

GENELEC®

CASE STUDY

**Genelec helps Jacy'z
bring Las Vegas
glamour to Gothenburg**

LANDMARK 28-STOREY
HOTEL IS 'THE RESORT
THAT NEVER SLEEPS'





GENELEC'S ELEGANT SOUND SIGNATURE ELEVATES THE JACY'Z EXPERIENCE



The latest addition to the Gothenburg skyline is '[Kineum](#)', a stunning 28-storey beacon of glass and steel designed by [Reflex Architects](#) that can be seen from miles around. The building houses [Jacy'z](#) hotel and resort — the latest venture from Swedish hospitality entrepreneurs, [ESS Group](#) — which offers a Nordic take on an upscale Las Vegas resort with all of

the opulence and pizzazz, but not a single slot machine in sight. Instead, guests can choose from three restaurants and a stunning pool club and spa on the top two floors, plus award-winning conference facilities, a hotel-within-a-hotel on floors 17 and 18, a gym and a secret speakeasy bar. Swedish AV integration experts, [Informationsteknik AB](#) were contracted to design and supply all of the AV and conferencing systems throughout

” WE KNOW WE CAN COUNT ON ROCK-SOLID RELIABILITY FOR YEARS, EVEN DECADES TO COME.

the building, which included over 130 [Genelec 4000 Series](#) and [Smart IP loudspeakers](#).

A massive project by any standards, Informationsteknik were involved from the very beginning to ensure the best possible results. “We were given the task of delivering audio and video for the entire hotel,” explains Informationsteknik Key Account Manager, Karl Arnell. “Bars, gyms, suites, restaurants, spas, elevators, hotel corridors and lobbies. Everything would be filled with high-quality, rich sound, worthy of the hotel’s high level of ambition.

“ESS Group has a lot of accumulated knowledge about sound and design and a fantastic sense of the details that create exciting hotel environments for guests,” he continues. “Our goal was to fulfill their vision in everything from product selection to technical solutions and control systems — creating the best possible solution for both the guests and the customer.”

The first step was to invite ESS to a series of listening tests, so they could see and hear Genelec technology for themselves,

specifically the 4000 Series and Smart IP installation ranges. Informationsteknik’s Joakim Leissner — who was responsible for system design — recalls that the client was immediately impressed by what he heard, as well as the aesthetic. “Their response — which has since become a bit of a mantra — was ‘louder!’ We were very happy to oblige!” Following the demonstrations it was decided that Genelec systems would be used for all the public areas, restaurants, bars, lounges, conference rooms and break-out areas, the 18th floor hotel suite and the gym. “Music plays an important part of the ESS Group hotel experience, and at Jacy’s the intention was to elevate the experience even further,” explains Leissner. “The demos convinced the client beyond any doubt that Genelec was the right brand to help achieve this goal.”

ESS Group’s Christoffer Laudon was responsible for sound and video for the Jacy’s project, and comments: “We want to develop all the time. Jacy’s AV solution took inspiration from our other hotels — [Elleery Beach House](#) and [Steam](#) — where we have top level technology and conference rooms.



” SMART IP DEFINITELY TAKES THE GENELEC EXPERIENCE TO THE NEXT LEVEL.

With Jacy'z, we wanted to challenge ourselves and set the level of ambition for sound and image even higher.”

“We looked at all the building's zones and drawings to see what solutions were possible,” continues Leissner. “We proposed products, zone by zone, and developed room types that were equipped with the same technical solution. Genelec fits the bill for most of the public areas — such as restaurants, bars and lounges — thanks to their extraordinarily clean, transparent reproduction, both at high and low levels, their aesthetic form factor and their small footprint relative to power output. The room response controls on the back of each loudspeaker make them easy to configure for optimum performance, and they are available in numerous different RAL colours if required. From an integrator's perspective, Genelec designs are easy to use as they are active — which means no external amplifiers to worry about — and we know we can count on rock-solid reliability for years, even decades to come. In a world where sustainability is ever more critical, this is an important consideration.”

Whilst the majority of Genelec loudspeakers used throughout Jacy'z are from the ubiquitous 4000 Series, there are certain areas where Informationsteknik opted for a Smart IP networked loudspeaker solution — namely the boardrooms on the 4th floor and the grand suite on the 18th floor. “Smart IP definitely takes the Genelec experience to the next level — the convenience of having audio, power and control over just a single CAT cable is a huge advantage for integrators,” says Leissner. “We also appreciated the [Smart IP Manager software](#) which made device discovery and configuration easy and straightforward, and provides status monitoring so we know how the system is performing at all times. So, for us, combining 4000 and Smart IP series models across the project produced the ideal balance of cost-effectiveness and networked flexibility.”

Indeed, before the project started, the Informationsteknik team visualised each component in [D-Tools](#) design and documentation software. “We simulated the sound digitally for all rooms and surfaces in the hotel,” notes Leissner. “The results guided



our choices of models, colour and how many of each were required to create really good sound quality in every corner of the hotel.”

In terms of networking and control, Informationsteknik supplied a [Biamp Tesira server](#) with both [Dante](#) and [AVB](#) support that handles all of the audio traffic, fully stocked with expansion cards. There are nine central music players with customised soundtracks to fit different themed areas which can be routed to any of the audio zones. A scheduling program runs in the background that adjusts volume and makes sure the correct source is playing in every zone.

Each venue throughout the hotel has its own DJ-panel (XLR-to-Dante wall plate) so staff can change the source from the music player to these panels as required. The beauty of centralised audio routing is that there can be a DJ playing in the penthouse spa, but you can listen in from anywhere.

Informationsteknik's Hakan Bezgin was the project manager for Jacy'z. He recalls that with over 3000 products in total, it was a complex project to manage and coordinate

with the other contractors involved. “We were responsible for the project management of the AV equipment. At the same time, AV is so integrated into the construction process that the coordination with the other subcontractors in construction, electricity, network and operation is absolutely crucial. Therefore, we had ongoing weekly meetings with the entire group. This allowed us to reach the finish line on time, within budget and with the quality we want to deliver.”

This high level of coordination proved critical for a project like Jacy'z where every detail mattered. “ESS Group really wanted to maximise EVERYTHING,” says Bezgin. “Their vision for appearance and function guided decisions in every detail. They are meticulous and have a great eye for what works in colour and form. It has been inspiring to be part of the journey!”

Joakim Leissner agrees. “Jacy'z is a truly fantastic meeting place and destination. And it is the attention to detail that makes it extraordinary. We're proud of what we have achieved here and look forward to rolling out the same AV technological blueprint for ESS Group hotels everywhere.”



THE KIT

- 4 x 4010A Black
- 11 x 4420A Black
- 10 x 4020C White
- 13 x 4020C Black
- 16 x 4030C RAL 9018 (Papyrus White)
- 54 x 4030C White
- 11 x 4030C Black
- 4 x 4430A Black
- 15 x 4040A Black