

GENELEC®

# CASE STUDY

**Travel, food, creativity  
and Genelec create  
the perfect Combo!**

COMBO IS NOT JUST  
YOUR AVERAGE HOSTEL,  
THE HISTORIC BUILDINGS  
OFFER MUCH MORE



Photography by: Formentini Zanatta



Photography by: Pepe Fotografia

## GENELEC DELIVERS CRYSTALLINE AUDIO EXPERIENCE FOR LOCALS, TRAVELLERS AND ARTISTS ACROSS ITALY

At the risk of sounding like our parents, hostelling just isn't what it used to be – or at least, not according to the Italians! Gone are the dodgy dormitories with narrow bunk beds, lumpy mattresses and dining facilities reminiscent of a '70s school canteen. Instead, welcome to [Combo](#) – a philosophy that has materialised into an ambitious architectural and urban

redevelopment project that has already opened its doors in Venice, Milan and Turin, and is scheduled to extend to other Italian cities very soon. Here, travellers are greeted by airy common spaces, a trendy bar and eatery where you can grab a drink or a bite to eat at almost any time of day and night, relaxed work spaces with free wi-fi, as well as several dedicated event, exposition and meeting spaces.

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The sleeping facilities – and yes, there are still dormitories, but you can have your own room, or even your own studio too – are clean and modern. There is also music throughout most of the common areas, thanks to a [Genelec](#) sound system. This is Combo, a meeting point for contemporary globetrotters, or indeed anyone that just fancies dropping in.

There are currently three venues in Italy, all beautifully restored and repurposed – a former monastery in Venice, a traditional ochre-coloured 'casa ringhiera' galleried apartment building in Milan with its central courtyard, and an ex-fire station in Turin. Far more than the hostels of old, Combo bills itself as a cultural hub and a meeting point for citizens of the world, combining hospitality with food, music, art and culture. The hostels in Turin and Milan boast their own radio booths, which broadcast full time both in the hostels

and online, and all sites offer rooms equipped with AV technology to host talks, screenings, live sets, listening sessions, art workshops and more. The AV systems across all three sites were conceived by Italian AV specialists, [ADVICTED](#), and supplied by local Genelec AV distributor [Prase Engineering](#).

Combo's reception, restaurant, bar and public areas all boast a Genelec sound system based on the ubiquitous [4000 Series](#) installation loudspeakers. These active loudspeakers were specifically requested by ADVICTED founder, Salvatore Brigaglia, for their combination of clean Nordic design and characteristic crystal clear sound, and welcomed by architect [Ole Søndresen](#) – whose designs are focused on an all-encompassing, holistic approach to sustainable building. In order to give the musical soul of Combo's philosophy an eye-catching visual form, the dozens of [4030](#) and [4040](#)

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loudspeakers were chosen in black, whilst a number of smaller [4020s](#) were selected in white.

“Genelec was an all-round quality choice,” says Salvatore Brigaglia. “The surprisingly clean and minimalist design, combined with solid construction and impeccable audio performance, enhances the interior design choices and translates the Combo philosophy into sound. Moreover, choosing an active speaker translates into significant cost savings and optimisation of the space in the technical rooms. These are crucial aspects in a project designed to be replicated in several locations.”

Across the three sites, ADVICTED utilised a total of twenty-three compact 4020s, fifty-five 4030s and forty-one of the powerful 4040

loudspeakers were chosen in black, whilst a number of smaller [4020s](#) were selected in white. equipped with a Dante card. Genelec speakers serve all of the conference and multi-purpose event rooms, which are equipped with state-of-the-art AV presentation technology. They also serve as monitors in the radio booths in Turin and Milan, where Combo's playlist is developed every day by the radio web team and tailored to the time, mood and events of the day.

“The entire Combo audio system is on the Dante network,” clarifies Luigi Schiavone, Combo Project Manager for Prase Media Technologies. “This is a choice that has guided the development of the entire project, combining technologies from different brands to respond punctually to specific needs, building a fluid and extremely flexible audio solution throughout the building. Even non-native Dante devices have been equipped with dedicated cards, such as the [Midas Networks switches](#) and a [Biamp Tesira SERVER M32R digital mixer](#) in the radio booths.”



Photography by: Claudia Zalla



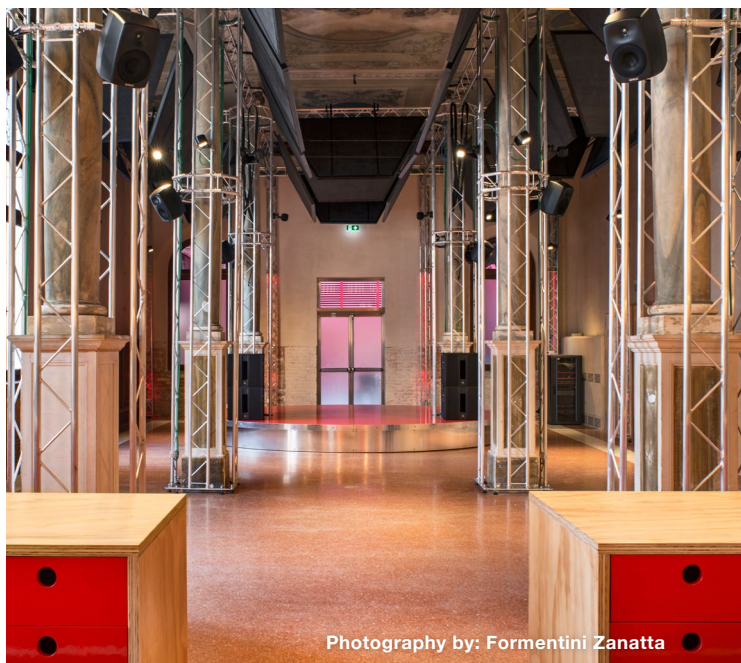
Photography by: Claudia Zalla

The result is a building capable of continuously changing shape from a technical point of view, with future-proof flexibility and scalability.

According to Brigaglia, Genelec fits perfectly into the Combo landscape. "Firstly, from a quality point of view, it's hard to do better than Genelec," he says. "That goes for audio quality, build quality and aesthetics. Then there is the issue of sustainability, which is important for Combo. We know that a Genelec solution will last for decades, and still sound as good as the day it was put in. They are also made from recycled aluminium for a reduced carbon footprint. As active speakers, they are easy to install, and the 4000 Series models benefit from onboard room response controls which enable us to optimise the sound in each space. Finally, they are easy to integrate into a multi-site, multi-manufacturer, networked solution with centralised control and monitoring. Combo are thrilled with the results and we are looking forward to rolling out new venues in other Italian cities soon."



Photography by: Prase Media Technologies



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## THE KIT

### Venice

- 11 x 4020C
- 16 x 4040A

### Turin

- 8 x 4020C
- 17 x 4040A
- 27 x 4030C

### Milan

- 4 x 4020C
- 8 x 4040A
- 28 x 4030C

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