

GENELEC®

CASE STUDY

**Genelec brings
RAW immersion
to Hagius in Berlin**

THE MINIMALISTIC
SPORTS STUDIO
INCORPORATES THE
SPECTRUM OF SENSES





GENELEC'S RAW RECYCLED ALUMINIUM LOUDSPEAKERS BLEND SEAMLESSLY WITH THE EXISTING INTERIOR

Hagius, located in Berlin, is a haven of holistic wellbeing tucked away just off the main street of Torstraße. Following a timely renovation during the pandemic, [Hagius](#) opened its doors to the public in October, as restrictions eased. Hagius offers a welcome contrast to the bustle of the city, with its muted tones, and minimalistic interior instilling an

immediate sense of serenity upon entry. This aligns with the ethos of the company, which consists of a staff of young professionals that offer classes for various disciplines such as yoga and boxing with the intention of strengthening and conditioning both body and mind, incorporating the spectrum of senses in neuro-athletic training. To provide a high-quality audio experience, a complete [Genelec](#) loudspeaker solution was chosen,

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supplied by local distributor [Audio Pro](#) and integrated by the Berlin acoustic design studio, [Studio SPC](#).

The venture was founded by two brothers, Timothy and Nicolas Hagius. “We wanted to create a space in Berlin where we could offer a different kind of training experience,” explains co-founder Timothy Hagius. “Physical performance starts in the mind. Movement is regulated by the central nervous system and sensory input plays a significant role in this process.” For this reason, staff opt to work primarily with smaller groups, placing more of the emphasis on the individual’s multi-sensory journey, following the theory that everyone should be attuned with their own biorhythm. There are several rooms, each of which use a combination of the senses to help simulate a certain state. However, sound plays an essential role in all of them. Whether to lull

visitors into a trance in the osteopathy room, or deliver energy to a dynamic gym workout, Timothy and Nicolas realised the need for premium audio.

“The guys from Hagius asked me to offer them something high-end, functional and aesthetically appealing,” explains Kenan Jan Ibar, from Studio SPC. “Originally, they were going to install a system from a hi-fi speaker brand, but after I introduced them to Genelec’s [RAW](#) recycled aluminium loudspeakers they immediately fell in love with the aesthetic, as it blends so seamlessly with their existing interior, based on greys and stainless-steel elements.”

After such a glowing recommendation, all that was left was for Timothy Hagius and a select few team members to visit Genelec’s Berlin Experience Centre and let the sound



” THE SOUND IS CRISP AND FULL — YOU FEEL THE WHOLE SPECTRUM IN A BALANCED WAY.

demonstration speak for itself. Clearly impressed with what they heard, this is where they finalised the specification for their Genelec system.

In total, nearly thirty Genelec loudspeakers were specified and distributed across seven rooms at Hagius. The solution relied predominately on loudspeakers from Genelec’s [4000 series](#), which have fast become a benchmark of the AV industry, offering both ease of installation and uncompromising sonic performance. The active nature of the 4000s negates the requirement for bulky external amplifiers, which was a deciding factor, tying in with Hagius’s minimalistic design.

The room that received the most attention was the course room where the sound treatment sessions take place. “This is the

strongest room in terms of SPL and clarity, on account of the sheer concentration of loudspeakers,” Kenan Jan Ibar explains. “It contains eight [4040s](#) supported by a [7380](#) subwoofer.” Next in line was the gym area, in which five 4040s were specified, followed by the boxing area which required a further four 4040s — all of these spaces requiring the higher SPLs delivered by this loudspeaker model, the largest in the 4000 series. For the changing rooms and showers as well as the foyer, seven of the more compact [4030s](#) sufficed, as increased output and extended low frequency response were less of a priority. Likewise, the same logic applied to the osteopathy room, which benefitted from two [4020s](#), perfectly rounding off the intimate setting. Finally, a single [A1W25](#) ceiling loudspeaker was installed in the relaxation room, intentionally unobtrusive to remove any visual distraction from the space.



Significantly, the discussion of audio came after the architectural and interior design had already been implemented. This posed a slight technical challenge, as the acoustics of the space had not initially been considered in the design, and so an exceptional sound system was required to compensate for this. To this end, 4000 Series loudspeakers were an ideal choice. Delivering Genelec's renowned premium sound quality, they pack a punch relative to their compact form factor, easily filling high-ceilinged rooms. Furthermore, all of the loudspeakers have simple rear panel room compensation switches. These provide intuitive control of various adjustable EQ levels, to help integrators tune them to the individual acoustics of each room. This adaptability is a huge benefit for an installation like Hagius, which has a variety of untreated rooms, vastly differing in shape and size.

When asked why he specified Genelec over other brands Kenan Jar Ibar explained his position: "When it comes to studio

applications and sound installations, Genelec is always my personal choice. The sound is incredibly crisp and full — you feel the whole spectrum in a balanced way. Beyond this, they are durable and strong loudspeakers with an extremely long lifespan. In the event that there is a problem, Genelec's service is second to none." He continues: "From a design perspective, Genelec's wide colour selection and signature curved enclosures mean they fit well in almost any environment."

Kenan Jan Ibar is thrilled with the outcome of the installation: "Overall, the Hagius team are extremely happy with the result. They said that they would certainly go with Genelec again if they did another project in the future."

Eric Horstmann, the Berlin-based Regional Business Development Manager for Genelec, echoes this sentiment. "It's been a pleasure working with the Hagius team so far. They are promoting a healthier and more active lifestyle, bringing a fresh, naturalistic approach to the industry. We're honoured to support them with their vision, and eagerly anticipate the next step of the journey!"



THE KIT

Course room:

- 8 x 4040A
- 1 x 7380A (mobile)

Boxing room:

- 4 x 4040A

Gym:

- 5 x 4040A

Changing rooms & showers:

- 5 x 4030C

Entrance:

- 2 x 4030C

Osteopathy room:

- 2 x 4020C

Relaxation room:

- 1 x AIW25