Genelec Smart IP turns disaster into success at MOMU

MOESGAARD MUSEUM’S LATEST EXHIBITION BRINGS TO LIFE THE ERUPTION OF MOUNT VESUVIUS
Designed by multi-award-winning architects, Henning Larsen AS, Moesgaard Museum (MOMU) is one of Denmark’s leading attractions. Ingeniously designed as an integrated landscape feature, built into and rising up from the rolling hills overlooking Aarhus Bay, MOMU is a vibrant house of culture and knowledge that blends ancient artefacts with modern technology to bring the past alive.

The latest exhibition, “Bound for disaster – Pompeii and Herculaneum,” brings to life the events that unfolded around the devastating eruption of Mount Vesuvius in AD 79, killing an estimated 2,500 people. The exhibition unites over 250 objects on loan from seven different Italian museums and cultural institutions, many of which have never been shown outside Italy. Visitors are able to view carvings and gravestones bearing inscriptions...
Ahrenfeldt recalls that “Bound for disaster” was not without its challenges in terms of audio, in particular due to the very open exhibition areas which were delineated by virtue of their sound designs. “One of the main obstacles was to minimise the sonic overlap between the different areas. We achieved this by using many sound sources (loudspeakers) so we could benefit from their sound directivity and cover the required areas with a low SPL per speaker. Genelec’s superior sound quality with crystal clear definition and intelligibility even at very low levels makes this possible. Despite the openness of the space, the transitions between the different areas work very well.”

“Our approach is to consider the sound design as a holistic entity where the different sound designs relating to specific areas of the exhibition are edited, mixed and synchronised
on site into the main sound design covering the whole exhibition,“ he continues. “The danger, of course, is ending up with ‘audio soup’ but careful design and Genelec’s superior clarity and definition have helped to create a truly memorable visitor experience.”

“The new 4430 fits perfectly into the market of exhibition technology due to the use of flexible infrastructure, on-board amplification, and the minimal need for cabling – but still delivering class leading sound reproduction,” notes Ahrenfeldt in conclusion. “The reduced cable requirement is often of greatest value in relation to implementing exhibition technology, particularly in old buildings which often are classified as protected cultural heritage. This isn’t the case at Moesgaard which is a new building, but it still makes life a whole lot easier! I’m delighted with this new solution from Genelec and look forward to them expanding the range in the near future.”

THE KIT

• 51 x 4430A