

GENELEC®

# CASE STUDY

**Genelec's premium audio and aesthetics are the perfect fit for UNITY**

UNITY SEAMLESSLY INTEGRATES WORK AND LIFE WITH ACCESS TO EVERYTHING YOU NEED UNDER ONE ROOF







**GENELEC POWERS UNITY:** REDEFINING WORK-LIFE INTEGRATION WITH FLAWLESS AUDIO EXPERIENCES





An innovative new brand born in the Nordics, [UNITY](#) is designed to seamlessly integrate work and life whilst developing a strong sense of community, offering busy professionals everything they need under one roof — beautifully designed, fully furnished accommodation; a variety of workspaces from private offices and conference rooms to creative co-working

areas; a fully equipped gym; event spaces; an elegant lounge and bar, and in some locations a rooftop terrace. People can book and stay for as long as they like — a day, a week, a month or several months. Currently boasting seven locations throughout the Nordics, the most recently opened — Helsinki and Tampere — are equipped with high quality [Genelec](#) sound systems in the public and function areas, including a [Smart IP](#) system in the



# ” GENELEC IS THE IDEAL SOLUTION AND THEIR VALUES ALIGN PERFECTLY WITH OUR OWN.

Helsinki location — all specified and installed by specialist Espoo-based AV integrators, [AVconcept Oy](#).

“The brief was to create a welcoming atmosphere with a distinct signature for the UNITY brand and bring it to life with high quality audio,” explains Tina Kaikkonen, General Manager for UNITY Finland. “We have a DJ group in Denmark — Tunebutler — who have created playlists for the entire UNITY group so that we have a consistent audio signature across the brand wherever you are.”

In Helsinki, a further requirement was to create different audio environments for the lobby; a multipurpose space that UNITY has dubbed a ‘barception’ as, in addition to reception, it includes a café-bar and lounge, plus a half-mezzanine that offers an open-plan co-working area. “We needed to be able to manage this area easily and ensure the right type and levels

of audio depending on mood and the time of day,” notes Kaikkonen. “The café has louder music, especially in the evening when it also functions as a bar and events space, but we needed to ensure that this doesn’t spill over into the co-working areas to the point where guests would be disturbed — we preferred to provide just enough high quality background mood music so they don’t feel as if they’re working in a church! As for reception, the music needs to act as a sound barrier, enveloping the guests so that conversations with team members remain private.” There is also a rooftop bar and terrace on the eighth floor that offers panoramic views of Helsinki and doubles as a further event space with the possibility to accommodate a DJ.

AVconcept opted for Genelec Smart IP networked loudspeaker systems throughout the lobby ‘barception’ — specifically two [4420s](#) and two [4430s](#). There are also a pair of 4430s in the gym and four 4430s plus a





” WE’VE HAD LOTS OF POSITIVE FEEDBACK FOR HAVING CHOSEN SUCH A WELL-RESPECTED FINNISH BRAND.

[7050](#) sub in the panoramic rooftop events space — which is also capable of hosting a DJ. The flexible meeting rooms are equipped with Genelec’s ubiquitous [4000 Series](#) loudspeakers for ease and convenience, with a pair of [4020s](#) in each space.

“We wanted to offer the best audio solution that serves the customer’s purpose most efficiently,” explains AVconcept CEO Harri Kiukas. “Genelec is the ideal solution, as it’s a high quality Finnish brand that combines premium audio with aesthetic appeal. All their solutions are active, which eliminates the need for bulky external amplifiers, and the Smart IP solutions which deliver power, audio and control over a single CAT cable are great for facilitating cable planning, reducing overall cabling, and they also offer flexible loudspeaker placement. We used Genelec’s [Smart IP Manager](#) software to set up and calibrate the systems, which worked like a dream.”

In Tampere, the brief was slightly different as the lobby is entirely separate from the function space. For the lobby, the requirement was very similar to Helsinki — to create mood music for the area and surround private conversations around the reception desk without overwhelming them. However, for the events space the brief was slightly more complex as it’s a large space that can be split into several separate meeting rooms or used as a single events space. There is also the possibility to set up a microphone for larger functions. Finally, the Tampere location also benefits from a large café/restaurant fully equipped with a Genelec loudspeaker system.

In this instance, AVconcept decided on a 4000 Series solution throughout, with four 4020s providing ambience in the reception area, eight compact [4010s](#) throughout the café/restaurant, whilst the events/function space benefits from eight of the powerful [4040](#)





loudspeakers. AV control throughout both sites is managed via [Extron](#) over a [Dante](#) network, with local control provided by Extron's AV control panels which offer easy, straightforward source selection and level control.

UNITY's Tina Kaikkonen is thrilled with the results: "We selected Genelec for this project because they are a world class Nordic brand, and we know we can rely on superlative audio quality," she says. "We are a proud Nordic brand ourselves, and we believe that UNITY

showcases the best of what the Nordics has to offer, be it in terms of furniture, design or function. Furthermore, Genelec's values align perfectly with our own, which is always important when choosing a partner — in this case, their sustainability credentials, the integrity of the company and their dedication to delivering the best possible service were key elements in the selection process."

From a purely audio point of view, she is equally proud: "In addition to audio quality, we are very pleased with the multifunctionality of our AV systems — the audio systems combine perfectly with the video systems, and it's very easy to switch between DJ setups, a corporate AV configuration or straightforward mood and ambience background music. When we're showing people around, we're always proud to show off our audio equipment. We've had lots of positive feedback on delivering excellent sound quality, but also for having chosen such a well-respected Finnish brand."



## THE KIT

### UNITY Helsinki:

- 8 x 4430A
- 2 x 4420A
- 4 x 4020C
- 1 x 7050C

### UNITY Tampere:

- 8 x 4040A
- 4 x 4020C
- 8 x 4010A