

GENELEC®

# CASE STUDY

**Genelec plunges  
guests into restful  
ambience at Immerso**

RELAXATION AND  
TRANQUILLITY ARE TOP  
OF THE MENU AT ELEGANT  
PORTUGUESE HOTEL





**NEW 5-STAR HOTEL IN ERICEIRA, PORTUGAL,**  
PROVIDES MINDFUL RETREAT WITH STUNNING  
SEA VIEWS



**B**illed as a 'destination hotel', [Immerso](#) is an elegant, relaxed retreat away from the world's hubbub but close to the Portuguese capital of Lisbon. Nestled in the lush valley of a coastal village, Immerso — Ericeira's first 5-star hotel — is a haven of serenity dedicated to wellness, mindfulness, and the simple pleasures of life in glorious natural

surroundings. Guests can indulge in a range of wellness activities including sunrise and sunset yoga and pilates sessions on the beautiful wooden deck overlooking the valley. For those looking for something more energetic, a fully equipped gym is at their disposal. Afterwards, guests can relax in the spa where a range of luxurious treatments and massages are on offer. There's also the option to simply lounge by the beautiful

# ” ACTIVE LOUDSPEAKERS MAKE INSTALLATION MUCH QUICKER, EASIER AND NEATER.

outdoor pool, sip a cocktail in the bar, or look forward to a meal in the EMME restaurant that highlights local goods and organic produce.

Premium audio forms a crucial part of the overall experience — and for this, the hotel owners turned to local [Genelec](#) distributor, [Garrett Audiovisuais](#), on the recommendation of well-known music producer and composer Elvis Veiguiha, who was responsible for developing the hotel sound identity. “Elvis has known us for more than 30 years,” explains Garrett’s Raul Fernandes. “He introduced us to the management team, and after our detailed discussions, we were contracted to develop the audio project for the entire hotel complex. Given the premium nature of the project, we chose a solution based on Genelec’s [4000 Series](#) installation loudspeakers.”

The brief was simple — to achieve superior, studio quality sound that would be comfortable

to listen to at any volume with no change in performance. According to Garrett, Genelec offered the ideal solution. “We opted for the sleek yet powerful [4020](#) models throughout the chicest areas of the hotel — that is to say, the restaurant, the bar and the lounge area,” notes Fernandes. Eight 4020s serve the restaurant and bar, while a further four loudspeakers are installed in the comfortable lounge area. “We added an in-wall [5041](#) subwoofer in the restaurant to reinforce the low end, as well as a pair of the ultra-compact and discreet [4010s](#) in the spa/wellness zone,” he adds. Systems from other brands serve in the outdoor and more casual areas of the hotel.

Genelec’s 4000 Series installation loudspeakers have been go-to solutions for AV integrators for many years. Particularly noted for their clear, intelligible sound quality and 24/7 reliability, integrators can choose



# ” GENELEC DELIVERS BEAUTIFUL AESTHETICS, EXCELLENT SOUND AND LONG-TERM RELIABILITY.

from four different models depending on their requirements. These range from the extremely compact and unobtrusive 4010s, perfect for more intimate spaces with lower SPL requirements, all the way up to the powerful [4040](#) loudspeakers for larger spaces that demand higher playback levels. All 4000 Series models benefit from rear panel room compensation switches, enabling the response of each individual loudspeaker to be accurately tuned to suit its placement and the acoustics of the room. All models are available in black and white as standard, or the elegant, environmentally friendly [RAW](#) finish in unpainted recycled aluminium which adds a touch of industrial chic to any installation. For an even more seamless aesthetic, there is the option of 120 RAL colour finishes. Finally, a vast range of mounting accessories is available for all models, making them easy to integrate in almost any location.

“Genelec offers so many advantages for this type of application,” continues Fernandes. “As active loudspeakers, we don’t have to worry about finding space or managing cabling for external amplifier racks — which makes installation much quicker, easier and neater. The elegant aesthetic of Genelec installation loudspeakers makes them easy to integrate into premium environments — and of course, the sound is exceptional. All this combined with the ability to precisely tailor the sound of each loudspeaker to the space makes them a real asset in high-quality, demanding spaces like Immerso.”

For control, source selection and the management of other parameters, Garrett opted for a solution from [CUE Systems](#) which offers intuitive fingertip control via a touch panel, as well as a mobile app. A 3-zone media player from [Audac](#) acts as the sound source.



“We’re delighted with what we achieved at Immerso, and so is the client,” reflects Fernandes. “It’s a truly beautiful space characterised by simplicity and elegance – it’s an organic concept designed to be in communion with nature. These are all values that Genelec espouses, so even philosophically, Genelec was an excellent fit. At a practical level, Genelec delivers everything we need – beautiful aesthetics, excellent sound, long-term reliability and ease of installation. What’s more, at the very end of the project, we calibrated each loudspeaker one by one in the space using the room response controls on the back of each device, which made even more of a difference. The results are stunning and in perfect harmony with the hotel’s environment.”



## THE KIT

- 12 x 4020C
- 2 x 4010A
- 1 x 5041A