

GENELEC®

CASE STUDY

**Cinema Architects
power new Experience
Centre with Genelec**

SOUND AS STUNNING
AS THE VISUALS:
ELEVATING THE
CINEMATIC EXPERIENCE





AWARD-WINNING SOUTH AFRICAN INTEGRATORS RELY ON GENELEC FOR SUPERLATIVE AUDIO SOLUTION



Based in Sandton, [Cinema Architects](#) is one of South Africa's leading custom integration firms, specialising in the design and integration of sophisticated electronics systems for residential environments. When the company decided to open an Experience Centre to showcase their work, they knew they had to set the bar high — very high. "We've won multiple awards for

Best Home Cinema, so our Experience Centre has to reflect the same experience," explains sales and marketing director, Mauricio Tavares. "There is nothing else like this in South Africa — it sets a new benchmark for Home Cinema and Home Automation showrooms, showing prospective clients the functionality of home automation and offering the opportunity to listen to world-class home cinemas powered by [Genelec](#)."

” WE APPRECIATE THEIR ELEGANT AESTHETIC AND OF COURSE THEIR SUPERLATIVE, TRANSPARENT SOUND QUALITY.

The new Experience Centre features not one but two home cinema rooms; an intimate, bijou space measuring just 5.7 m by 4.2 m, and a larger, more imposing 7.5 m by 4.5 m room with a 3 m ceiling height. “The idea was to show how a large room can be made to feel comfortable and inviting as well as deliver exceptional audio quality, filling the room with transparent but powerful sound,” says Tavares.

The room features two levels, each with a row of casual-style seating complete with ottomans for leg comfort. “This seating style is currently very fashionable as it’s more inviting for a family and, arguably, more comfortable,” notes Tavares. “Our installation here proves that this style works just as well in large rooms as it does in smaller spaces.”

The room needed to sound as good as it looked, and Cinema Architects were keen to push the boundaries in terms of design

with new and unusual ideas. The ceiling, for example, is an acoustic board perforated with different size apertures, creating a unique visual effect. Above this, Cinema Architects have integrated acoustic treatment of various thicknesses depending on the reflection point. The effect is further enhanced with fading fibre optic starlights. In the centre of the room, two large floating golden discs suspended from the ceiling complete the look.

For the first reflection points besides the screen, Cinema Architects custom-engineered a sonically transparent honeycomb patterned wall covering with acoustic treatment hidden behind it. The honeycomb effect is continued on the floor with a bespoke carpet using the same pattern to create continuity between the walls and the floor.

When it came to the audio system, Cinema Architects were categorical in their choice:



” WE COULD NOT BE HAPPIER WITH THE RESULTS. IT IS BEYOND IMPRESSIVE, EVEN BY OUR STANDARDS!

“Acoustically, we knew it had to be Genelec!” enthuses Tavares. “Our successes with Genelec over the last ten years, including winning World’s Best Home Cinema in 2021, have given us great confidence in the brand. We appreciate their active design which simplifies installation, their elegant aesthetic and of course their superlative, transparent sound quality.”

Cinema Architects opted for a 7.2.4 immersive [Dolby Atmos](#) loudspeaker system with three slimline [1238DF](#) three-way smart active studio loudspeakers acting as the main LCR, concealed behind the 4 m micro-perforated screen. These are supplemented by four [AIW25](#) in-wall models in the surround positions, with four [AIC25](#) in-ceiling models handling the height channels. A pair of [7370](#) 12-inch smart active subwoofers placed beneath the screen complete the system. A [DreamVision](#) 8k laser projector handles video,

paired with a [NAD 778](#) AV receiver for the Dolby processing. Clients can also compare image quality from a variety of sources including a 4k [Apple TV](#), a [Panasonic](#) Blu-Ray player and a [Zappiti](#) media player.

“This combination gives us balanced audio throughout any movie genre, from live music to action-packed movies,” remarks Tavares. “The audio remains clean and strong no matter the content. This versatility is a real selling point with our clients.”

The smaller cinema room is dedicated to true movie buffs who enjoy impeccable image quality complemented by even better audio performance. As a dedicated demo room, Cinema Architects chose to show off the Genelec speakers rather than hiding them.

The room has a solid, authentic “cinema” feel. The walls are clad in a combination of



acoustic and non-acoustic covered panels for a uniform look, while carefully placed LED strips emit a soft, warm glow. The double-rim ceiling creates additional height, and a cut-out in the centre of the ceiling reveals twinkling fibre optic starlights. Four comfortable cinema recliners, also with an under-glow, complete the setup.

Where this room differs from a traditional home cinema is in the choice of screen. “Instead of a traditional projector, we chose the [Samsung 110” Micro LED screen](#) — arguably the best picture quality available today,” describes Tavares. “It’s an imposing screen, and rare — indeed, this is currently the only one on the African continent.” Consequently, as loudspeakers cannot be hidden behind the screen, Cinema Architects installed a TV cabinet below the screen to house the LCR loudspeakers.

“The audio had to match the picture quality,” he continues. “We specifically did not want

substantial obtrusive speakers. Instead, we were looking for very detailed audio with quality taking precedence over SPL. Consequently, for LCR, we opted for the [8331](#) three-way coaxial models from the renowned ‘The Ones’ series. Besides its beautiful aesthetics, we knew that sound quality would be impeccable, and they delivered without question.

“Low end comes from a single [7360](#) subwoofer; with a room this size, we know a single 7360 suffices without compromise. For rear and surround speakers, we opted for a pair each of the compact [8320](#) smart active loudspeakers for a 7.1 configuration.

“This smart active setup enabled us to use [GLM software](#) to calibrate the entire system to the room and achieve the best possible performance. The results are incredible, and the audio performance is astounding — filling the room with detailed clean vocals and music tonality that must be heard to be believed. This room has become extremely popular; we could not be happier with the results. It is beyond impressive, even by our standards!”



THE KIT

Cinema 1:

- 3 x 8331A
- 4 x 8320A
- 1 x 7360A

Cinema 2:

- 3 x 1238DF
- 4 x AIW25
- 4 x AIC25
- 2 x 7370A