

GENELEC®

CASE STUDY

**Genelec punches
above its weight at
SPR Athlete Factory**

PREMIUM AUDIO
FOR A PREMIUM GYM





A POWERFUL BLEND OF GENELEC LOUDSPEAKERS
 DELIVERS EXEMPLARY AUDIO PERFORMANCE AT
 LEADING MARTIAL ARTS GYM IN SWEDEN.

The SPR Athlete Factory is a premium gym in the heart of the Swedish capital of Stockholm, specialising in functional physical performance training, or body mechanics, and high-level martial arts. Founder, Waldo Zapata, a 3rd degree BJJ Black Belt and accomplished pro MMA coach, was keen to create the best possible environment for his athletes, both during

their training sessions as well as before and after; this included a state-of-the-art Genelec sound system based on Genelec's 4000 Series installation loudspeakers installed by systems integrators, MA Ljud & Bildmontage. MA Ljud & Bildmontage put the first Genelec system into SPR's premises in Södermalm a couple of years ago. The owner was so delighted with the results that when he came

” THE BEST SOUND IS ONE THAT YOU CAN FEEL AND EXPERIENCE WITHOUT IT BEING AN INTRUSION OR A DISTRACTION.

to open his second venue in the city centre, he immediately asked MA Ljud & Bildmontage to provide him with a carbon copy – or better – in the new location. The difference was that this time, the audio system was fully integrated into the design of the new gym from the outset for even better results.

“As with the first venue, our primary objective was to ensure a consistently good audio performance throughout the building,” says Morgan Askeholt, owner and founder of MA Ljud & Bildmontage. “One of the main reasons for selecting Genelec initially was the impeccable sound quality, and the fact that you know that they will continue to deliver that quality for many years to come. I particularly appreciate the Directivity Control Waveguide technology which enabled us to deliver a flat frequency response for excellent sound both on- and off-axis. This was important for the Södermalm installation which, as a retro-fit,

meant that the positioning of some of the speakers was not perhaps as we would’ve liked. However, for the City venue, we were able to integrate the audio design into the build, which means our results are better still.”

Nevertheless, the acoustic environment in any gymnasium is a challenging one, and the new city centre SPR Athlete Factory was no exception with a large amount of hard, reflective surfaces, including stone. However, Genelec’s products were up to the challenge and the results are superb. “My goal was to fill the respective sound zones with the right number of speakers to ensure that the system can be heard everywhere, even at low levels,” explains Askeholt. “The best sound is one that you can feel and experience without it being an intrusion or a distraction.”

A total of nine zones have been set up on the premises, facilitated via Sonos CONNECT



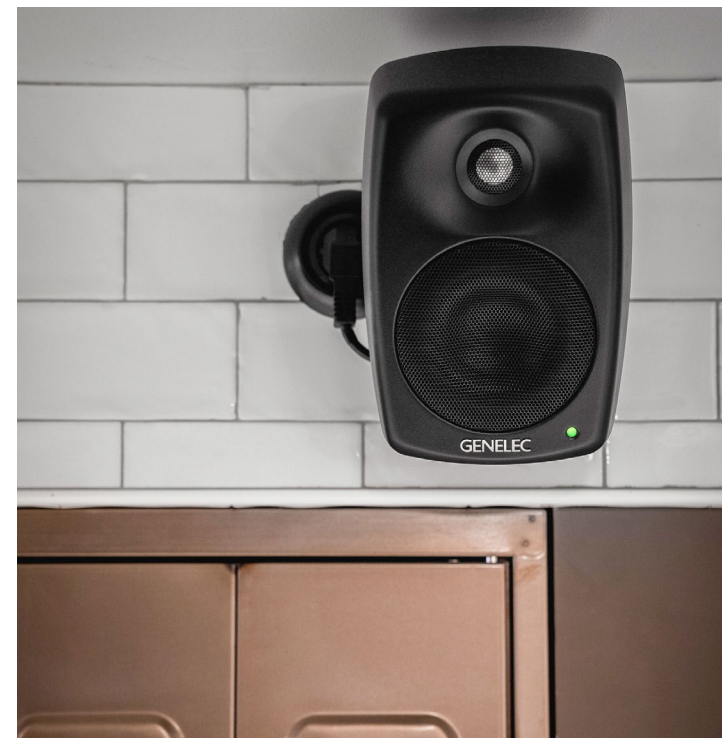
” THE FACT THAT THEY ARE ALL ACTIVE IS A BIG BONUS AS IT SIMPLIFIES INSTALLATION AND SAVES SPACE.

players. Mono summing adapters were used with every Sonos player in order to provide a mono signal to all Genelec speakers. As the Sonos CONNECT does not have a designated subwoofer output, Genelec’s subwoofer bass management technology was able to solve this acoustic challenge. The result is that music can be easily streamed and played in different zones throughout the entire Genelec speaker setup, providing outstanding audio clarity and precision.

In the larger areas such as the gym and the MMA (Mixed Martial Arts) combat area, Askeholt opted for the powerful 4040A active loudspeakers. Thanks to the ample bass provided by the 4040As, there was no need to install additional subwoofers, saving space and ensuring a more streamlined setup. The phoenix-type connectors made installation straightforward, allowing them to be daisy-chained together.

A mixture of 4030C and the slightly smaller 4020C loudspeakers are used throughout the rest of the facility including the juice/coffee bar, the locker rooms, and reception - which also features a Genelec 7040A subwoofer to fill out the low end. “The volume in the reception area needs to be at very low levels, so the addition of a subwoofer helps to improve the sound considerably,” explains Askeholt.

“In addition to their excellent sound quality, Genelec’s 4000 Series installation loudspeakers offer a number of benefits,” he continues. “The fact that they are all active is a big bonus as it simplifies installation and saves space in that we don’t have to find room for an amplifier rack. There is also a very wide choice of mounting accessories making it very easy to adapt the installation to the constraints of the room. The results across both gyms have been excellent, both from an audio point of view, and also the experience of working with Genelec equipment. I shall definitely be specifying Genelec products much more for commercial projects in the future.”



THE KIT

- 10 x 4040A
- 10 x 4030C
- 12 x 4020C
- 1 x 7040A

GENELEC OY OLIVIE 5 | 74100 | IISALMI, FINLAND | TEL. +358 17 83881 | ENQUIRIES@GENELEC.COM | WWW.GENELEC.COM

