

GENELEC®

# CASE STUDY

**Copenhagen's Grand Joanne Hotel sets new standard with Genelec Smart IP solution**

A NEW RENOVATION  
BLENDS SLEEK SOUND  
WITH STUNNING  
SCANDINAVIAN DESIGN





**A FUSION OF SCANDINAVIAN DESIGN AND SMART IP LOUDSPEAKER TECHNOLOGY** DELIVERS AN UNFORGETTABLE GUEST EXPERIENCE AT ICONIC VESTERBRO HOTEL



Featured in Vogue, ELLE, and Time Out, [Grand Joanne Hotel](#) is a stunning tribute to Scandinavian design, just a short walk from Copenhagen's Tivoli Gardens. Reopened in 2023 with a fresh vision from hospitality specialists [Midstar AB](#), the hotel blends heritage, lifestyle, fashion, and design within a beautifully restored 19th-century building. At the heart of its new

chapter is a state-of-the-art [Smart IP](#) audio solution from [Genelec](#) that delivers bespoke sound to every corner.

Consultancy and integration firm, [Effektgruppen](#) was tasked with bringing yet another ambitious vision to life for Midstar. The brief was for 'uncompromised sound quality with a sleek design' and with the renovation complete, Grand Joanne offers guests a

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unique experience where food, drink, music, and culture converge. “We always begin by understanding the client’s expectations for both the aesthetics and functionality of the sound system,” explains Fredrik Nordström, project manager at Effektgruppen.

“Initially, we designed custom loudspeakers that blended with the décor, but it quickly became clear that while they looked great, the sound quality wasn’t up to par. Pristine audio was a top priority for the hotel, so we decided to switch to Genelec. With their Smart IP networked loudspeaker technology, we knew we’d achieve premium sound that still looked great.”

The comprehensive Smart IP system comprises 26 of the compact [4420](#) loudspeakers, 29 of the slightly larger [4430](#) models, plus seven [7050](#) studio subwoofers. These are strategically placed in all public

areas, including the lobby, restaurant, bar and gym. “Music is central to the ambience at Grand Joanne, and it’s reflected in every aspect of the hotel,” continues Nordström.

“Known for their unparalleled quality and innovation, each Smart IP loudspeaker operates on the network as an independent unit, allowing us to tailor the sound in each environment with precision. This ensures that every space in the hotel benefits from the highest quality sound.”

Located in the lively Vesterbro district and surrounded by a vibrant community of bars, restaurants, and boutique stores, Grand Joanne reflects Copenhagen’s renowned creative, laid-back culture. The hotel’s 162 rooms, spread across six floors, feature a blend of Art Deco influences and Scandinavian simplicity.



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The hotel is also home to Joanne’s — a popular restaurant serving modern Italian dishes from breakfast through dinner — and a rooftop bar on the sixth floor, where guests can enjoy cocktails and light bites with views over the city. A yoga studio, gym, and several meeting rooms also benefit from Genelec’s advanced Smart IP audio systems.

“In the lobby, we installed 11 Genelec 4420 Smart IP loudspeakers paired with two 7050 studio subwoofers. This creates an enveloping sound experience as soon as guests step inside, setting the tone for their stay,” says Nordström. “This same attention to audio quality extends to the bar and restaurant. Joanne’s features eight 4430 loudspeakers and one 7050 subwoofer, providing background music for daily service or live events, while the adjacent bar is equipped with seven more 4430s plus another 7050 subwoofer, for a seamless auditory experience.

“The whole system is built on a [Dante](#) network with sound distribution run via a DSP from BSS. To fully optimise the sound experience, we used Genelec’s [Smart IP Manager](#) software to individually calibrate and tweak the delay and EQ of every loudspeaker. It’s an excellent tool and yet another benefit of using Smart IP.

“We also created some custom touch panels at various points so that staff can easily adjust sound levels. This is particularly helpful in the gym and yoga studios, as all AV elements can be modified depending on the intensity of the class.”

Thanks to Genelec’s next-generation Smart IP technology, the system is not only high-performance but also highly efficient. “Each loudspeaker requires just a single network cable, which delivers power, audio and management — and this greatly simplifies



the installation process,” Nordström adds. “This setup enhances the hotel’s design by keeping things sleek and minimal whilst maintaining a perfect balance between form and function.”

The transformation of Grand Joanne is a testament to how design and technology can reinvent the guest experience. With Genelec’s Smart IP audio solution at its heart, the hotel delivers a consistent, high-quality sound that complements its bespoke interiors. By integrating state-of-the-art audio technology without compromising on aesthetics, Grand Joanne ensures that every detail – from the décor to the sound – contributes to an unforgettable stay.



## THE KIT

- 26 x 4420A
- 29 x 4430A
- 7 x 7050C
- 1 x Smart IP Manager

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