

GENELEC®

CASE STUDY

**Genelec soundtracks
India's influence on
global fashion**

128 GENELEC SMART
IP LOUDSPEAKERS
DELIVER IMMERSIVE
CONTENT IN STYLE





INDIA IN FASHION: WHERE STYLE, FASHION, CULTURE AND SONIC EXCELLENCE COLLIDE



In late March, the [Nita Mukesh Ambani Cultural Centre](#) (NMACC) opened its doors in Mumbai, India. The new multidisciplinary arts centre holds a 2,000-seat theatre, two intimate performance spaces and a four-storey Art House, marking a new era for creativity in the city that's known for being at the heart of Bollywood. To celebrate the launch of the NMACC, a three-day celebration took place combining musicals and international art

exhibitions. One of which, titled *India in Fashion: The Impact of Indian Dress and Textiles on the Fashionable Imagination*, celebrated the impact of Indian design on style across the world with the help of 128 [Genelec 4430](#) Smart IP loudspeakers.

Heading up the project was Mumbai-based technology and acoustic consultants, [Munro](#). Tasked with a brief to create a soft and calming

” EVERYTHING IS RUN OVER A SINGLE CAT CABLE, WHICH SIMPLIFIES THE INSTALLATION MASSIVELY.

soundscape that didn't compromise on audio quality, the loudspeakers also had to blend into the background and run continuously for between 12 – 14 hours a day.

Kapil Thirwani, audio and acoustic consultant at Munro, discussed how the project landed in his hands: “We work extensively on projects where new ideas are explored for culture and entertainment. We were called in mid-January 2023 to explore possibilities of adding an immersive sonic experience to a fashion exhibition for the NMACC launch.

“The concept was the influence of India and its fabrics and handiworks on the world of fashion. The tone of the music was world music with subtle Indian influences, and there were 15 zones playing different tracks to build the soundscape. We heard a few of them being programmed and engineered by the brilliant duo Sandunes and KNa (Sanaya Adhesir and

Krishna Jhaveri). At Munro, we now had to bring these elements to life.”

India in Fashion weaved together India's colourful relationship and influence on fashion across the globe from the 18th century to modern day. Curated by fashion journalist and Vogue editor Hamish Bowles, the exhibition explored everything from the Mughal emperors to the imperial rule that brought the country's craftsmanship over to Europe.

During its two-month run, India in Fashion was attended by a prestigious line-up of celebrities and influential figures from the fashion industry, including Gigi Hadid and Zendaya. The show placed the delicate and detailed garments in glass cages under spotlight, highlighting the intricacies on the materials from across the ages. It was the job of Munro and Genelec to provide an ambient soundtrack to this stylishly eye-opening journey.



” WE’RE RENOWNED FOR DELIVERING SOME OF THE BEST AUDIO SOLUTIONS IN INDIA, AND GENELEC HELPS UPHOLD THAT.

“Munro is well known for its design of sonic excellence, whether it’s a sound studio or a performance venue. If we are hired to design, we have to keep up to the same design sense for sonic aesthetics,” explained Thirwani.

“This led us to the [Smart IP](#) loudspeakers by Genelec. They ticked all the boxes, and they’re great because they run off a PoE+ switch seamlessly via one single CAT cable. We verified this with similar type IP speakers and analogue speakers over electroacoustic modelling simulations first, then we put together a mini rig for a singular immersive zone and measured it to verify performance against the theoretical model. After this we specified the solution to the client team.”

Genelec’s Smart IP series supports PoE, AoIP and sophisticated loudspeaker management, combining exceptional audio with single cable networked convenience. Launched

in 2019, their minimalist aesthetic design also allows Smart IP speakers to seamlessly integrate into any project, no matter the requirements. Featuring Genelec’s trademark Minimum Diffraction Enclosure (MDE) and Directivity Control Waveguide (DCW), Smart IP loudspeakers provide clarity, intelligibility and uniform coverage, combined with 24/7 reliability.

“The Smart IP series offers sonic quality, minimum distortion and good signal to noise ratio in the chain. All of these components were really important to us. Everything is run over a single CAT cable, which simplifies the installation massively — and that’s always helpful when you’re working on a big project like this. We knew we could rely on Genelec, as they’re a brand we’ve been using for years. We have a reputation for providing and designing some of the best audio solutions in India, and using Genelec allows us to maintain that reputation,” said Thirwani.



Designed to work closely with any Smart IP loudspeaker system, [Smart IP Manager](#) software allows installers to configure an almost unlimited number of rooms, loudspeakers and audio channels, and includes device discovery, room-equalisation tools, system organisation and status monitoring. This enables installers to deploy Smart IP loudspeakers even on complex, acoustically challenging projects.

For India in Fashion, the exhibition played with multiple immersive and stereo zones stored on two 64 channel [TiMAX](#) servers via the [Dante](#) network. These outputs were then assigned via Smart IP Manager and [Dante Controller](#). “Time delays and source intercorrelation data were adjusted and stored both on the Genelec and TiMAX software,” furthered Thirwani. “The TiMAX stored the preset for the show reel and tracks and the global level variations between zones, while the Genelec sources stored the individual local information of that source in a particular zone.”

The completed project was met with positive feedback from both the client and industry stalwarts who experienced the spectacular exhibition. India in Fashion was a hugely successful celebration of techniques, practices and centuries of India’s influential impact on global design. It featured over 30 of the world’s most celebrated designers and threaded this together with intelligent yet discrete audio from Genelec to create a truly immersive experience.

Thirwani concluded: “This was a team effort, and solutions like these must be thought through very carefully and executed by pulling in expertise from all fronts. From conceptualising to planning to execution, the project wasn’t perfect, as there were many challenges on site that had to be resolved prior to completion.

“I’d like to thank the team involved in the design and execution of this project; Utkarsh Naidu, Cyril Thomas, Johan Pais and Aman Prajapati. Everyone worked incredibly hard and the exhibition was a resounding success.”



THE KIT

- 128 x 4430A
- 1 x Smart IP Manager Software