

GENELEC®

CASE STUDY

**Genelec Smart IP
contributes to smart
working in Stockholm**

CECIL COWORKING IS
MUCH MORE THAN JUST
AN OFFICE SPACE





GENELEC PROVIDES A WIDELY SCALABLE AUDIO SOLUTION FOR CECIL'S PREMIUM ENVIRONMENT

Cecil Coworking is part of a new breed of office space for professionals and businesses who want to work smarter. Based in Stockholm's vibrant Bibliotekstan district, the new design-led, shared workspace takes its name from a former restaurant and nightclub in the neighbourhood that was renowned as a hub for creatives to mix and mingle. Just as Cecil

rewrote 20th century Stockholm nightlife, today [Cecil Coworking](#) is set to rewrite 21st century Stockholm work life. [Genelec Smart IP](#) technology provides a fitting audio solution for this new, smart working environment.

Owned by Swedish commercial property developers, [Hufvudstaden](#), Cecil Coworking is a pioneering concept for individuals and organisations seeking first class service

” THE SOLUTION NEEDED TO REMAIN COST-EFFECTIVE, EASILY SERVICEABLE, EASY TO INSTALL, AND SUSTAINABLE.

and a professional network. More and more companies are expressing a preference for a service package in a premium, shared environment where they have the opportunity to freely network with other professionals rather than investing in dedicated office space. The idea has become even more popular since the pandemic has changed work habits forever, offering housebound professionals an alternative to the improvised home office.

Cecil Coworking is a stunning example of the concept — the accent throughout is on design to promote efficiency and wellbeing. Every detail has been considered from the architecture, through to floor planning, interior design and of course the services available to create an environment that is as elegant and exclusive as it is warm and inviting. The same level of care and attention was devoted

to the selection of an audio system — and the choice was Genelec Smart IP.

Corporate AV systems integration specialists, [Scan AV Kommunikation AB](#), were charged with the design, supply and installation of the AV systems throughout the 3,200 square-metre space, including the comprehensive Genelec Smart IP loudspeaker system.

“The aim was to provide a complete background music solution that offered high-quality sound over the entire two floors of the Cecil Coworking location,” describes Magnus Westin, AV systems design engineer at Scan AV. “The solution had to be widely scalable and fitting for the premium environment; that meant impeccable sound quality and pleasing aesthetics with minimum visual impact. However, the solution still needed to remain cost-effective, easily serviceable, easy to

” SMART IP SPEAKERS TRULY DISPLAY AWESOME STRENGTH WHEN USED WITH HIGH DEMANDS ON SOUND QUALITY.

install, and sustainable. That’s a lot of boxes to tick, but Genelec’s Smart IP solution was the obvious answer.”

Smart IP is a recent development from Genelec that delivers audio, power and control over a single network cable. This hugely facilitates installation whilst maintaining Genelec’s signature sound quality. “Delivering the solution over a planned network proved to be the most cost-effective solution, enabling us to plan installation and loudspeaker placement down to the last detail,” explains Westin. “It was a delicate operation as the infrastructure and network needed to be planned months in advance, and of course it had to be properly coordinated with the other trades to ensure that everyone’s requirements were met and that we stayed on schedule.

“Smart IP technology is an absolute godsend for projects like this — having audio, power and control delivered over a single cable eliminates the need for additional power outlets near the speakers and avoids having to install proprietary speaker cables that might interfere with other installations. This keeps everyone’s blood pressure at manageable levels and enables us to deliver an accurately costed project with a very competitive cost per unit.”

It was quite a challenge finding suitable locations for the loudspeakers that met the requirements of the architects without impinging on the overall audio experience. Scan AV had to be quite creative with speaker placement, but careful positioning, judicious use of mounting accessories and almost invisible cabling has resulted in a sleek installation that matches and even contributes to the high quality look and feel of the rest



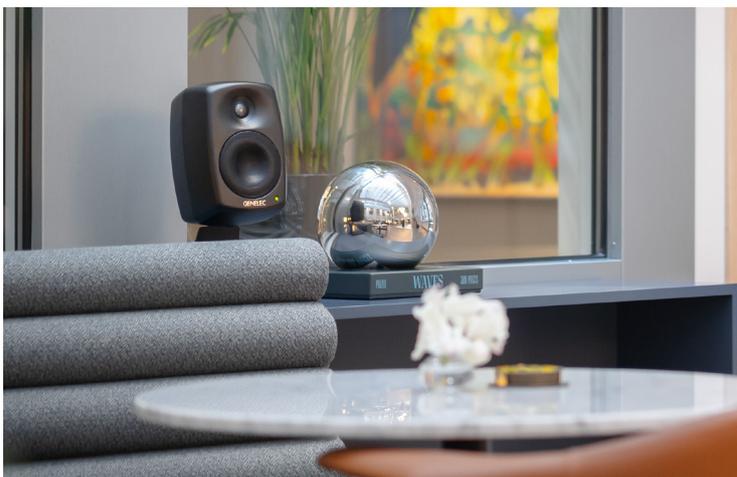
of the project's fabulous architecture, floor-planning and exquisite design elements.

"We've placed the speakers on shelves, tables, in ceiling recesses as well as more traditional wall placements," continues Westin. "We've used a variety of [mounting](#) options from Genelec including some sleek colour-matched table stands that were used on top of window sills plus some custom ceiling mounts. The aim was to create an immersive sound experience in all zones whilst maintaining harmonious aesthetics. The ability to have the same product throughout, with the only variations being placement and mounting accessories, was a complete win for this project. It looks amazing and we used [Genelec Smart IP Manager](#) software to calibrate each loudspeaker individually for optimum sound quality throughout."

Scan AV installed a total of 36 Smart IP loudspeakers as part of a distributed system split into twelve zones over two floors, all connected with fibre-stacked network switches acting as a single, giant switch. There are 34 compact [4420](#) loudspeakers spread evenly across the entire office area and all open spaces, and two slightly more powerful [4430s](#) in the bar area. All control

is through a custom-coded [AMX](#) system with touch panels for easy control of zones, volume, content, presets, and time/calendar based events. The system also allows for total control from a remote location. Complex tasks such as speaker updates, error reporting and the health status of the entire network can be monitored easily and action can be taken quickly if necessary. This level of remote control is highly appreciated in a contemporary world where on-site visits need to be kept down to a minimum. A total of five selectable stereo sources can be distributed to all 36 individual speakers or assigned to the twelve pre-defined zones.

"Genelec's Smart IP speakers truly display their awesome strength when used in these types of projects with high demands on sound quality, even when perhaps changing a project's environment or design completely for a particular area," concludes Westin. "It's immensely flexible and allows us to adapt to changing requirements as we go along. We had great collaboration with all the partners involved in this project, and the results speak for themselves. It's a wonderful space and a fantastic example of how design and technology work together for the greater good. The client is thrilled, as are those who use the space. My only wish is that in the near future we will see even more Smart IP loudspeaker models, so we can include them in even more applications!"



THE KIT

- 34 x 4420A
- 2 x 4430A
- 1 X SMART IP MANAGER SOFTWARE