August 2023



**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

Press Release

**Genelec helps UNITY redefine work-life integration across the Nordics**

*Seamless audio experiences from Genelec enhance balance and wellbeing*

**Helsinki, Finland, August 2023…** An innovative new brand born in the Nordics, [UNITY](https://unity-living.com/en/about-unity/) is designed to seamlessly integrate work and life whilst developing a strong sense of community, offering busy professionals everything they need under one roof – beautifully designed, fully furnished accommodation; a variety of workspaces from private offices and conference rooms to creative co-working areas; a fully equipped gym; event spaces; an elegant lounge and bar, and in some locations a rooftop terrace. Currently boasting seven locations throughout the Nordics, the most recently opened – Helsinki and Tampere – are equipped with high quality [Genelec](https://www.genelec.com/) sound systems in the public and function areas, including a [Smart IP](https://www.genelec.com/smart-ip) system in the Helsinki location – all specified and installed by specialist Espoo-based AV integrators, [AVconcept Oy](https://avconcept.fi/).

“The brief was to create a welcoming atmosphere with a distinct signature for the UNITY brand and bring it to life with high quality audio,” explains Tina Kaikkonen, General Manager for UNITY Finland. “We collaborated with Tunebutler – a DJ group from Denmark – to curate playlists for the entire UNITY group, ensuring a consistent audio experience across all our locations."

In Helsinki, an additional requirement was to establish different audio environments for the lobby; a multi-purpose area referred to as the 'barception.' Serving as both a reception and a café-bar with a lounge, plus an open-plan co-working space on a half-mezzanine, this area needed easy audio management to cater to various moods and times of the day. "The café-bar plays louder music, especially during evenings when it transforms into a bar and event space. However, we didn't want the audio spilling over into the co-working areas, disturbing guests trying to work. So, we focused on providing high-quality background music that sets the right mood without being intrusive,” explains Kaikkonen. “As for the reception, we aimed to envelop our guests in a sound barrier to ensure private conversations with our team members.” Additionally, the eighth-floor rooftop bar and terrace with its stunning Helsinki views can accommodate DJs for events.

AVconcept opted for Genelec Smart IP networked loudspeaker systems throughout the lobby ‘barception’ – specifically two [4420](https://www.genelec.com/4420a)s and two [4430](https://www.genelec.com/4430a)s. There are also a pair of 4430s in the gym and four 4430s plus a [7050](https://www.genelec.com/7050c) sub in the panoramic rooftop events space – which is also capable of hosting a DJ. The flexible meeting rooms are equipped with Genelec’s ubiquitous [4000 Series](https://www.genelec.com/4000-series) loudspeakers for ease and convenience, with a pair of [4020](https://www.genelec.com/4020c)s in each space.

“We wanted to offer the best audio solution that serves the customer’s purpose most efficiently,” explains AVconcept CEO Harri Kiukas. “Genelec – as a high-quality Finnish brand that combines premium audio with aesthetic appeal – is the ideal solution. Their active designs eliminate the need for bulky external amplifiers, and the Smart IP systems deliver power, audio and control over a single CAT cable, simplifying cable planning and reducing overall cabling. We used Genelec’s [Smart IP Manager](https://www.genelec.com/smart-ip-manager) software to set up and calibrate the systems, which worked like a dream.”

In Tampere, the lobby and function space are entirely separate, resulting in different audio requirements. Like it’s Helsinki counterpart, the lobby requires background music that gently envelops private conversations around the reception desk. However, the brief was more complex for the events space which can be divided into multiple meeting rooms or utilised as a single large events space with microphone support. The large café/restaurant in Tampere also boasts a Genelec loudspeaker system.

For Tampere, AVconcept chose a 4000 Series solution. The reception area enjoys four 4020s for ambient music, while the café/restaurant boasts eight compact [4010](https://www.genelec.com/4010a)s. The events/function space is equipped with eight powerful [4040](https://www.genelec.com/4040a) loudspeakers. AV control at both locations is managed via [Extron](https://www.extron.com/) over a [Dante](https://www.audinate.com/) network, with local control through Extron's AV control panels, offering easy source selection and level control.

UNITY’s Tina Kaikkonen is thrilled with the results: “Genelec's world-class Nordic brand aligns perfectly with UNITY's values. We believe that we showcase the best of the Nordics, from furniture and design to functionality. Genelec's sustainability credentials, company integrity, and commitment to delivering exceptional service were key factors in our partnership decision.

“Our AV systems seamlessly blend audio and video, allowing for easy switching between DJ setups, corporate AV configurations, and background mood music,” she continues. “When we’re showing people around, we’re always proud to show off our audio equipment. We’ve had lots of positive feedback on delivering excellent sound quality, but also for having chosen such a well-respected Finnish brand.”

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

\*\*\*ENDS\*\*\*

***About Genelec***

*Since the founding of Genelec in 1978, professional loudspeakers have been at the core of the business. An unrivalled commitment to research and development has resulted in a number of industry firsts and established Genelec as the industry leader in active loudspeakers. Forty five years later Genelec loudspeaker products remain true to the original philosophy, offering reliability, neutral sound reproduction regardless of size, as well as the ability to adapt to the acoustic conditions of the listening environment. Genelec customers receive paramount support in the field, from acoustical advice and calibration services to technical service and long product life span. Buying a Genelec product is a secure long-term investment in outstanding and reliable audio reproduction*.

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