

GENELEC®

# CASE STUDY

**The luxury Mumbai members-only club offers a journey through the senses**

GENELEC LOUDSPEAKER SOLUTION ENHANCES JOLIE'S SOPHISTICATED CLUB EXPERIENCE







**JOLIE'S PUTS CUSTOMER EXPERIENCE FIRST WITH ARTISAN CUISINE, COCKTAILS AND CULTURE**





**P**retty by name and pretty by nature, Mumbai's luxury private members-only club, [Jolie's](#), which opened last year, is a hidden gem that truly encapsulates the meaning of its namesake. Sprawling over an impressive 20,000 square feet, the club takes its members on a journey through the senses with its numerous zones, each carefully designed to foster its own distinct atmosphere.

From the open, bright and inspiring design of the breakfast lounge and work area to the exquisite, sultry lighting of the cigar lounge as well as the art and music spaces, the team at Jolie's have considered all the minute details; with the best of artisan cuisine, cocktails, and culture. You'd be hard-pressed to find a restaurant or bar anywhere in the world with such a beautiful aesthetic design and ambience. To heighten the customer experience



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even further, the club also boasts a premium [Genelec](#) loudspeaker solution, which was integrated by Genelec's local AV distribution partner [Pandam Professional Audio](#).

With Jolie's vision to deliver the best to its members in all aspects, Abhishek Bindal, the Senior Vice President of Jolie's, approached Pandam's owner Prashant Damle for further consultation. In response, Abhishek and his team were invited to Pandam's Genelec Experience Centre located in Mahim, Mumbai. They were so impressed by the sound demonstration that they immediately decided to go with Genelec, proving why the brand is synonymous with both prestige and quality. Furthermore, the ease of installation and operation of Genelec loudspeakers further sweetened the deal. In situ, the pleasing aesthetic of each loudspeaker's design blends seamlessly with the establishment's sophisticated decor.

Under the guidance of Prashant, the project was intensively planned over a two-month period. However, the actual integration was carried out in an extremely tight 20-day period, leaving no room for error. In total, over 40 loudspeakers were deployed, with the assistance of Pandam Audio's installation engineer, Sunil Jambhale. This includes a relatively even split of Genelec [S360A](#) and [8010A](#) models, complemented by four [7382A](#) subwoofers to handle low frequency duties. Any questions or further support that Club Jolie required would be directed towards Nikhil Pagedar, Pandam's customer support engineer.

Walking us through the installation, Prashant explains the key decisions: “In the event space area we installed the S360As paired with a 7382A subwoofer. This combination delivers a class-leading balance of extraordinary SPL output, expansive dynamic range and an



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intensely detailed, transparent performance.” It was important to equip this room with the capacity to satisfy a wide range of different functions, which is precisely what this Genelec pairing achieves.

The club's bar area also benefits from the performance of the S360As. Although it preserves an intimate feel, it is an expansive space with high ceilings, which properly utilises the headroom that the S360As provide. “To ensure that they blend seamlessly with the environment, and that there are no unwanted vibrations propagating from the loudspeakers, we positioned them on the wall. From there, we precisely tilted the mounting bracket for the best possible listening angle,” explains Prashant.

In the restaurant, however, Pandam opted to use the 8010As, which deliver Genelec's hallmark sound quality in an ultra-compact format.

Additionally, other smaller rooms like the private dining area, business lounge, hidden bar and the cigar lounge were also equipped with 8010As, primarily serving as a background music system (BGM). Naturally, the playback volume for all areas can be individually tuned at the management's discretion, and this in tandem with each loudspeaker's integrated room compensation switches ensures perfect optimisation for each room environment.

“It was a colossal task, but we endeavoured to provide Jolie's with the best possible solution. The team were very happy with the system we delivered,” says Prashant, “It helped immensely that the team at Jolie's were so co-operative. Without such clear communication, it would have been hard to achieve the goal in the limited time frame we had.”

Manish Rathi, the Senior Vice President at Jolie's reaffirms the success of this collaboration: “Working with the team at Pandam Professional Audio was an absolute pleasure — from start to finish. The team's professionalism and sensitivity with regards to this project were both impeccable. We are delighted with the result!”



## THE KIT

- 23 x 8010A
- 16 x S360A
- 4 x 7382A



