

GENELEC®

# CASE STUDY

**Genelec decks out  
the Bon Vivant with a  
premium audio solution**

NORDIC-INSPIRED LUXURY  
YACHT SOUNDS AS GOOD  
AS IT LOOKS





**GENELEC PROVIDES LUXURY SUPER YACHT**  
WITH AN EXTENSIVE, UNOBTRUSIVE IN-CEILING AND  
IN-WALL AUDIO SOLUTION



The term 'bon vivant' describes someone who has cultivated, refined and luxurious tastes; a name truly befitting a 164ft superyacht. The Codecasa-crafted [Bon Vivant](#) is the epitome of excellence; comfortably accommodating up to twelve guests across its six cabins, with a tasteful Nordic-inspired interior. To round off the on-board experience, Finnish

integrator [4Business Oy](#) was brought in to install a comprehensive AV system, containing best-in-class technology — hence 4Business's decision to deploy Genelec loudspeakers, an audio brand that is synonymous with prestige and reliability.

4Business was given a strict initial brief detailing the need for reliable, stand-alone AV systems which were, importantly, easy

# ” THE BUILD AND SOUND QUALITY ARE UNPARALLELED IN THE AUDIO WORLD.

for the crew to use. When it came to the actual design phase, the team implemented a centralised matrix with automated logic controls that would serve the crew and client better. To retain the luxurious feel of the yacht, all the technical equipment had to be hidden out of sight. However, sonic clarity was still the primary driver behind decisions.

“We worked closely with the interior architect to ensure that all the components were integrated properly. The owner declared the need for a good sound system, and this influenced some of the architectural decisions,” explains Janne Lankinen, Chief Operating Officer at 4Business. “Fortunately, we’re used to this level of cross-disciplinary collaboration and utilise 3D modelling tools to plan the project properly and minimise the actual integration time. The entire process took almost a year.”

Bon Vivant is divided into three main areas: an upper deck comprising the lounge and bridge, the middle deck which hosts the saloon, gym, multi-functional room/office, and the master cabin, and finally the lower deck, which is made up exclusively of the remaining bedrooms. To fulfil the client’s desire for total sound coverage and clarity, all of these rooms were fitted with their own Genelec audio system.

4Business devised a solution consisting of in-ceiling and in-wall loudspeakers to preserve the minimalist interior. Lankinen explains their thought process: “We opted mainly for Genelec’s [AIC25](#) model, which provides the backbone of the installation. This in-ceiling loudspeaker blends seamlessly in any room with zero compromise in audio quality — perfect for projects of this nature where discretion is (nearly!) as important as audio quality.”



# ” GENELEC ACHIEVES GREAT RESULTS EVEN IN ACOUSTICALLY CHALLENGING ENVIRONMENTS.

In total there are 37 Genelec loudspeakers on board the Bon Vivant: the crowning jewel of the yacht, the master cabin, incorporates five AIC25s in the ceiling, with a [5041A](#) subwoofer hidden in the wall to manage the low end. Even the en-suite bathroom has a pair of AIC25s! The VIP cabin comes a close second, sporting two AIC25s and a [7350A](#) subwoofer, as well as a singular AIC25 in the bathroom. Each of the remaining bedrooms are also equipped with a pair of AIC25s.

Beyond the living quarters, there is a multifunctional room that can double as an office or meeting room and an onboard gym, both of which are specified with identical in-ceiling loudspeakers. The upper lounge and main saloon areas required more substantial coverage, so the team installed five AIC25s in the former, and six [AIW25](#) in-wall models in the latter. The two models

offer little difference in output, but in this instance the in-wall loudspeakers were more aligned to the design of the saloon.

When asked why 4Business decided to implement a Genelec solution, Lankinen replied: “It’s simple! We can really put our trust in all Genelec loudspeakers. The build and sound quality are unparalleled in the audio world.” He continues: “It’s impossible not to love the story behind Genelec. It’s an extremely sustainable family-owned Finnish brand. The end result speaks for itself — their loudspeakers are easy to use and don’t require users to learn new technology. Likewise, they make it easy for integrators too. Plus, we’re familiar with the brand’s many mounting options, having used Genelec numerous times before — which makes both the design and installation phase straightforward. Above all, Genelec’s



neutral sound characteristics make it easy to achieve great results even in acoustically challenging environments. They also provide amazing factory support when required.”

Yacht-wide control was realised with a [Control4 solution](#) – an intuitive interface which connects smart devices to work in unison. This provides overriding management of all of the [Sonos](#) port players plus the [Symetrix](#) DSP processor and mixer, which connect all of the individual areas. It also controls the video matrix and NAS drives, and finally the TV lists and preamps for multichannel audio. All of these elements can be accessed using a mobile app, as well as via physical remote controllers.

“Actually, this is one of the last times we’ll see the AIC25 in action since it’s now been superseded by the [4435](#) Smart IP in-ceiling model,” explains Lankinen. “This is really exciting, since the new 4435 has all the clarity and coverage of the AIC25, but with power, audio and management delivered over a single CAT cable. The networked capabilities of the 4435 will bring us convenience, ease of installation and scalability – making our job easier while simultaneously opening up new possibilities!

“The system sounds really good in every single area. In fact, far better than is typical of superyachts,” concludes Lankinen. “In particular, the audio in the upper saloon and master cabin provides a stellar immersive experience, and can even facilitate karaoke sessions. Usually, customers for this type of installation are more concerned with the aesthetics, but here sound quality was equally as important!”



## THE KIT

- 27 x AIC25
- 6 x AIW25
- 2 x 7360A
- 1 x 7350A
- 1 x 5041A