

GENELEC®

# CASE STUDY

**Genelec Smart IP  
enhances sensory  
experience at  
Swedish vineyard**

ÄSTAD VINGÅRD HOTEL  
& SPA FOCUSES ON  
WELLNESS AND NATURE





**GENELEC'S RAW FINISH SMART IP LOUDSPEAKERS  
PERFECTLY COMPLEMENT** ÄSTAD'S NATURAL  
ENVIRONMENT AND DESIGN



Swedish design is famous the world over, along with Abba, Volvo, Saab and Swedish meatballs. Swedish wine, however, is likely to raise eyebrows. Yet, a visit to the glorious [Ästad Vingård](#), in Halland county, southern Sweden, is likely to put paid to certain preconceived ideas. Although Ästad only started producing wine in 2014, it is

now one of the largest vineyards in Sweden with some 30,000 vines across their inland and coastal cultivations. However, with their production limited to what is served in their own restaurants, Ästad has chosen to create an entire experience around the vineyard — which is all organic — including a beautiful hotel complete with a modern conference centre, a sumptuous spa and two restaurants, one of which has just been awarded a Michelin star.

# ” THE RAW VERSIONS REQUIRE NO PAINT AND LESS FINISHING MATERIAL, MAKING THEM AN ECOLOGICALLY FRIENDLY CHOICE.

Naturally, guided tours of the vineyard and wine tasting sessions form an integral part of the wide range of activities on offer. With the accent very much on the sensory experience, where sound is as important as everything else, a [Genelec Smart IP](#) loudspeaker solution has been installed throughout the newly refurbished Garden rooms and suites, set apart from the main hotel.

Nestled between two lakes in the Akulla beech forests nature reserve, the vineyard has made the most of its stunning setting, focusing on wellness and relaxation, even for those who are there in a work context. To create a holistic experience in keeping with the beautiful natural surroundings, Ästad brought in [Efterklang](#) — experts in sound design, acoustics and vibration control — to create a sound concept that could be implemented throughout different areas of the venue, and

especially the spa, that would harmonise with the other sensory impressions in the various spaces. It should also reflect the Ästad Vingård brand and evoke the surrounding natural environment; lake, forest, weather, and wind.

To achieve this, Efterklang spent early mornings and late nights immersed in Ästad Vingård's beautiful flora, recording rippling streams, the wind in the trees, birdsong and more. These recordings were then integrated into a variety of soundscapes along with musical compositions and other sounds such as fires crackling and wood creaking. These unique soundscapes are available across the various spaces of the hotel, including the spa and hotel rooms and suites, many of which have their own private sauna.



# ” SMART IP OFFERS INTEGRATORS HUGE FLEXIBILITY AND MAKES INSTALLATION VERY STRAIGHTFORWARD.

AV integration firm [Special-Elektronik](#) were called in by the project owner and installation company [Granitor](#) (previously known as Midroc Electro), to design the AV and lighting solution for the recent refurbishment of the Garden rooms and suites. Henrik Asp, who is in charge of projects at Special-Elektronik, explains that they were working to an extremely tight timeframe, so it was imperative to find solutions that would minimise installation time as well as deliver the quality required. The Smart IP range of loudspeakers from Genelec were an obvious solution.

“Our brief from Ästad Vingård was to achieve the same functionality in the refurbished Garden rooms as in the rooms of the main hotel, a project that we helped them with a few years earlier,” explains Asp. “As part of that project I had already specified two rooms with Genelec loudspeakers, both of

which are highly appreciated by guests and the owners.

“Knowing that Genelec would deliver the quality levels required by the customer, and mindful of the time constraints involved, I decided that a Smart IP solution using the compact [4420](#) models in the beautiful [RAW](#) aluminium finish would be ideal,” he continues. “The single CAT cable which supplies power, audio and control gave us the freedom and ability to implement all the IP music streams already used in the main system — including Efterklang’s amazing soundscapes — with excellent sound quality and a quick and easy installation.”

Special-Elektronik provided twenty-four 4420s — one for each room — which deliver all the audio in that space, ranging from audio from the TV, streaming from guests’ mobile



devices, radio or room ambience sounds, a programmable 'wake-up' scene, and a 'welcome back' scene. Audio distribution throughout the venue is managed by [QSC](#) with control by [Crestron](#). Finally, four of the more powerful [4040s](#) from the [4000 Series](#) grace one of the conference rooms in the main hotel and the gym, located in the luxurious Sinnenas Spa.

Asp notes that the RAW finish and the sustainable ethic that underpins Genelec were added benefits to the quality and ease of installation. "Ästad Vingård prides itself on its nature-inspired, sustainable approach to everything they do. Their wine is organic and along with a Michelin star for the excellence of the food creation at their ÄNG restaurant, they have also been awarded the guide's green

star for their meticulous work on sustainability. ÄNG is also KRAV-labelled with two stars — a Swedish label for organic food — with the 360° Eat Guide for sustainable restaurants awarding ÄNG two rings plus the Nordic White Guides rating ÄNG as "Master class". It therefore stands to reason that they prefer to use suppliers who share the same 'green' mindset — and Genelec is a great example of this. The RAW finish is even better — not only does the natural look of the recycled aluminium enclosure match perfectly with the Ästad aesthetic, but the RAW versions require no paint and less finishing material — making them an even more ecologically friendly choice."

Efterklang's Alexander Kassberg, one of the sound designers involved in the project, agrees that Genelec was an excellent choice. "Although our role was strictly content-related in this instance, we are of course familiar with Genelec and have used their loudspeakers in several of our projects. In our view, Genelec loudspeakers are extremely well suited for this high-end concept at Ästad Vingård thanks to their high definition, broad soundfield and overall quality. Smart IP offers integrators a huge amount of flexibility for their designs and makes installation very straightforward. Finally, the RAW finish that was used here is a perfect complement to the natural environment evoked by our soundscapes and Ästad's beautiful design."



## THE KIT

- 24 x 4420A RAW
- 4 x 4040A