

GENELEC®

CASE STUDY

**Genelec sustains top
Finnish law firm with
quality audio solution**

AUDIO QUALITY AND
VISUAL APPEARANCE A
PRIORITY FOR CASTRÉN
& SNELLMAN'S UPGRADE





GENELEC SPEAKERS FULFIL CASTRÉN & SNELLMAN'S BRIEF THANKS TO PRISTINE AUDIO, SLEEK AESTHETICS AND GENELEC'S COMMITMENT TO SUSTAINABLE DEVELOPMENT

Castrén & Snellman is one of Helsinki's premier law firms with over 240 people, an extensive international network, and an enviable reputation in mergers, acquisitions and other specialised fields of business law. The company is also a pioneer of sustainable business practice in the legal services industry and was the first Finnish law firm to join the [UN Global Compact](#)

Initiative. Their mission is to help their clients build sustainable success stories.

The company has recently carried out an extensive renovation of their client areas – which play host to thousands of clients per year - and workspaces for all the staff, with the goal of taking the iconic 130-year old law firm to the next level. [Castrén & Snellman](#) turned to renowned Finnish AV integrator, [4Business Oy](#), who specialise in

” GENELEC’S PRODUCTS ARE A PERFECT MATCH FOR THE CUSTOMER’S HIGH QUALITY AND SUSTAINABILITY STANDARDS.

delivering tailored AV and automation systems for meeting spaces, multi-space offices, visitor centres and more. The solution integrated a large number of [Genelec](#) loudspeakers for flawless audio quality throughout the building.

“Genelec was simply an ideal choice for this project,” states 4Business COO Janne Lankinen. “On top of Genelec’s product quality, visual appearance and neutral sound reproduction, the company’s values and commitment to sustainable development fit beautifully into the original brief. Our aim was to modernise Castrén & Snellman’s activity-based office, including lobby areas, meeting rooms, conference rooms and training facility, with the requirement that the technology solutions would be as reliable and future proof as possible. Genelec products are a perfect match for the customer’s high quality standards, and their product lifecycle is the longest in the industry.

“Thanks to their sophisticated design and smart in-room calibration capabilities, Genelec products also reproduce the human voice very naturally, which makes them an excellent choice for video conferencing and speech reproduction systems.”

“Our goal was to upgrade our conference, seminar and event spaces to match the firm’s updated brand strategy, improve the functionality of the spaces, and elevate our office’s client experience to match the needs and expectations of the new decade,” reiterates Castrén & Snellman’s Communications & Marketing director, Kaisa Barkman. “We wanted the highest possible quality with respect to both appearance and technical solutions, while maintaining a relaxed atmosphere. In accordance with our brand strategy, the integrity, boldness and reliability of the solutions were also important factors that guided our choices.



” GENELEC PRODUCTS ALSO REPRODUCE THE HUMAN VOICE VERY NATURALLY, MAKING THEM AN EXCELLENT CHOICE.

“Our personnel workspaces were also renovated to better meet our firm’s current needs,” she continues. “The goal was to improve the flow of information and support teamwork and a sense of community. All of the workspaces, from offices to conference rooms, were renovated, and we built a new communal café and meeting place, called Tori (Town Square), and an office gym, Paja (Workshop). This project was part of our goal to make Castrén & Snellman an ideal place to work, both from the perspective of premises and shared day-to-day experience.”

4Business installed a wide variety of Genelec speakers throughout the space depending on function, ranging from a pair of powerful [8351](#) smart active loudspeakers supplemented by two [7360](#) subwoofers in the 100-capacity event space, to the very compact [4010](#) and [4020](#) installation speakers for the wide variety of conference rooms.

These rooms ranged from intimate, two-person spaces right up to large 24-seater board rooms. “Simply put, the loudspeakers were chosen to provide sufficient acoustical performance combined with the right visual look - since the speakers had to blend into their environment as seamlessly as possible,” says Lankinen.

Castrén & Snellman’s ICT Specialist, Mikko Kurhela, who worked closely with 4Business and Genelec throughout the project, describes the new system in their 100-person event space: “The solution we chose for music, speech and multimedia consists of two carefully tuned 8351 smart active loudspeakers, with two 7360 smart active subwoofers and an automatic mixer, all integrated into an easy-to-use AV system. The space is rectangular with the direction of presentation from the long wall into the room, so we needed wide angle speakers to ensure that speech is reproduced throughout the space with clarity and intelligibility. We also wanted high quality sound at low frequencies for music and multimedia, which we got by adding the two 7360 subwoofers. The speakers and subwoofers were tuned for the room using Genelec’s GLM calibration software.”



The Paja gym uses four ceiling-mounted 4020 speakers linked to a Sonos Port player for wireless music playback, while the music and speech sound system in the Tori café - which has a company library attached directly to the space - uses four [8430](#) IP loudspeakers. “Castrén & Snellman uses this multipurpose facility both as separate areas and sometimes as one large venue, for example for monthly company updates,” explains Lankinen. “Large groups of people need to be able to hear and see presentations simultaneously in a diverse environment. The main challenge was to provide the flexibility for the customer to realign the layout without compromising reliability and ease-of-use. Instead of using point-to-point connections, we overcame this challenge by using streamlined

mobile screen stands with integrated custom loudspeaker mounts, with embedded AV-over-IP technologies for audio and video distribution. Dante was chosen as the audio distribution platform, and we used 8430 IP loudspeakers with their [AES67](#) streaming capability. The customer can easily move these mobile units into the required position, and everything fires up automatically.”

Kurhela confirms that Genelec was ultimately a natural choice: “We were already using Genelec speakers in some of our client spaces and were very happy with them, and we are equally happy with the results of the new installation. The stylish, uniform design language, audio quality, versatility and long lifecycle of the speakers were key values for us. The long lifecycle means that we’ll be able to re-use the speakers in different solutions following future renovations. As a company we are committed to finding sustainable solutions, so Genelec is a perfect fit for us from that point of view.

“The fact that they are an internationally renowned Finnish speaker manufacturer was also a plus.”

The final word goes to Janne Lankinen who also appreciates Genelec products from a production perspective. “They are very familiar to our technical staff and thus are quick to install. Everything always works out of the box and we receive top notch support from the Genelec factory in Iisalmi. Shipments generally arrive right on time and there are no efficiency losses on site. We are able to deliver high quality, visually aesthetic, reliable solutions that last for years. It’s companies like Genelec who enable us to shine at what we do.”



THE KIT

- 38 x 4010
- 14 x 4020
- 2 x AIW25
- 2 x 8351
- 2 x 7360
- 4 x 8430

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