**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec decks out the Bon Vivant with a premium audio solution**

— Genelec provides luxury superyacht with an extensive, unobtrusive in-ceiling and in-wall audio system —

NATICK, MA, February 14, 2023 — The term “bon vivant” describes someone who has cultivated, refined and luxurious tastes – a name truly befitting a 164-ft superyacht. The Codecasa-crafted [Bon Vivant](https://www.yachtcharterfleet.com/luxury-charter-yacht-23724/bon-vivant.htm) embodies excellence, comfortably accommodating up to twelve guests across its six cabins with a tasteful Nordic-inspired interior. To round off the on-board experience, Finnish integrator [4Business Oy](https://4business.fi/) was brought in to install a comprehensive AV system, containing best-in-class technology – hence 4Business’s decision to deploy loudspeakers from Genelec, an audio brand that is synonymous with prestige and reliability.

4Business was given a strict initial brief detailing the need for reliable, stand-alone AV systems which were easy for the crew to use. The team implemented a centralized matrix with automated logic controls that would serve the crew and client better. Sonic clarity was the primary driver behind decisions, yet all technical equipment had to be hidden out of sight. “We worked closely with the interior architect to ensure that all the components were integrated properly,” explains Janne Lankinen, Chief Operating Officer at 4Business. “We’re used to this level of cross-disciplinary collaboration and utilize 3D modelling tools to plan the project properly and minimize the actual integration time. The entire process took almost a year.”

Bon Vivant is divided into three main areas: an upper deck comprising the lounge and bridge, the middle deck which hosts the saloon, gym, multi-functional room/office, and the master cabin, and finally the lower deck, which is made up exclusively of the remaining bedrooms. These rooms were fitted with their own Genelec audio system. 4Business devised a solution consisting of in-ceiling and in-wall loudspeakers to preserve the minimalist interior. Lankinen explains their thought process: “We opted mainly for Genelec’s [AlC25](https://www.genelec.com/previous-models/aic25) model, which provides the backbone of the installation. This in-ceiling loudspeaker blends seamlessly in any room with zero compromise in audio quality – perfect for projects of this nature where discretion is nearly as important as sound quality.”

In total there are 37 Genelec loudspeakers on board the Bon Vivant: the crowning jewel, the master cabin, incorporates five AlC25s in the ceiling, with a [5041A](https://www.genelec.com/5041a) subwoofer hidden in the wall to manage the low end. Even the en-suite bathroom has a pair of AlC25s! The VIP cabin comes a close second, sporting two AlC25s and a [7350A](https://www.genelec.com/7350a) subwoofer, as well as a singular AlC25 in the bathroom. Each of the remaining bedrooms are also equipped with a pair of AlC25s. Beyond the living quarters, there is a multifunctional room that can double as an office or meeting room and an onboard gym, both of which are specified with identical in-ceiling loudspeakers. The upper lounge and main saloon areas required more substantial coverage, so the team installed five AlC25s in the former, and six [AIW25](https://www.genelec.com/previous-models/aiw25) in-wall models in the latter.

“We can really put our trust in all Genelec loudspeakers. The build and sound quality are unparalleled in the audio world,” exclaims Lankinen. “It's impossible not to love the story behind Genelec. It’s an extremely sustainable family-owned Finnish brand. The result speaks for itself - their loudspeakers are easy to use and don’t require users to learn new technology. Likewise, they make it easy for integrators too. Plus, we’re familiar with the brand’s many mounting options, having used Genelec numerous times before – which makes both the design and installation phase straightforward. Above all, Genelec’s neutral sound characteristics make it easy to achieve great results even in acoustically challenging environments. They also provide amazing factory support when required.”

Yacht-wide control was realised with a [Control4](https://www.control4.com/) solution – an intuitive interface which connects smart devices to work in unison – providing overriding management of all the [Sonos](https://www.sonos.com/en-gb/home) port players plus the [Symetrix](https://www.symetrix.co/) DSP processor and mixer, which connect all the individual areas. It also controls the video matrix and NAS drives, and finally the TV lists and preamps for multichannel audio. These elements can be accessed using a mobile app, as well as via physical remote controllers.

“Actually, this is one of the last times we'll see the AlC25 in action since it’s now been superseded by the [4435 Smart IP](https://www.genelec.com/4435a) in-ceiling model,” explains Lankinen. “This is really exciting, since the new 4435 has all the clarity and coverage of the AlC25, but with power, audio and management delivered over a single CAT cable. The networked capabilities of the 4435 will bring us convenience, ease of installation and scalability – making our job easier while simultaneously opening up new possibilities!”

“The system sounds really good in every single area – far better than is typical of superyachts,” concludes Lankinen. “The audio in the upper saloon and master cabin provides a stellar immersive experience and can even facilitate karaoke sessions. Usually, customers for this type of installation are more concerned with the aesthetics, but here sound quality was equally as important!”

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

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Photo file 1: BonVivant\_PR\_Image\_1.JPG

Photo caption 1: Interior of Bon Vivant superyacht

Photo file 2: BonVivant\_PR\_Image\_2.JPG

Photo caption 2: Interior of Bon Vivant superyacht

Photo file 3: BonVivant\_PR\_Image\_3.JPG

Photo caption 3: Interior of Bon Vivant superyacht

Photo file 4: BonVivant\_PR\_Image\_4.JPG

Photo caption 4: Exterior of Bon Vivant superyacht

PDF file: Bon\_Vivant\_Case\_Study\_ENG\_FINAL.pdf

PDF caption: Bon Vivant Genelec 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 over 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.

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*—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/.*