**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

Fax: (615) 662-1636

**FOR IMMEDIATE RELEASE**

**Vasakronan chooses Genelec for its Stockholm co-working space Arena Sergel**

— Innovative facility opts for elegance, well-being and sustainability by employing Genelec Smart IP loudspeaker solution —

NATICK, MA, December 20, 2021 — [Vasakronan](https://vasakronan.se/) is Sweden’s largest commercial property company with a portfolio comprising 170 properties with a total area of 2.3 million square meters. [Arena Sergel](https://vasakronan.se/arena/arena-sergel/), in the heart of Stockholm, is the company’s most recent project and combines the Vasakronan HQ with one of Sweden’s most modern and innovative co-working locations. To ensure well-being at every level, [Efterklang](https://afry.com/en/area/acoustics-sound-design) – experts in sound design, acoustics and vibration control – were called in to design an efficient and attractive sound environment, which was implemented thanks to a comprehensive [Genelec Smart IP](https://www.genelec.com/smart-ip) solution supported by [4000 Series](https://www.genelec.com/4000-series) installation loudspeakers.

Efterklang was asked to design a sound environment that would support the different needs, functions and flows in Arena Sergel. Margareta Andersson, sound architect and section manager at Efterklang, explains, “The key is a well-balanced interplay between acoustic measures and psychoacoustically anchored sound design. Psychoacoustics is the study of the relationship between sounds and how sound affects us. The aim is to create an inviting environment where visitors and co-workers can relax and feel safe.”

She continues, “Visual themes have also been enhanced with sound design – the sound design in the internal stairwell, which is festooned with greenery, evokes a forest environment with birdsong. Also, the open fireplace effects have been elevated with the sound of fires crackling and the scent of woodsmoke. In fact, there is sound almost everywhere you go, from background music in the social areas to a gradient soundscape in the working areas – which goes from completely silent focus spaces to nature-inspired sound masking in the open flex areas. We have even designed soundscapes for the restrooms for extra well-being and privacy.”

Enabling Efterklang’s beautiful sound design is a comprehensive network of Genelec Smart IP loudspeakers supported by 4000 Series installation loudspeakers. Efterklang worked with AV integration specialists [JML-System AB](https://jml.se/) to define the best components to achieve the right results. Anthony Berry, VC and Collaboration specialist at JML, explained that it was a joint decision to specify Smart IP loudspeakers.

“The system covers four levels with over 20 individual zones,” notes Berry. “We used the compact Genelec [4420s](https://www.genelec.com/4420a) in all the main zones – 114 in total – except for two event zones in which we used the larger [4430s](https://www.genelec.com/4430a), since those areas required more power and the extended frequency range provided by 4430s. We opted for Smart IP loudspeakers for a number of reasons; firstly, they are active speakers, which means that there is no need for amplifiers – this is a huge advantage when you’re dealing with high numbers of loudspeakers, as we were for this installation. Secondly, they are powered over Ethernet, meaning there were no long speaker cable runs required and there was also no need to have separate power outlets to each speaker. This simplifies installation enormously. Furthermore, as the Smart IP loudspeakers use the [Dante](https://www.audinate.com/)® protocol and benefit from control via Genelec’s [Smart IP Manager](https://www.genelec.com/smart-ip-manager) software (delivered over the same cable incidentally), we were able to adjust and tune each individual speaker to create uniform coverage throughout the office. We were also able to configure which speakers were located in each zone, or create new zones as needed. This type of flexibility is not possible with standard 100/70v speaker systems, but it’s enormously helpful when configuring large systems.”

Berry also commented on the challenges and the benefits of a networked audio system such as this: “As with any network-based system, it is of course critical that both JML and Vasakronan’s IT provider were on the same page,” he remarked. “There was a significant amount of coordination required to ensure that we had the requisite network ports in the right locations, that the network supported the PoE requirements of the Smart IP loudspeakers, and that all required network configuration was carried out and tested prior to commissioning. In this particular network there is a separate VLAN for all Dante devices, and the IT team used dynamic port allocation based on the MAC address profiles of the Genelec loudspeakers. This meant that we could connect any speaker to any network switch port in the building and it would land in the right VLAN, which saved a huge amount of time in the commissioning phase.”

All parties are delighted with the results. “This was a fascinating project, and many parties contributed to its success,” says Berry. “Efterklang provided a great sound design with amazing custom content that is both calming and energizing; JML backed this design with efficient coordination and well-planned implementation that has brought Efterklang’s design to life – but perhaps most important was Vasakronan’s willingness and desire to implement such a sophisticated design throughout their office spaces. There’s no doubt that Arena Sergel is one of the most innovative and forward-thinking working environments in Sweden.”

Efterklang’s Margareta Andersson agrees: “We’re very proud of this project, and Genelec’s Smart IP technology proved to be the ideal solution for all sorts of reasons, both aesthetic and technical. As Genelec themselves say, ‘beauty and simplicity on both sides of the wall’ – and they’re absolutely right!”

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

*...ends 836 words*

Photo file 1: Vasakronan\_Arena\_PR\_Image1.JPG

Photo caption 1: Arena Sergel co-working space (photo 1)

Photo file 2: Vasakronan\_Arena\_PR\_Image2.JPG

Photo caption 2: Arena Sergel co-working space (photo 2)

Photo file 3: Vasakronan\_Arena\_PR\_Image3.JPG

Photo caption 3: Arena Sergel co-working space (photo 3)

PDF file: Vasakronan\_Genelec\_Case\_Study.PDF

PDF caption: Genelec Vasakronan Arena Sergel 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/.*