

GENELEC®

# CASE STUDY

**Genelec showcases  
its sonic capabilities  
at all-encompassing  
exhibition in Australia**

VICKI LEE GALLERY CALLS  
UPON GENELEC TO HELP  
GUESTS EXPERIENCE  
'THE SOUND OF YELLOW'



Pictured: Artist Vicki Lee with her partner & collaborator, Ted O'Donnell



**GENELEC HELPS GUIDE GUESTS THROUGH A  
STIMULATING JOURNEY** OF IMMERSIVE ART VIA  
SOUND, SIGHT AND SCENT



**S**eoul-born but now Bondi-based artist [Vicki Lee](#) recently opened her new gallery space in the neon-lit landscape of Potts Point, Australia. A love letter to Sydney, the gallery celebrated its launch with Lee's new exhibition *The Sound of Yellow*, which took guests on a stimulating journey of immersive art via sound, sight and scent. Playing with solfeggio frequencies — which have been proven to

reduce stress, improve sleep and increase creativity — [Genelec](#) helped plug guests into the introspective exhibition.

The project began with Genelec's Australian distribution partner [Studio Connections](#), who were introduced to Lee through a mutual friend. Always advocating for the sonic power of Genelec, Studio Connections knew straight away that the brand would be an excellent

# ” I RESPECT GENELEC FOR THEIR TECHNICAL PRECISION, SUSTAINABILITY, AND SUPPORT OF THE ARTS.

choice for Lee's immersive project. “Genelec loudspeakers have great sonic capabilities and aesthetics, which makes them very appealing to a wide and diverse audience,” begins Deborah Sloss, managing director at Studio Connections.

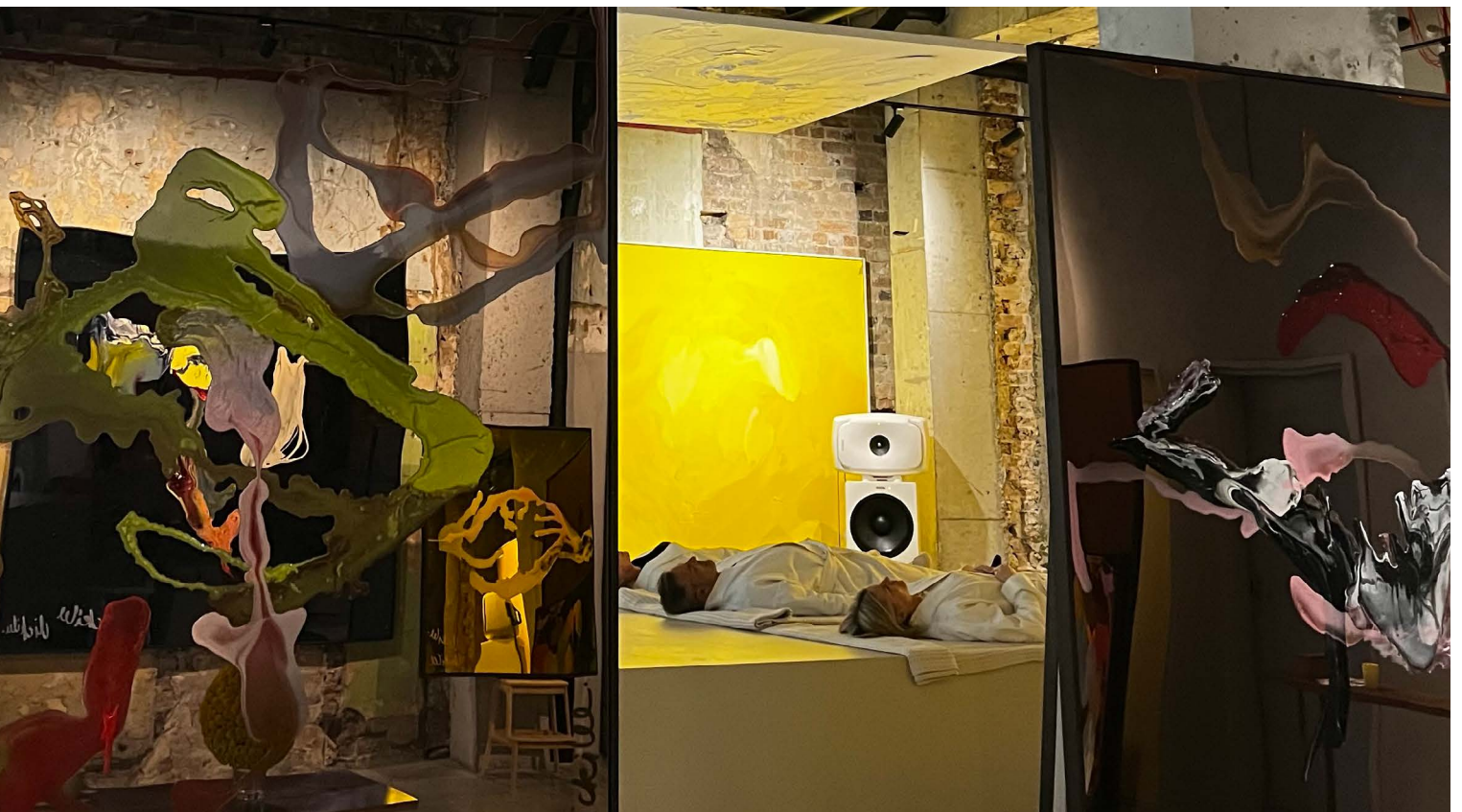
“The concept for Vicki's exhibition was quite far removed from what we would traditionally work on. It was challenging and pushed us out of our comfort zone, but as we were relying on a Genelec system, we knew that the end result would be really powerful and moving.”

The Sound of Yellow encouraged visitors to play with their perception of three of the five senses. Lee describes painting as a “transcendent experience”, where colours have different sounds and scents, specifically yellow which she hears the loudest. “It's forceful. It represents the beginning of each day, a sense of hope, and also the end of each day and a sense of rest,” she says. “It's happy and melancholic at the same time.”

The Sound of Yellow incorporated the visual, illuminating effect of yellow through paint, plaster, porcelain and natural resin. The different versions of the colour were used to create texture and movement, as well as physical representations of the sound frequencies in the space.

A custom scent was also designed in collaboration with Clayton Ilohahia. Each guest was given the perfume on arrival, which was infused with notes of citron zest, pink pepper, saffron, ambergris and golden syrup. Lee also created a bespoke tea to punctuate the scene with a warming, peaceful moment of repose — one that allowed guests to absorb the complete experience through taste.

For the sound element of the exhibition, guests arrived in groups of six and were invited to ‘shed their persona’ by uncloaking and dressing in a custom designed white robe. This was to create a sense of anonymity and surrender. From there,



” I WANTED TO CONNECT WITH PEOPLE THROUGH INCREDIBLE SOUND, AND GENELEC MADE IT POSSIBLE.

they entered a structure that was built to infuse solfeggio frequencies through the body via four white Genelec [8361](#) coaxial loudspeakers and four Genelec [W371](#) woofer systems from the famed 'The Ones' series, complemented by a [7382](#) subwoofer.

The 8361 three-way studio loudspeaker is the flagship model of The Ones series and offers advanced acoustical performance and an extremely high dynamic range. The ideal solution for small to medium-sized rooms, the 8361 adapts to the space and compensates for any external acoustic influences — producing pristine, uncoloured performance from stereo through to complex immersive formats.

The W371 adaptive woofer system works with the 8361 to produce a full-range loudspeaker system with a really smooth in-room response and ultra coherent low-frequency imaging. Completing the system is the 7382 subwoofer,

Genelec's most powerful subwoofer to date. Combining power and clarity with flexible calibration and bass management features, the 7382 is the ideal choice for all-encompassing art installations.

“Like plugging into a collective high-vibrational wave, the ever-changing 600 - 650 Hz sound frequencies are pitched to elicit peak emotional states, including joy, elation, euphoria and peace,” says Sloss.

The gallery space is divided into two open rooms, each approximately seven square metres with very high ceilings. The sound installation was housed in one of these open spaces. Two loudspeaker stacks were positioned up against an exposed concrete wall, while the other two stood freely.

Genelec's [GLM](#) (Genelec Loudspeaker Manager) software dealt with the frequency imbalance



between these two sets of speakers, created by their positioning in the room. The software works to analyse and minimise the effect of unwanted acoustic influences in a space, giving users total control of the reproduced sound — resulting in truthful, detailed soundscapes that are consistently balanced.

“The room was essentially a large echo chamber, and the only concession to the reverberation was a selection of artworks hanging on the walls,” continues Sloss. “In the middle of the room was a large wooden plinth that hid the 7382 subwoofer. The idea was that gallery visitors would lie down on the plinth and feel the vibrations.”

The system played healing solfeggio frequencies to guests, which date back as far as the 8<sup>th</sup> century. A series of nine frequencies between 174 and 963 Hz, they’re rooted in ancient traditions such as Gregorian and Sanskrit chants and it’s believed that the vibrational frequencies have a positive impact on mental wellbeing and can also relieve physical pain.

Studio Connections performed two separate calibrations, one in stereo and the other in mono. Lee wanted her guests to feel the bass as they lay on the plinth listening to the healing frequencies, so to achieve this, the volume balance was tweaked by reducing the level of each of the four speaker stacks by 4 dB — thereby raising the relative subwoofer volume.

“I appreciate the sound quality, but I also respect what Genelec represents; technical precision, sustainability and supporting the arts,” says Lee. “I have now entered the tight knit family that Genelec has created all around the world.

“I wanted to share my experience and what it feels like when I paint with yellow. The way it came about was like a strange dream. Everything seemed to fall into place so perfectly. The Genelec speakers and the subwoofer that were built into the structure are rich in texture, they are tuned to perfection. It’s a powerful set up. My desire was to use the insanely good sound to connect with people and without Genelec that wouldn’t have been possible.”



## THE KIT

- 4 x 8361A
- 4 x W371A
- 1 x 7382A
- 1 x GLM Software