

GENELEC®

# CASE STUDY

**Genelec blends  
audio excellence  
with historic charm  
at Gyldene Freden**

CUTTING-EDGE SOUND  
MEETS THREE CENTURIES OF  
SWEDISH CULINARY TRADITION







## **SMART IP DELIVERS DISCREET AUDIO AND REFINED ELEGANCE** TO STOCKHOLM'S OLDEST RESTAURANT





In the heart of Stockholm's medieval Gamla Stan district, one of the world's oldest restaurants, [Gyldene Freden](#), offers a taste of traditional Swedish cuisine. Since opening its doors in 1722, Gyldene Freden has provided guests with a gourmet dining experience alongside a glimpse into Stockholm's history, but until recently, the restaurant lacked a sound system to complement its classic setting. With

so many rooms and architectural quirks, [Genelec Smart IP](#) loudspeakers were chosen for an audio solution that would maintain its timeless charm.

A soft, ambient atmosphere was needed to mask the natural background noise of the building. Previously, the only source of sound in the restaurant was a collection of off-the-shelf Bluetooth loudspeakers



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placed around the venue for special events, which were not powerful enough to deliver consistent, high-quality sound coverage throughout the space. So Gyldene Freden's owners turned to installation and control specialists, [We Make Noise](#), to install the building's first genuine sound system.

“The kitchen is a central point of the restaurant, but it generates a lot of disruptive noise for the guests,” says Emil Varli, who led the installation for We Make Noise. “The sound from the kitchen spread across floors and through the open architectural layout. A sound system was needed to ensure customers received the ideal balance of taste and tone.

“Genelec was an obvious choice for us,” continues Varli. “We believe there are very few brands that can deliver a loudspeaker as compact and complete as the [4420](#) Smart IP model, and that's exactly what we needed.

What's more, the owners were already familiar with Genelec, which eliminated the need for any discussions about other manufacturers.”

Due to the historic nature of the building, encountering acoustical challenges was inevitable. “Since the restaurant spans several floors and has very limited possibilities for running new cabling, a traditional sound installation was out of the question,” explains Varli on the uniqueness of the project. “However, we were able to take advantage of an existing data network and implement a [Dante](#)-based solution for zone and source management.

“From there, the next challenge was minimising any damage or alteration to the walls — in other words, using as little cabling as possible,” he continues. “We wanted to use Genelec, for the reasons already mentioned, but it was initially very difficult to get both signal and power to each loudspeaker. On the other hand, we were



# ” THE GENELEC SOUND SYSTEM INTRODUCES A NEW LEVEL OF ELEGANCE AND ATMOSPHERE.

reluctant to go with a 100V system that might compromise sound quality.”

For installations such as this, where aesthetic is just as important as functionality, Smart IP loudspeakers are lifesavers thanks to their single-cable setup. Power, audio, and control are all delivered over a single CAT cable to reduce the need for intrusive wiring. “Using Smart IP made it possible to deliver a sleek installation and great-sounding system with relatively little cabling to distract from the beauty of the restaurant,” adds Varli.

[Meetech](#), a leading Swedish audio and visual provider, handled project management, commissioning, and programming of the Smart IP system. “The system is built on a BSS platform, expanded with Dante and equipped with local volume control panels in each zone,” explains Martin Marten, CTO of Meetech. “It’s prepped for active subwoofers

using Dante AVIO adapters, leaving room for flexibility or future upgrades. Music playback is handled by two Sonos Port units.” While the historic nature of the building presented initial complexities, the final installation came together as a streamlined, user-friendly solution for staff to use on a daily basis. “During commissioning, Genelec [Smart IP Manager](#) software proved invaluable,” Marten adds. “It made it easy to identify and configure each loudspeaker. Everything was done so quickly and efficiently.”

“Fourteen 4420 loudspeakers were mounted in ceiling corners using [8000-422](#) adjustable wall mounts, painted in a range of colours to match the unique decoration of each room,” Varli continues. “We only needed one [7050](#) active subwoofer, which was positioned where the dance floor would be, complemented by two larger [4430](#) loudspeakers for more punch. If we had chosen another manufacturer, we





would undoubtedly have to add subwoofers to multiple areas to achieve the same audio quality.” Blending seamlessly into the walls of Gyldene Freden, the loudspeakers provide a serene atmosphere in keeping with the restaurant’s iconic history.

With its carefully tailored sound system now fully integrated, Gyldene Freden has managed to preserve the historic integrity of its surroundings while elevating the guest experience to new heights. “Gyldene Freden has always been about more than just food,” says Karl Törngren, the restaurant’s current owner. “For over three centuries, history, culture, and memories have been an integral part of the experience. With the support of We Make Noise and Meetech, the Genelec sound system introduces a new level of elegance and atmosphere, while preserving the focus on what truly matters — our guests and their dining experience.” By blending tradition with innovation, Gyldene Freden not only honours its rich legacy but also elevates the dining experience with a soundscape that complements Sweden’s culinary heritage.



## THE KIT

- 14 x 4420A
- 6 x 8000-422W
- 2 x 4430A
- 1 x 7050C
- 1 x Smart IP Manager

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