

GENELEC®

# CASE STUDY

**Genelec Fortifies  
World of Wine with  
Immersive Sound**

MUSEUMS, RESTAURANTS,  
AND BARS FORM A  
JOURNEY THROUGH  
THE REGION'S PORT  
PRODUCTION HERITAGE







**GENELEC CAPTIVATES VISITORS** WITH ENGAGING  
SOUNDSCAPES AT WORLD OF WINE





The beautiful and aptly named port of Porto, located in Northern Portugal, is steeped in rich history; with the coastal region changing hands multiple times over the centuries. This period was perhaps the most formative for the city, with the prosperous wine commerce driving great urban and administrative development. The fascinating evolution of the city's Baroque

and Neo-classical architecture is directly intertwined with the success of the wine trade. To enrich the area and the industry, a district named The New Cultural District ([World of Wine](#)) was curated, with a total investment exceeding 100 million euros.

It comprises a cluster of museums, restaurants, and bars that form an immersive journey through the region's port production heritage.



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The sheer size of the attraction is impressive — it is a district full of new and exciting things to do, explore, and learn. The management team decided they wanted to install a comprehensive, premium audio system to guide people through the various exhibits and deliver the immersive soundscapes that help make the venue unique. [Genelec](#) loudspeakers were a natural choice, providing their trademark combination of studio-quality sound, flexibility, and reliability — the result of decades of precision engineering.

The project is exceptionally large in scope, with over 400 Genelec loudspeakers utilized across all the spaces. The brief was simple; to build an interactive experience that would attract, entertain, and educate tourists on various aspects of Portugal’s cultural history. Local Genelec distributor [Garrett Audiovisuais](#) — experts in delivering complete AV systems

— secured the contract and specified an extensive list of Genelec equipment, and [Gema Digital](#) was responsible for the creation of most of the museum experiences, from inception to the global project management, including the storytelling, multimedia production, AV installation, execution, and maintenance. Gema Digital is proficient in developing pioneering immersive and interactive experiences for events, brand activations and museums, with a portfolio that combines over 2000 projects in 14 different countries. This portfolio is as broad as it is rich, comprising virtual reality, augmented reality, holograms, interactive installations, multitouch apps, video mapping, and 4D rooms. In this case, sound played an instrumental part in creating an engaging experience that propels the visitor forward.

As Francisco Brandão, from Gema Digital observes: “There was an apparent need to



# ” STUDIO QUALITY SOUND, FLEXIBILITY AND RELIABILITY MADE GENELEC THE NATURAL CHOICE.

use the sound system to reflect and convey certain emotions and settings throughout the experiences. In each space, completely different environments are presented, and it was necessary that the sound design reflects this change in dynamic.” Here, Brandão highlights the importance of sound as an immersive component and its direct effect on the mood of a room. While walking through World of Wine (WOW), specifically designed sounds envelop visitors from all around, with the perfect clarity and definition that is associated with the Genelec name.

One of the wonderful things about WOW is the diversity in experiences offered. The site includes seven different museum experiences and numerous restaurants, bars, and shops where visitors can purchase some of the goods that they just learned about. Gema Digital designed and developed four museum

experiences: The Wine Experience, Planet Cork, Porto Region Across the Ages, and The Chocolate Story, all different in shape and size, which meant that Genelec had to supply a wide range of models to suit each space from both an acoustic and aesthetic perspective. Nine different models were used throughout the project, including all variations of the [4000 series](#), depending on the scale of the room. The Genelec loudspeakers were chosen primarily for exhibits where their superior detail and intelligibility can shine. For example, the 7.1 surround sound systems located in “Porto Region Across the Ages” and “The Wine Experience” auditoriums consist of exclusively Genelec loudspeakers.

Raul Fernandes, the Sales Director at Garrett Audiovisuais, elaborates on the decision further: “When we were consulted by Gema Digital about this project, they made it clear





they required a speaker that would be adaptive to the different types of rooms and applications, but would look very discreet. Genelec's crystalline sound signature is ubiquitous across their models, but there are subtle differences in the choices for each room." He continues: "It's why we suggested a combination of Architectural and 4000 series models, as they can be adjusted very easily to the acoustics of the space, bypassing difficulties usually present in older buildings or with materials that create too much reverberation — which is especially useful in such a large-scale installation."

Beyond the sonic performance, it was important that the loudspeakers blend seamlessly with the interior of their environment. Therefore, Genelec's ceiling-mounted [AIC25](#) models predominate the installation; chosen for their subtlety and versatility, Gema Digital installed 192 of these across the site. Amplification for each AIC25 is

supplied via a remote RAM2 amplifier module, which also allowed technicians to adjust the loudspeakers' frequency response and help the AIC25s blend with their environment in every sense of the word.

In other instances, the models with slightly larger form factors required some more creative positioning and concealment. Brandão explains that "In the Civil War section of 'Porto Region Across the Ages', we made the decision to hide the Genelec [5041A](#) active in-wall subwoofer in the scenography, in the chimney." He continues: "Likewise, in the jungle of 'The Chocolate Story' we made a creative decision to position the loudspeakers behind the wall of vegetation to provide the feeling that there are animals hidden along the entire wall, simulating the thriving wildlife of an actual jungle, and conveying a sense of 360° immersion."

WOW serves as a shining example of how museums and other similar attractions can adopt AV technology to enhance the interactivity and immersive element of their exhibits — breathing life into educational and cultural experiences.



## THE KIT

- 192 x AIC25
- 6 x 1237A
- 41 x 4010A
- 128 x 4020C
- 18 x 4030C
- 26 x 4040A
- 4 x 5041A
- 1 x 7350A
- 3 x 7380A