

GENELEC®

# CASE STUDY

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**Genelec provides  
the soundtrack to  
Vietnamese street  
food in Berlin**

BUSTLING FAMILY-RUN  
RESTAURANT ENRICHES  
THE MENU WITH GREAT  
AUDIO FROM GENELEC





**MONSIEUR VUONG** BRINGS AUTHENTIC  
VIETNAMESE CUISINE TO THE GERMAN CAPITAL





When founder, Dat Vuong, arrived in Germany as a child he brought with him vivid memories of the bustling food stalls and aromatic dishes of his native Vietnam. Wanting to recreate the familiar flavours of home, he opened a small café in 1999. That tradition now continues at [Monsieur Vuong](#), which serves fresh shareable

Vietnamese dishes in a lively, communal setting that is hugely popular with hip Berliners. These days, Dat manages the creative side of the restaurant, while his brother Tan and family friend Andreas Bodenstein look after the practical aspects of the business.

To further enhance this convivial atmosphere, the management team recently decided to upgrade the restaurant's sound system

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— and for this they turned to [Genelec](#), a brand they were already familiar with.

“I used to work in the film industry, where Genelec was the de facto standard in audio post-production. In my view, the simplicity and sound quality of Genelec loudspeakers is unparalleled,” Bodenstein explains. “I wanted the restaurant to benefit from that same exceptional sound while still being easy to use, easy to maintain, and extremely reliable — as the system is running non-stop for 12 hours every day. That’s why we decided early on to get rid of traditional amplifiers, analogue cabling and passive loudspeakers. One broken amplifier means the sound in the whole venue will be down.”

Bodenstein could also see the flexibility that networked audio would bring to the restaurant, so decided to investigate further. “To find the right solution, we visited

[Genelec’s Berlin Experience Centre](#) for an extensive listening test,” he continues. “We focused our planning on loudspeaker positioning, signal distribution, and the ability to control the sound in an environment where background noise is constantly fluctuating.”

After evaluating several options, Tan Vuong and Bodenstein concluded that the Genelec [4420](#) Smart IP loudspeakers offered the perfect solution for their needs. “The Genelec team explained that this model combines the power and flexibility of [Smart IP](#) technology in a compact form, making it ideal for the restaurant’s tight space — all without the need for analogue cabling or external power amplifiers,” says Bodenstein. “A big selling point for us was the single-cable PoE technology of these networked loudspeakers, meaning that installing and configuring the system was far less complicated than a traditional solution.”





## ” THE GENELEC LOUDSPEAKERS HAVE PROVED TO BE A HIGHLY ADAPTABLE SOLUTION.

“We installed eight 4420 loudspeakers around the dining space, all configured using Genelec’s [Smart IP Manager](#) software, and we have two Windows music servers — one main, one backup — to distribute the audio through Dante Virtual Soundcards to the network,” Bodenstein continues. “The daily scheduling is controlled by MairList software which is also used by radio stations, and this is particularly useful in the restaurant as we wanted different programming for daytime and nighttime. We use [Dante Controller](#) for the loudspeaker matrix, which makes it very easy to replace and reconfigure a loudspeaker in the highly unlikely event of a failure. Finally, we have a little [Axon TCP/IP](#) controller, which enables staff to easily adjust the volume as required, depending on customer traffic.”

The installation has been the finishing touch on everything that the Vuong family set out

to achieve. “We wanted to create a dining experience that was immersive and inviting. Running a successful restaurant isn’t just about the food, it’s about creating the right atmosphere,” Tan Vuong explains.

Stepping into the restaurant, customers are immediately greeted by an ambiance that marries modern aesthetics with traditional Vietnamese decor. Lacquered red walls adorned with evocative photography set the stage, while the rhythmic clatter from the open kitchen adds an authentic soundtrack to the dining experience.

“Given the challenges of installing sound in a restaurant space not designed for acoustics, the Genelec loudspeakers have proved to be a highly adaptable solution,” Vuong comments. “Our whole system is running fully automatically with very little intervention from us, and we are continually



impressed with the quality of the sound. We really do feel that we made the perfect choice. Our customers tell us that they enjoy the atmosphere that the music provides — and if the people who choose to dine with us are happy, then we are happy!”



## THE KIT

- 8 x 4420A
- 1 x Smart IP Manager

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