

CASE STUDY

Bob Dylan Center

TULSA, OKLAHOMA

Smart IP Brings Music
History to Life



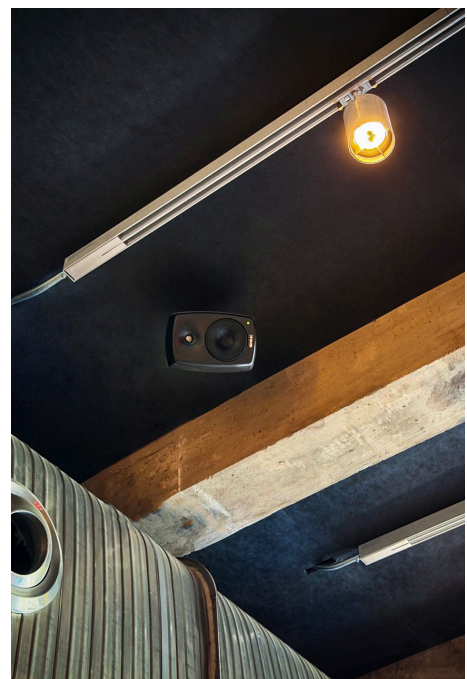
GENELEC®



THE BACKGROUND

Genelec Smart IP loudspeakers are powering an enveloping playback environment at the [Bob Dylan Center](#) in Tulsa, Oklahoma, delivering consistent, intelligible and musically accurate sound throughout the facility while supporting a wide range of exhibition and program needs.

Since opening in May 2022, the Bob Dylan Center has served as the permanent home of the Bob Dylan Archive®, presenting more than 100,000 artifacts spanning the life and career of the legendary songwriter. Audio is a critical component of the visitor experience, with playback deployed across both floors of the approximately 30,000-square-foot building to support ambient sound, film installations, curated playlists and exhibit-specific content.





THE SYSTEM

The system includes 23 Genelec [4430A](#) Smart IP Installation Speakers and 13 Genelec [4040A](#) Installation Speakers, along with a [7370A](#) SAM™ Studio Subwoofer and a [7350A](#) SAM™ Studio Subwoofer, providing even coverage, flexible zoning and precise level control across multiple environments. The facility's theater employs 4430As.

“We wanted visitors to be surrounded by Dylan’s music and story the moment they walk in,” said Steve Jenkins, Senior Director of the Bob Dylan Center. “With an audio system that spans both floors, we’re able to move from subtle ambient playback to more powerful music cues – especially in the 1965 Newport Folk Festival showcase, Dylan’s infamous “going electric” moment – while maintaining clarity and balance throughout the building.”

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Steve Jenkins
Senior Director



THE SOLUTION

A key application of the system can be experienced in the Center's exhibition, "Going Electric: Bob Dylan '65," which explores one of the most pivotal moments in popular music history – Dylan's performance at the 1965 Newport Folk Festival. The exhibit culminates in a multimedia presentation for which a carefully curated, room-filling playback environment reinforces the energy and cultural impact of that performance while remaining controlled and intelligible within the gallery space.

Throughout the facility, the Genelec [Smart IP](#) platform enables precise zone-based control and system flexibility, allowing staff to tailor playback levels independently across galleries, adjust content in real time and maintain a consistent listening experience as visitor traffic fluctuates. This is particularly important in balancing ambient audio with the Center's headphone-based guide system, ensuring that individual and shared listening experiences coexist without interference.

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Steve Jenkins
Senior Director

The system also plays a central role in the Center’s theater environments, including the multi-screen “Multitudes” installation and dedicated screening rooms, where clean, evenly distributed audio coverage enhances storytelling and supports long-duration playback with complete reliability.

“We routinely hear from patrons and guests how good everything sounds,” Jenkins added. “From the galleries to the theaters, the system has been seamless and completely dependable – it just works.”

By combining Genelec’s Smart IP technology with thoughtful exhibition design, the Bob Dylan Center has created a flexible, high-performance audio environment that supports both artistic storytelling and operational control, bringing visitors closer to the music, history and cultural legacy of one of the most influential artists of all time.



THE DETAILS

Integrator

BBI Engineering

Photographer:

Lester Cohen

Steven Jenkins

Loudspeakers

- 23 x 4430A
- 12 x 4040A
- 1 x 7370A
- 1 x 7350A

Network & Control

Smart IP

GLM