**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

**FOR IMMEDIATE RELEASE**

**Brasserie Astoria receives a retro renovation with Genelec**

— Genelec helps transform former cinema into opulent restaurant and bar for Stockholm’s urban elite —

NATICK, MA, October 4, 2022 — [Brasserie Astoria](https://www.brasserieastoria.com/en/) is part of the [Frantzén Group](https://www.frantzengroup.com/), an internationally renowned organization possessing six Michelin stars between its establishments, spread across Stockholm, Bangkok, Singapore and London. A former cinema, Brasserie Astoria required a comprehensive sound system with coverage across the site to ensure clarity and intelligibility throughout. To maintain the sleek aesthetic and conform with the group’s high standards of quality assurance, [Genelec’s 4000 Series](https://www.genelec.com/4000-series) loudspeakers were the natural choice.

Systems integrator [High Definition](http://high-definition.se/) and sub-contractor Sound Support worked with the Genelec team to equip the 1,200 sqm establishment with a cutting-edge audio solution, and Erik Skanderbeck – AV Sales Manager for Genelec in Sweden – explains the mission: “The goal was to cultivate a premium feel throughout the entire restaurant, since this is probably one of the most high-end establishments you can visit in Sweden. The coverage is incredible – even the toilets have Genelec loudspeakers!” He continues: “The team at Astoria spend a lot of time curating playlists for the restaurant, hence the impetus to invest in a world-class playback system. The Frantzén group have had a positive experience with Genelec loudspeakers before, having installed them in their hallmark restaurant, Frantzén, which holds three Michelin stars, and is also located in Stockholm.”

Upon entry, you are immediately welcomed by two Genelec [4030](https://www.genelec.com/4030c)s, diametrically positioned in the eaves of the foyer. This sets the tone for the rest of the dining area, as there are 4030s positioned in every corner and hidden amongst piping in the ceiling. The 4030 is one of the larger models in the 4000 series, which has become a benchmark of quality in the AV industry. It’s an ideal choice for medium-sized commercial installations, and the choice of 120 RAL color finishes allowed Astoria to find the perfect copper brown colorway to match the aesthetic of the interior. For additional low frequency extension and control, three [7040](https://www.genelec.com/7040a) subwoofers are also deployed in the dining area.

High Definition’s Micke Fröbom highlights another feature: “The attention to detail is simply next level. Just look at the room leading to the wine bar, covered in lacquered gold leaf. To uphold this aesthetic, we had to implement custom Genelec loudspeakers with a gold leaf finish!” This, combined with the active technology of the loudspeakers, results in a very discreet and clean audio system that blends perfectly with its environment.

The lower floor is accessible via an ornate spiral staircase, which descends into an underground space filled with more greenery, where one can enjoy a selection of wine and champagne at the bar. There is a higher concentration of loudspeakers in this area, as it tends to have a more energetic ambience – so coverage is provided by ten of the larger [4040](https://www.genelec.com/4040a) models, complemented with a pair of [7050](https://www.genelec.com/7050c) subwoofers. Conjoined to this is a more intimate section, called Lilla a, where private functions can be hosted. High Definition have equipped a DJ booth on the lower floor, complete with two Genelec [8030](https://www.genelec.com/8030c) studio loudspeakers – which combine a small footprint with high SPL and excellent low frequency extension.

Fröbom comments on some of the more challenging aspects of the integration: “The materials used in the construction of the walls; a mixture of metal brick and steel composite, meant that it was difficult to physically fasten the loudspeakers to the wall. Additionally, the fact that the restaurant is situated directly under eighteen high-class period apartments posed the issue of potential sound leakage. Genelec provide a large array of [accessories](https://www.genelec.com/accessories-more) to choose from to assist loudspeaker placement and dispersion, allowing us to keep the sound contained whilst meeting the client’s requirements.”

Being involved with Brasserie Astoria from the early stages of its inception massively helped to streamline the collaboration and ensure that all stakeholders were on the same page. The result is clear, intelligible sound with fantastic coverage and the colors to match. Genelec will continue to offer their comprehensive after-sales care and maintenance package. Should Brasserie Astoria seek to scale up or alter their system in the future, Genelec will provide their full support, upholding a core philosophy of reliability and futureproofing that has made Genelec a benchmark for sustainability in AV.

For more information, please visit [www.genelec.com](http://www.genelec.com).

*...ends 694 words*

Photo file 1: PR\_Image\_1.JPG

Photo caption 1: Interior of Brasserie Astoria.

Photo file 2: PR\_Image\_2.JPG

Photo caption 2: Interior of Brasserie Astoria.

Photo file 3: PR\_Image\_3.JPG

Photo caption 3: Brasserie Astoria features 4000 series loudspeakers in RAL 8004 copper brown.

Photo file 4: PR\_Image\_4.JPG

Photo caption 4: Exterior of Brasserie Astoria.

PDF file: Astoria\_Genelec\_Case\_Study\_FINAL.PDF

PDF caption: Genelec Brasserie Astoria case study

Genelec, the pioneer in Active Monitoring technology, is celebrating over 40 years of designing and manufacturing active loudspeakers for true and accurate sound reproduction. Genelec is credited with promoting the concept of active transducer technology. Since its inception in 1978, Genelec has concentrated its efforts and resources into creating active monitors with unparalleled sonic integrity. The result is an active speaker system that has earned global acclaim for its accurate imaging, extremely high acoustic output from small enclosures, true high-fidelity with low distortion, and deep, rich bass.

Genelec is also celebrating 15 years of its Smart Active Monitoring™ technology, which allows studio monitors to be networked, configured and calibrated for the user’s specific acoustic environment. Each Smart Active Monitor or subwoofer is equipped with advanced internal DSP circuitry, which tightly integrates with the GLM (Genelec Loudspeaker Manager) software application, running on Mac or PC. GLM’s reference microphone kit allows the user’s acoustic environment to be analyzed, after which GLM’s AutoCal feature optimizes each Smart Active Monitor for level, distance delay, subwoofer crossover phase and room response equalization, with the option of further fine tuning by the user. By minimizing the room’s influence on the sound, Smart Active Monitors deliver an unrivalled reference, with excellent translation between rooms.

Other brand and product names may be trademarks of the respective companies with which they are associated.

*—For more information on the complete range of Genelec Active Monitoring Systems, contact: Genelec Inc., 7 Tech Circle, Natick, MA 01760. Tel: (508) 652-0900; Fax: (508) 652-0909;*

*Web: http://www.genelec.com/.*