible sound quality for the whole audience.



---

“MUSICIANS SEEM TO CONSIDER GENELEC AN INDUSTRY STANDARD WHICH THEY ARE USED TO LISTENING TO, ESPECIALLY IN RECORDING STUDIO SITUATIONS.”

We soon realised that the logic of the live audio systems will not work, as we would need to provide the audience with direct sound, not reflections. The only way to do this seemed to be with a lot of speakers arranged so that everyone in the audience could get – as much as possible – a near-field speaker exposure.”

Having set such exacting requirements, the next question for the venue was to decide which speakers to install, and Livelaboratorio Oy felt that Genelec was the perfect fit for its audio ambitions. “Musicians seem to consider Genelec an industry standard which they are used to listening to, especially in recording studio situations,” adds Ahti. “Genelec stands for neutral, transparent sound, which suited our idea of leaving the decision of how the music should sound like to the musicians. In addition, many music professionals involved in the creation of G Livelab had been using Genelec for a long time in various situations. As there is a high emphasis on design in G Livelab, we also think that Genelec speakers represent Finnish design in a great way.” The install took full advantage of Genelec’s extensive range, including the 8430A IP Studio Loudspeakers, which contractors Bright Sales & Installation Oy selected.

“The Genelec 8430 IP SAM studio loudspeakers with AES67 network offer a huge variety of possibilities for sound designers in the newly opened club G Livelab in Helsinki,” says Santtu Sipilä, Head of Installation of Bright Sales & Installation Oy. “The original specification for the club’s ‘Lokki’ virtual acoustic system was with Genelec 8030B studio loudspeakers, but the networked approach quickly became the first choice for AV contractor Bright Sales & Installation Oy. The ‘Lokki’ virtual acoustic system was designed by Tapio Lokki, professor at Aalto University.

“The design team of Bright has a long history with audio networks including Dante and Q-Lan. Easier cabling and integration and future possibilities to route any audio channel to any loudspeaker were the key decision points in choosing the networked loudspeakers. The future of installed audio is in the network and it is great to see Genelec as one of the first manufacturers to offer networked loudspeakers for these kinds of applications.”

Whilst the potential to create a new live music experience for Helsinki was an exciting opportunity, there were a series of challenges to overcome in order to achieve such a bold and innovative install, including a need to change perceptions.

“The first major challenge was the attitude of the live audio gurus we initially talked to. Some of them said that this cannot and should not be done. A common object of mistrust was the directional capabilities of Genelec speakers. Later that proved to be entirely unfounded,” says Ahti. “Another challenge was making sure there was enough headroom for amplified rhythm music, especially the drum set. In the end, it was a surprise how much power is needed to reproduce in sufficient SPL a rhythm section. Although the multi-speaker system with delay lines makes it possible to keep the overall volume lower than usual, we still needed to use the biggest main speakers Genelec makes.”



The virtual acoustics system at G Livelab is unlike any other in existence. It consists of 40 Genelec 8430 IP SAM™ loudspeakers, eight of which are on the stage area and 32 in the audience area. The system takes input from six microphones in the ceiling of the stage or from the stereo auxiliary output directly from the desk. Thus, the virtual acoustics can be used with purely acoustic acts, but also with amplified acts together with the normal PA system. The input signals are fed to a custom made 64-channel time-variant feedback delay network that generates natural reverberation, which is routed to the 40 virtual acoustics loudspeakers. The outputs are delayed according to the position of each loudspeaker to guarantee the proper localisation of sound sources on the stage. The reverberation can be adjusted so that the space sounds like anything from a bar environment all the way up to a cathedral. In addition, the levels of reverberation on the stage and in the audience area can be separately adjusted to optimise both the support for the musicians and the spatial sound for the audience.

“THE VIRTUAL ACOUSTICS SYSTEM AT G LIVELAB IS UNLIKE ANY OTHER IN EXISTENCE.”

When the virtual acoustics system is properly used, it is imperceptible to the spectators of a live gig. The space merely feels live and intimate to those watching, while the focus stays on the act on the stage. The virtual acoustics help the mixing engineers to keep the main PA signals clear, as the system allows the distribution of reverb equally to the whole audience area. Therefore, each act from a string quartet to a hard core metal band can be optimally mixed to fit in to the venue.

Theatre Consultant Tapio Ilomäki, from Akukon Oy, summarised the system: “The signal path of the sound system is fully digital from mic preamps to Genelec loudspeakers. In addition, it is fully possible to connect an analogue audio sound console in parallel with the digital.

“The console and the A/D converters are Yamaha CL5 and Rio Series. The analogue console is connected to the system via Klark Teknik mic splitters and RIO A/D converters. Broadcast companies can easily use this system and connect also by using a MADI interface. For example, a Finnish national broadcasting company has been interested in this. At the moment the system supports 56 channels but in the near future the capability may increase to 96 channels.



“The system processing and routing are handled via QSC’s DSP. The QSC also works as a processor in AV use when the console is not needed. For people with hearing problems, the signal distribution has been made with Sennheiser’s IR system, which can also be used for interpretation purposes.

“The audio signal is divided into the main audience area. Genelec loudspeakers are also used backstage, in office spaces as well as in the toilets, all delayed to match the main PA system.

“Both audio and HD quality video can be recorded as multi track versions to 64 channel hard disk, and then shared with the artist or performer.



“Audio and video can also be distributed online via a live Pobit system. Thus for example, sitting on the terrace, members of the audience can watch performances with their own smart phone or tablet.

“The venue is also equipped with a 5.1 sound system for watching movies. The screen is naturally perforated to enable the best audio experience. The venue’s microphone selection covers all needs starting from small classical or acoustic performances to large scale Big Band recordings.

“The video system of the venue is implemented with HD resolution but the infrastructure also allows 4K. The video system enables the use of two different stage spaces for presentations. In addition to that, the performers’ audio and video can be broadcast outside the venue. All the cameras fulfil the needs of broadcast. The HD video is distributed to backstage and office spaces as well.

“Acoustically the venue is almost fully disconnected from the rest of the house and outside world. The acoustics of the venue are reasonably neutral throughout the audience area. This has been tested by listening to a natural violin sound in all listening places. The sound stays neutral and carries nicely into every last corner of the venue.



“MUSIC PROFESSIONALS SAY THEY HAVE NEVER HEARD ANYTHING LIKE THIS IN A LIVE SETTING”

“The Genelec SAM loudspeakers with their automated calibration system have been a great help with this as well.”

The end result is a venue which delivers a live sound unlike any other. The flat, neutral response of the Genelec speakers is perfectly complemented by the venue’s interior, which was designed by Marco Casagrande, and incorporates urban materials – including brick, concrete, asphalt, glass, copper, steel, leather and ceramics – into its stylish design. G Livelab now proudly sits within the rich cultural landscape of Helsinki, and makes a unique contribution to its music scene by hosting a string of stellar acts – both Finnish and international.

“After a couple of weeks of performances with different types of music from classical, to pop, jazz and rap, the audience response has been very enthusiastic,” adds Ahti at Livelaboratorio Oy. “Music professionals say they have never heard anything like this in a live setting, where you can hear all the nuances of music even in the last seat in the bar. The rest of the audience are also noticing the difference, as they can hear everything wherever they sit, and the music does not need to be as loud as it very often is.

“There are also other types of benefits. Even discussion during a soft or acoustic performance is not as annoying as it might be, as there is usually a speaker closer to your ear than those who speak.

“Personally, as the one responsible for the whole project and especially the speaker concept, I couldn’t be happier. At some point there was some uncertainty and stress, as the final result was not yet at hand. We were clearly taking a risk, as nothing quite like this had been tried before. But now I think we can say that we changed the rules of live audio to some extent. I hope this can serve as a model for future development in other venues.

“A great big thanks to the guys at Genelec for their patience and flexibility as we worked our way towards the perfect end result. It took some time and effort, but was definitely worth it.”

## THE KIT



2 x 1236A



14 x 1237A



42 x 8430A IP



4 x 8030C



2 x F ONE



7 x 4020C



6 x G ONE

PRODUCT  
INFORMATION

138





# Helping you Make Installations Better

IN ADDITION TO OUR SUPERIOR SOUND QUALITY, GENELEC HELPS YOU DELIVER PROJECTS BETTER FROM DESIGN THROUGH TO COMMISSIONING



## DESIGN TOOLS

System design for the 4000 series is both easy and accurate. Ease Focus is an industry standard acoustic simulation program which is free and easy to use, and we provide downloadable GLL files for you to use with EASE Focus 3 to create loudspeaker coverage predictions. This allows you to demonstrate that your solution will deliver as required. More advanced users can use the same GLL files in the full version of EASE, to create full 3D coverage maps with advanced acoustic reports.



## ADAPT TO ANY ENVIRONMENT

Our loudspeakers feature practical room response controls as standard, so you can easily tailor the sound for all types of interiors, and even acoustically demanding spaces. For even more flexibility, our SAM range of loudspeakers integrate tightly with GLM software to allow you to automatically configure and optimise your loudspeaker settings – so commissioning has never been quicker or easier.



## AMPLIFIER INTEGRATION

Our integrated amplifiers ensure optimum performance for every loudspeaker. No worrying about matching amplifiers to the loudspeaker – and much less rack wiring to deal with.



## INSTALLATION HARDWARE

We make our loudspeakers easy to install with a wide range of stands and mounting brackets. Just install the bracket at first fix, and the loudspeaker can be installed simply when the site is ready.

# Technical Specifications



## 4010A

-  **SPL:**  
96 dB
-  **Frequency Response:**  
67 Hz - 25 kHz (-6 dB)
-  **Amplifier Power:**  
Woofer 25 W + Tweeter 25 W
-  **Weight:**  
1.5 kg / 3.3 lb
-  **Accuracy of Frequency Response:**  
± 2.5 dB (74 Hz - 20 kHz)

-  **Driver Dimensions:**  
3 inch Woofer + 3/4 inch Tweeter
-  **Dimensions:**  
H 181 x W 121 x D 115 mm,  
7 1/8 x 4 3/4 x 4 1/2 inch
-  **Connections:**  
1 x 3-pin Euroblock



## 4030C

-  **SPL:**  
104 dB
-  **Frequency Response:**  
47 Hz - 25 kHz (-6 dB)
-  **Amplifier Power:**  
Woofer 50 W + Tweeter 50 W  
(both Class D)
-  **Weight:**  
4.9 kg / 10.8 lb
-  **Accuracy of Frequency Response:**  
± 2.5 dB (54 Hz - 20 kHz)

-  **Driver Dimensions:**  
Woofer 5 in + Tweeter 3/4 in  
metal dome + DCW™
-  **Dimensions:**  
H 285 x W 189 x D 178 mm,  
11 1/4 x 7 7/16 x 7 inch
-  **Connections:**  
1 x 3-pin Euroblock



## 4020C

-  **SPL:**  
100 dB
-  **Frequency Response:**  
56 Hz - 25 kHz (-6 dB)
-  **Amplifier Power:**  
Woofer 50 W + Tweeter 50 W
-  **Weight:**  
3.1 kg / 6.8 lb
-  **Accuracy of Frequency Response:**  
± 2.5 dB (62 Hz - 20 kHz)

-  **Driver Dimensions:**  
Woofer 4 in + Tweeter 3/4 in  
metal dome + DCW™
-  **Dimensions:**  
H 226 x W 151 x D 143 mm,  
8 7/8 x 6 x 5 5/8 inch
-  **Connections:**  
1 x 3-pin Euroblock



## 4040A

-  **SPL:**  
109 dB
-  **Frequency Response:**  
50 Hz - 25 kHz (-6 dB)
-  **Amplifier Power:**  
Woofer 120 W + Tweeter 120 W
-  **Weight:**  
9.9 kg / 22 lb
-  **Accuracy of Frequency Response:**  
± 3 dB (55 Hz - 20 kHz)

-  **Driver Dimensions:**  
Woofer 6.5 inch + Tweeter 3/4 inch  
metal dome + DCW™
-  **Dimensions:**  
H 350 x W 237 x D 223 mm,  
13 13/16 x 9 3/8 x 8 13/16 inch
-  **Connections:**  
1 x balanced Euroblock input  
connector

# Technical Specifications



## 7040A



**SPL:**  
100 dB



**Frequency Response:**  
30 Hz - 85 Hz (-6 dB)



**Amplifier Power:**  
50 W



**Weight:**  
11.3 kg / 25 lb



**Driver Dimensions:**  
6½ inch



**Dimensions:**  
H 410 x W 350 x D 205 mm,  
16 1/8 x 13 3/4 x 8 1/8 inch



**Connections:**  
2 x XLR analogue inputs,  
2 x XLR analogue outputs



## 5041A



**SPL:**  
105 dB



**Frequency Response:**  
LFE 30 - 95 Hz (-6 dB)



**Amplifier Power:**  
125 W



**Weight:**  
15 kg / 33 lb



**Driver Dimensions:**  
Woofers 2 x 6 ½ inch



**Dimensions:**  
H 1170 x W 346 x D 82 mm,  
46 1/16 x 13 5/8 x 3 1/4 inch



**Connections:**  
1 x XLR analogue input,  
1 x RCA analogue input,  
1 x XLR link output



## 7050B



**SPL:**  
100 dB



**Frequency Response:**  
25 Hz - 85 Hz (-6 dB)/ LFE 25  
Hz - 120 Hz (-6 dB)



**Amplifier Power:**  
70 W



**Weight:**  
18kg / 39.6 lb



**Driver Dimensions:**  
8 inch



**Dimensions:**  
H 410 x W 350 x D 319 mm,  
16 1/8 x 13 3/4 x 12 9/16 inch



**Connections:**  
5.1 XLR analogue inputs,  
5 x XLR analogue outputs



## AIW26B



**SPL:**  
110 dB



**Frequency Response:**  
39 Hz - 25 kHz (-6 dB)



**Amplifier Power:**  
Woofer 120 W + Tweeter 120 W



**Weight:**  
8.7 kg / 19.2 lb (enclosure with grille)



**Accuracy of Frequency Response:**  
± 2.5 dB (45 Hz - 21 kHz)



**Driver Dimensions:**  
Woofer 6.5 inch + Tweeter 3/4  
inch metal dome + DCW™



**Dimensions:**  
Enclosure: H 552 x W 303 x D  
102 mm, 21 3/4 x 11 15/16 x 4  
inch (required cut-out dimensions)



**Connections:**  
1 x XLR analogue input,  
1 x RCA analogue input

# Technical Specifications



## AIC25

**SPL:**  
100 dB

**Frequency Response:**  
62 Hz - 25 kHz (-6 dB)

**Amplifier Power:**  
Woofer 40 W + Tweeter 40 W

**Weight:**  
3kg / 6.6 lb

**Accuracy of Frequency Response:**  
± 3 dB (68 Hz - 20 kHz)

**Driver Dimensions:**  
Woofer 5 inch + Tweeter 3/4 inch

**Dimensions:**  
Diam x Depth 284 x 158 mm,  
11 3/16 inch

**Connections:**  
1 x XLR analogue input,  
1 x RCA analogue input

## AIW25

**SPL:**  
100 dB

**Frequency Response:**  
62 Hz - 25 kHz (-6 dB)

**Amplifier Power:**  
Woofer 40 W + Tweeter 40 W

**Weight:**  
3.7kg / 8.1 lb (with grille)

**Accuracy of Frequency Response:**  
± 3 dB (68 Hz - 20 kHz)

**Driver Dimensions:**  
Woofer 5 inch + Tweeter 3/4 inch

**Dimensions:**  
H 360 x W 267 x D 104 mm,  
14 3/16 x 10 1/2 x 4 3/32 inch

**Connections:**  
1 x XLR analogue input,  
1 x RCA analogue input



# Other Featured Products



8320A



8340A



8351A



8050B



8250A



1237A



8330A



8430A IP



8030C



1032C



1238DF



1236A

# Other Featured Products



7271A



7071A



G ONE



1238AC



7073A



F ONE



GLM software



1234AC

## PHOTO CREDITS

JOAN'S CAFÉ, **PEDER CARLSSON**  
UNIVERSAL MUSIC GROUP, **ROBERT LINDSTRÖM**  
FINNKINO, **TEEMU OKSANEN**  
MOESGAARD MUSEUM, **ANDREAS RYSSOV**  
CAFÉ LUZIA, **BUSRA YELTEKIN**  
ELITE PARK AVENUE HOTEL, **PEDER CARLSSON**  
CEDERQUIST, **PEDER CARLSSON**  
TATE BRITAIN, **CHLOE OREFICE**  
MAANINKA CHURCH, **ALIAS STUDIOS**  
SUOMALAINEN KIRJAKAUPPA, **TEEMU OKSANEN**  
JNcQUOI, **MIGUEL DOMINGUEZ**  
LYSEON LUKIO, **EDUTUKKU OY**  
CONCORDIA, **LISA GRAVES**  
RESTAURANT SANDRO, **TEEMU OKSANEN**  
SPR ATHLETE FACTORY, **PEDER CARLSSON**  
PICNIC RESTAURANTS, **HURJA MEDIA OY**  
NORRSKEN HOUSE, **PEDER CARLSSON**  
G LIVELAB, **TEEMU OKSANEN**

