

GENELEC®

CASE STUDY

Genelec is at the heart of new Finnish arthouse cinema

KINO KONEPAJA:
WHERE MODERN CINEMA
MEETS IMPECCABLE
POST-PRODUCTION





GENELEC'S ADVANCED LOUDSPEAKER TECHNOLOGY DELIVERS SUPERIOR AUDIO QUALITY TO KONEPAJA CINEMA



In the vibrant Konepaja neighbourhood of Helsinki, a unique audio-visual hub known as [Kino Konepaja](#) has emerged. More than just a cinema, the space is an intersection of film, production, and pristine sound design coupled with a New York soul that's led by Jussi Myllyniemi of [Whitepoint](#), a Finnish post-production company. It's here that [Genelec's](#) audio expertise plays a key role, transforming a once-traditional space into a

cutting-edge venue that blends exceptional sound with the latest on-screen hits.

The intimate, 55-seat venue was conceived as a production space that could also serve as a cinema, driven by Myllyniemi's background in post-production and commercial movie events. "Initially, we considered collaborating with existing cinemas, but when that didn't work out, we decided to create our own," he

” EVEN AT HIGH SPL LEVELS, THE DETAIL AND CLARITY IN GENELEC’S SOUND IS ASTONISHING.

explains. “We’d had this facility in mind for a while, but we were met with some structural challenges. The space had beams that obstructed some viewpoints, but we were eventually able to remove these, enabling us to sign a long-term lease.”

Kino Konepaja’s identity as both a cinema and a post-production studio demanded superior audio-visual quality. “We work extensively with visuals, so we knew exactly what we needed there,” Myllyniemi states. “But for sound, we weren’t willing to compromise — we needed a system to match the picture quality, so of course we chose Genelec. We have been using Genelec’s loudspeakers for years — we are extremely confident in their sound accuracy and reliability.”

Genelec’s 7.1 surround system became the heart of Kino Konepaja’s setup, featuring three high SPL [S360](#) studio loudspeakers in the

LCR positions, six [8350](#) studio loudspeakers as surrounds, and a [7382](#) subwoofer. Myllyniemi appreciated the way Genelec’s active loudspeakers simplified the installation. “Connection-wise, they’re incredibly easy to work with. You just need a line-level signal cable between the processor and the speakers,” he says, also adding that the aesthetic of Genelec’s speakers aligns with Kino Konepaja’s design. “Genelec speakers are beautiful — they’re meant to be seen, not hidden away,” he notes.

The venue’s attention to detail also extends beyond the main cinema space. In the bar area, visitors can find a trio of compact [8020](#) studio loudspeakers paired with a [7050](#) subwoofer — models that Myllyniemi bought nearly two decades ago. “Everything else has changed over the years, but these Genelec models remain fully functional and still fit right in,” he reflects. “This long-term durability



” THE GENELEC SYSTEM DOESN'T JUST ENHANCE OUR THEATRE EXPERIENCE — IT DEFINES IT.

reinforces our mission of creating an enduring space where audio fidelity is paramount.”

Kino Konepaja's space required extensive acoustic treatment to meet the high standards they set for the cinema. Acoustic designer Kalle Lehtonen of [Promethor](#) — a Finnish acoustic consultancy business — collaborated on the project, focusing on sound isolation within a restricted budget. For Myllyniemi, this was an eye-opening process. “As a ‘picture person’ I had to embrace a whole new perspective to understand the importance of sound,” he admits. “The learning curve involved embracing unfamiliar elements, like installing over 1000 square meters of gyprock on the walls for sound insulation.”

As the project progressed, Genelec's reliable sound quality continued to reassure Myllyniemi and his team. “Even at high SPL levels, the detail and clarity in Genelec's

sound is astonishing. It's rewarding to offer an experience where the audience hears sound exactly as the creators intended,” he says.

Kino Konepaja caters to an audience that values high-quality audio-visual technology. From arthouse screenings to large-scale productions, the venue now provides an unparalleled experience in Helsinki. “Our audience respects quality, and compromises simply weren't an option,” Myllyniemi asserts. In fact, Kino Konepaja hosts a variety of international productions, with filmmakers from around the world visiting to witness the progress of their projects. “We're a micro-sized company, but we made a substantial investment to ensure we offer the highest quality,” he says with pride.

As Kino Konepaja continues to evolve, Myllyniemi remains enthusiastic about the role Genelec plays in its identity. Genelec's



active loudspeakers have proven to be the perfect match for Kino Konepaja, providing unmatched sound quality that's easy to install and manage. In Myllyniemi's view, Genelec's reputation as a "workhorse" with extraordinary durability makes them the ideal choice. "The longevity of these speakers speaks for itself. Offering a space where people can hear sound as it was meant to be heard is incredibly satisfying," he concludes. "The Genelec system doesn't just enhance our theatre experience — it defines it."



THE KIT

- 6 x 8350A
- 3 x S360A
- 3 x 8020A
- 1 x 7382A
- 1 x 7050C

GENELEC OY OLVIETIE 5 | 74100 | IISALMI, FINLAND | TEL. +358 17 83881 | GENELEC@GENELEC.COM | WWW.GENELEC.COM