CASE STUDY

GRIP Action Sports Hub

TAMPERE, FINLAND

Genelec powers six floors of activity at Tampere's new GRIP Action Sports Hub





AN ACTIVE DESTINATION

Athletes and sports enthusiasts in Tampere have a new destination for physical activity and social connection. GRIP Action Sports Hub is a newly opened centre for exercise, work, and relaxation, welcoming everyone from organised groups to solo athletes. Across six floors, GRIP Action features dedicated areas for a variety of amateur and professional sports, as well as spaces to cool down and observe. To match the energy and scale of the venue, a high-quality audio system was required to maintain consistent coverage and intelligibility while accommodating the complex architecture and ever-changing visitor behaviour. A Genelec Smart IP solution was chosen to deliver clear, reliable audio across the building's active environments.



RISING TO THE CHALLENGE

Creating consistent sound across six floors of sports, hospitality, and meeting spaces presented a unique challenge for AV integration company, 4Business Oy, which specialises in designing and implementing solutions for corporate, entertainment, home, and leisure environments. “We were tasked with delivering high-quality and consistent sound throughout the many spaces of the sports centre, with good coverage as a top priority,” says Kimmo Lauttajärvi, Sales Manager at 4Business Oy. “During the early stages of the project, we were brought on to assess the venue and design a system capable of meeting the demands of this complex architecture and varied uses.”

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The first and second floors of GRIP Action make up GRIP SkatePark, featuring wooden ramps of varying shapes and heights for skateboards, scooters, BMX bikes, and roller skates. The facility meets Olympic-standard requirements, allowing international competitions and professional events to be held at the venue. A Climbing Centre occupies floors three and four with climbing walls up to fifteen metres high. On the fifth floor, the FUN Sports Centre features gym equipment for individual workouts and group training sessions, as well as the Momoro restaurant which is open to GRIP customers and locals. Finally, on the sixth floor, visitors can relax in the sauna facilities and enjoy the atmosphere from the observation desk.

“A combination of hard wooden surfaces, uneven walls, and sports equipment is not typically an ideal environment for audio clarity and coverage,” admits Lauttajärvi. “We required a compact loudspeaker solution that allowed for flexible placement and precise directivity, while ensuring voice announcements and background music could be heard above the noise of thudding skateboards and exercise machines.”

Already familiar with Finnish loudspeaker manufacturer Genelec, the owners of GRIP Action were confident



in 4Business Oy's recommendation to use the brand for the venue's sound system. "We regularly rely on Genelec loudspeakers for a range of entertainment and hospitality projects," Lauttajärvi explains. "The client already trusted the brand's quality and reliability, so it was a natural choice for this project."

ENGINEERING FOR ACTION

"During the design stage, the Genelec team assisted by recommending the most suitable product series for the unconventional acoustic spaces," continues Lauttajärvi. "Following Genelec's advice and based on our own experience with the products, a total of 57 Smart IP loudspeakers and six compact 4000 Series active installation loudspeakers were selected to deliver sound throughout the six-storey building. We knew the Smart IP models were particularly well-suited to the scale of this installation due to the ability to deliver power, audio and control over a single network cable." For 4Business, this would significantly simplify installation by reducing the amount of cabling that would otherwise need to be routed around ramps, climbing structures, and other physical obstacles.

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On the first and second floors, thirteen Smart IP 4430 loudspeakers were installed throughout the main SkatePark areas, mounted on walls and concrete columns. “This included areas we call the Street, Park, Jump Track and Vert, where the system provides background music and audio playback during events,” recalls Lauttajärvi. “The 4430s provide the high output and controlled coverage required to keep music and announcements clear throughout these large, noisy spaces. A further nine ultra-compact 4410 models serve the SkatePark’s supporting spaces, including the shop, changing rooms, showroom, office and break room.”



The Climbing Centre features seven 4430 loudspeakers, installed on flat wall surfaces and directed towards climbers as they ascend the angled climbing walls. Another two 4410 units provide background music in the changing rooms. “All of the loudspeakers throughout the SkatePark and Climbing Centre feature Genelec’s RAW finish, which utilises uncoated recycled aluminium cabinets,” adds Lauttajärvi. “The natural finish fits nicely with the building’s industrial aesthetic.”

Within the Sports Centre, eight compact 4420 loudspeakers provide background music and announcements throughout the gym, with two ultra-compact 4410 models delivering the same consistent performance in the changing rooms. “Alongside the Smart IP system, two powerful 4040 loudspeaker models from the 4000 Series active installation series serve the group exercise studio, while two 4030 models deliver audio in the spinning studio,” he continues. “The 4000 Series models suit the less complex areas, which require precise sound without needing to accommodate the unconventional infrastructure.” These loudspeakers feature Genelec’s standard black finish to complement the sleek, premium appearance of the studios.

“While there are no Genelec loudspeakers in the sauna or terrace, the sixth-floor meeting and function facilities include eight 4420 loudspeakers. Two are installed across the kitchen and first function room, with two more in the



second function room, and four located in the main meeting room alongside two 4030 units to provide clear, detailed sound at comfortable listening levels.” A further eight Smart IP loudspeakers provide coverage across the building’s lobby and circulation areas, comprising three 4430 models on the first floor and one 4420 on each of the remaining five floors, ensuring a consistent visitor experience as they move through the building.

Once installed, 4Business used Genelec Smart IP Manager to configure and monitor individual loudspeakers and zones, which were integrated with Symetrix processors and control panels for straightforward day-to-day operation. While this initial setup and control interface required some familiarisation for non-AV users, after configuration, the system now gives staff easy control of each area while delivering the flexibility and sound quality required across the diverse six-floor venue.

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A STRONG FINISH

The success of the initial installation was reinforced when GRIP Action asked 4Business to expand the system further, adding ten Genelec 4430 and one 4410 RAW loudspeakers

to the SkatePark. The decision to extend the deployment demonstrated the client's confidence in both 4Business' integration and the performance of the Genelec system, while showing that the original networked design could be scaled easily as the venue's requirements evolved.



"Thanks to Genelec, each area of the venue benefits from clear, consistent sound, while staff can easily tailor audio settings in each zone to suit the activity taking place," says Lauttajärvi. "The scale and architectural variety of the building could easily have made the system complicated to install and operate. Smart IP technology helped simplify both the physical installation and its ongoing management, with the flexibility to adjust each space as needed, while the 4000 Series provided a compact and detailed audio solution for smaller zones.

"The overall sound quality has exceeded our expectations," says Janne Sievänen, CEO at GRIP Action Sports Hub. "The Genelec hardware is truly first-class, and combined with the extensive acoustic treatment throughout the building, the result is clear and balanced, even in our largest and most demanding spaces. For us, the most important thing is the end result – and in terms of sound quality, we are more than happy with what has been achieved."

THE DETAILS

Client
GRIP Action Sports Hub

Integrator
4Business Oy

Genelec Distributor
4Business Oy

Loudspeakers
Smart IP

- 23 x 4430A RAW
- 5 x 4420A RAW
- 16 x 4420A Black
- 9 x 4410A RAW
- 4 x 4410A Black

4000 Series

- 2 x 4040A Black
- 4 x 4030C Black

Control:
Genelec Smart IP Manager
Symetrix