

GENELEC®

CASE STUDY

**Brasserie Astoria
receives a
retro renovation
with Genelec**

HIGH-END SWEDISH
RESTAURANT MATCHES
INTERIOR AESTHETIC WITH
CUSTOM COLOURED
LOUDSPEAKERS





GENELEC HELPS TRANSFORM FORMER CINEMA
**INTO OPULENT RESTAURANT AND BAR FOR
STOCKHOLM'S URBAN ELITE**



With a refined, retro charm that harks back to its 1920s roots, it's unsurprising that [Brasserie Astoria](#), formerly a cinema, was the place to be for urban Stockholmers in the 20s and 30s. Today, Brasserie Astoria is a part of the [Frantzén Group](#), an internationally renowned organisation possessing six Michelin stars between its establishments,

spread across Stockholm, Bangkok, Singapore and London. To prepare for its inauguration as a restaurant and bar in 2021, Astoria underwent significant renovations, but still provides an elegant, welcoming atmosphere with a strong focus on warm, knowledgeable service.

The themed aesthetic has been wonderfully curated by [Paloma Design Studio](#) and

” THE CHOICE OF 120 RAL COLOURS ALLOWED A PERFECT MATCH TO THE INTERIOR AESTHETIC.

[Joyn Studio](#), who handled the lighting and interior design respectively. To maintain this sleek aesthetic and conform with the group's high standards of quality assurance, [Genelec](#) loudspeakers were the natural choice, having demonstrated their distinguished audio signature in other Frantzén Group restaurants. Brasserie Astoria required a comprehensive sound system, comprised primarily of Genelec's [4000 series](#), with coverage throughout the site to ensure clarity and intelligibility wherever guests might venture.

Erik Skanderbeck – AV Sales Manager for Genelec in Sweden – explains the mission: “The goal was to cultivate a premium feel throughout the entire restaurant, since this is probably one of the most high-end establishments you can visit in Sweden. The coverage is incredible – even the toilets have Genelec loudspeakers!” He continues: “The

team at Astoria spend a lot of time curating playlists for the restaurant, hence the impetus to invest in a world-class playback system. The Frantzén group have had a positive experience with Genelec loudspeakers before, having installed them in their hallmark restaurant, Frantzén, which holds three Michelin stars, and is also located in Stockholm.”

To achieve this level of sound quality was no easy feat, particularly in such an expansive space, which extends over 1,200 sqm. This space is comprised of a bar, dining room, chambre séparée and a wine bar facing the street. The opulent era that the interior is designed around does not present an ‘easy’ acoustic environment, with each room possessing its own individual quirks and finer details that have been restored from the original cinema’s architecture. However, the system integrator, [High Definition](#), with



” THE RESULT IS A RESOUNDING SUCCESS WITH CLEAR, INTELLIGIBLE SOUND.

assistance from sub-contractor Sound Support and the Genelec team, rose to the challenge, delivering a stellar installation that is equally kind to both the ears and the eyes.

As soon as you descend the steps into the restaurant, you are greeted by two Genelec [4030s](#), diametrically positioned in the eaves of the foyer. This sets the tone for the rest of the dining area, as there are 4030s positioned in every corner and hidden amongst the industrial piping in the ceiling. The aim is that when a visitor steps into the lobby they are greeted with a large bar filled with greenery, and an ambitious and refined environment in which to enjoy a classic cocktail and selection of cuisine, with excellent audio coverage. The 4030 is one of the larger models in the 4000 series, which has become a benchmark of quality in the AV industry. It's an ideal choice for medium-sized commercial installations, and the choice of

120 RAL colour finishes allowed Astoria to find the perfect copper brown colourway to match the aesthetic of the interior. For additional low frequency extension and control, three [7040](#) subwoofers are also deployed in the dining area.

High Definition's Micke Fröbom highlights another feature: "The attention to detail is simply next level. Just look at the room leading to the wine bar, covered in lacquered gold leaf. To uphold this aesthetic, we had to implement custom Genelec loudspeakers with a gold leaf finish!" This, combined with the active technology of the loudspeakers, negating the need for external amplification, results in a very discreet and clean audio system that blends perfectly with its environment.

The lower floor is accessible via an ornate spiral staircase, which descends into an underground space filled with more greenery



where one can enjoy a selection of wine and champagne at the bar, with a rotating selection served by the glass. Naturally, there is a higher concentration of loudspeakers in this area, as it tends to have a more energetic ambience – so coverage is provided by ten of the larger [4040](#) models, complemented with a pair of [7050](#) subwoofers. Conjoined to this is a more intimate section, called Lilla a, where private functions can be hosted, and guests can enter and leave through a backdoor at their own discretion. Additionally, High Definition have equipped a DJ booth on the lower floor, complete with two Genelec [8030](#) studio loudspeakers – which combine a small footprint with high SPL and excellent low frequency extension.

However, the project was not necessarily all plain sailing. Fröbom comments on some of the more challenging aspects of the integration: “The materials used in the

construction of the walls; a mixture of metal brick and steel composite, meant that it was difficult to physically fasten the loudspeakers to the wall. Additionally, the fact that the restaurant is situated directly under eighteen high-class, period apartments posed the issue of potential sound leakage. Fortunately, Genelec provide a large array of [accessories](#) to choose from and assist loudspeaker placement and dispersion, allowing us to keep the sound contained whilst meeting the client’s requirements.”

Overall, the project has been a resounding success. Being involved with Brasserie Astoria from the early stages of its inception massively helped streamline collaboration and ensure that all stakeholders were on the same page. The result is clear, intelligible sound with fantastic coverage and the colours to match. Following a smooth installation, Genelec will continue to offer their comprehensive after-sales care and maintenance package. Should Brasserie Astoria seek to scale up or alter their system in the future, Genelec will provide their full support, upholding a core philosophy of reliability and futureproofing that has made Genelec a benchmark for sustainability in AV!



THE KIT

- 26 x 4030C RAL8004
- 2 x 4040A RAL8004
- 10 x 4030C
- 10 x 4040A
- 4 x 4020C
- 2 x 7040A
- 2 x 7050C
- 2 x 8030C