

GENELEC®

CASE STUDY

**Genelec brings clarity
to the renowned
Berghs School of
Communication**

THE AWARD-WINNING
SCHOOL EQUIPS ITS NEW
HOME WITH A GENELEC
SMART IP SOLUTION





**GENELEC'S SMART IP SOLUTION ASSISTS
THE SWEDISH SCHOOL** IN EDUCATING THE
TOP COMMUNICATORS OF TOMORROW



Established in 1941, [Berghs School of Communication](#) is rated among the top creative schools across the globe. Located in Stockholm, Sweden, the education facility is a world-leader in communication, offering an advanced curriculum that covers everything from brand strategy to content design, illustration, marketing and art direction.

When Berghs made the move to the newly developed Gasverket — a former gas plant that is now home to a growing community of cultural, educational, and social enterprises — it needed a flexible audio solution that could easily deliver sound to all areas of its new campus. Working alongside Stockholm-based integrators [Scan AV](#), Berghs chose a [Genelec Smart IP](#) loudspeaker system for its new venture.

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“We moved to a new building and needed high-quality audio in the open areas,” begins Bosse Hjerpe, facility manager at Berghs. “We turned to Scan AV for a solution that was flexible and — due to cost reasons — networked. The building was empty and needed to be equipped with everything, so a networked solution was much cheaper than power outlets and analogue cables.”

Dragan Nedeljkovic, audio integrator at Scan AV, adds: “I talked to Bosse about the project and immediately looked to Genelec’s Smart IP loudspeakers. I’ve known Genelec for a while and my experience of working with Smart IP has been excellent, so I wanted to continue to implement this technology. I know all the advantages of a networked solution, so I asked Berghs to install the initial infrastructure with lots of network outlets, which gave us the flexibility to design the system however we liked. As long as you have a network outlet

available, you can place the loudspeakers anywhere and this was hugely important for Berghs. Genelec’s build quality and sound was also a deciding factor.”

Berghs’ new home in the Gasverket is in a central part of the newly developed Norra Djurgårdsstaden district, a former industrial part of Stockholm that is currently undergoing intensive modernisation. Aiming to be complete by 2029/30, the finished project will be home to restaurants, hotels, concert halls and more — paying homage to Stockholm’s forward thinking industrial innovation.

The Berghs project began with a network that spanned all three storeys of the building and incorporated a multitude of outlets, allowing Scan AV to cover the required areas with ease whilst offering the flexibility to adapt the sound system to different events as needed. Berghs is no stranger to the sonic



” EVERYTHING IS CONNECTED ON ONE, EASILY ACCESSIBLE POE+ POWERED NETWORK.

power of Genelec loudspeakers, as its previous campus was powered by over 30 of the brand's [4020](#) installation models, which worked flawlessly for over 10 years. The new system at Gasverket comprises 24 Genelec [4430](#) Smart IP loudspeakers, alongside eight of the previously used 4020 models that were brought over to the new space to be used as auditorium fills.

The Smart IP loudspeakers are distributed throughout the building, with a [Xilica FR-1 DSP](#) connected via Dante to the loudspeakers – giving Berghs full control over the system. Smart IP models offer power, audio and loudspeaker management over just one CAT cable, ticking all the boxes for Berghs, including cost-effectiveness and simplicity of installation.

Zone one covers an open area between the entrance and the classrooms, as well as an

informal hangout space and study area for students. Zone two covers the reception area and café, while zone three is a large open workspace.

Zone four covers Berghs' co-working area and zone five plays audio over an open elevated office space that is used by teachers, academics and their administration team. All the loudspeakers are mounted with super clamps so that they can be moved freely and easily if needed.

To configure and calibrate the new system, Scan AV made full use of Genelec's [Smart IP Manager software](#), which is key to addressing the needs of installers. It solves common and project-specific audio problems quickly and easily, ensuring that the Smart IP system performs at its best – with unmatched clarity and speech intelligibility even in complex acoustic environments.



“The entire building that Berghs now inhabits is equipped with integrated networked AV systems,” furthers Nedeljkovic. “Audio, video and system control are all placed on Berghs’ physical network and supply large meeting and auditorium functionality to the school’s bigger events.

“Everything is connected on one, easily accessible PoE+ powered network that spans four server rooms. This was key to the brief that we first received from Berghs. Their system includes a variety of AVoIP units, mixing consoles, cameras, projectors, control systems and Dante audio connections, all living on one network that easily integrates with the Smart IP range.”

Berghs School of Communication is no stranger to what can be achieved with a Genelec sound system. Incorporating a Smart IP solution into its new space at Gasverket means that the school can continue its goal of educating the “top communicators

of tomorrow” using sustainable, reliable and powerful products from Genelec. Berghs’ new campus is just the beginning of what can be achieved in this up-and-coming corner of central Stockholm.



THE KIT

- 24 x 4430A
- 8 x 4020C
- 1 x Smart IP Manager