

GENELEC®

# CASE STUDY

**Genelec helps tell the story of the Cold War at new Danish museum**

REGAN VEST TRANSFORMS UNDERGROUND BUNKER INTO EXHIBITION SPACE





**REGAN VEST INSTALLS GENELEC'S 4000  
SERIES LOUDSPEAKERS** IN ITS NEWLY  
BUILT EXHIBITION SPACE



**R**EGAN Vest is a new museum in Skørping, Denmark exploring the geopolitical tensions of the Cold War. Taking its name from 'regering' — the Danish word for 'government' — the main attraction is a 5,500 sq-metre secret bunker hidden 60 metres underground, that was constructed in the 1960s as a safe haven in case of nuclear war. A detailed and informative look at a

conflict that lasted over four decades, [REGAN Vest](#) tells the story in a newly built exhibition space that's equipped with a comprehensive audio solution from [Genelec](#).

"We wanted to create an exhibition in which the audio-visual elements supported the storytelling in very subtle ways," begins Taintec's Tue Selmer Friborg, the audio-visual consultant that worked on the project.

” WE AIMED FOR AN EXHIBITION THAT, DESPITE ITS COMPLEXITY, REQUIRED MINIMAL MAINTENANCE.

“The sound had to offer guests an immersive element, whilst being unobtrusive, and at the same time we wanted to make an exhibition which — though complex — would require as little maintenance as possible.”

Part of the North Jutland Museums, REGAN Vest is made up of three parts; the bunker which takes guests to the centre of the Cold War with its untouched artefacts and original décor, the master machinists house — which allows visitors to experience what day-to-day life was like — and the newly built exhibition space that tells the story of political tensions and how Denmark prepared for nuclear attack.

The Genelec system is deployed throughout the exhibition space, with Friborg specifying a solution that relies on the renowned [4000 Series loudspeakers](#), complemented by

[7050](#) subwoofer technology. Unmatched performance and adaptability made the models an ideal choice for the discreet yet high-quality audio that the exhibition required. “I chose Genelec first and foremost because of sound quality,” he furthers. “Other factors included durability, the five-year warranty, versatility, and the different size options.

“The inbuilt amplifiers made for a very simple installation, and the low power consumption provided by Genelec’s [Intelligent Signal Sensing \(ISS\) technology](#) means that I don’t need to bother with turning amplifiers on and off. I like to make systems with as few hardware types as possible because it makes setup time and maintenance much easier, and the client does not need to have a huge stock of different spares. Genelec’s commitment to sustainability also influenced my choice.”



” I CHOSE GENELEC PRIMARILY FOR ITS SOUND QUALITY, AND STRONG SUSTAINABILITY VALUES.

The system comprises seven powerful [4030](#) loudspeakers, five [4020s](#), four [4010s](#) and one [7050](#) subwoofer, all of which are responsible for providing the atmospheric soundscapes that bring the exhibition to life. As guests enter, the system provides detail of both sides of the Cold War — East and West — alongside a projection of a world map. Quadrophonic surround sound is used to emphasise the two opposing sides.

In another room, there's a replica of a nuclear explosion — which features intense flashing lights and a blast from the Genelec

loudspeakers. This goes off at several times throughout the day, followed by a Danish TV broadcast of the attack. Additionally, several vintage TVs and radios play historic clips from the era, which are reproduced by Genelec's ultra-compact 4010 loudspeakers. Friborg decided on an unconventional approach for controlling the system, opting for networked media players from BrightSign so that the sound levels and playback triggers are handled via the network.

“When I tested the loudspeakers for the first time with some loud music, people were coming from all areas of the building to hear what was going on. That's when I knew they were going to be great. We haven't specifically had any feedback from visitors about the audio, but, for me, that's a good thing as it shows it affects them on a subconscious level.”

Since opening, REGAN Vest has become one of Denmark's most interesting new museum projects. Placing guests in a bunker that was once used to protect the government from nuclear attack, the museum has redefined the boundaries of a traditional attraction — enhancing the experience even further with a new exhibition space that relies on clear, intelligible audio from Genelec.



## THE KIT

- 7 x 4030C
- 5 x 4020C
- 4 x 4010A
- 1 x 7050C

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