

CASE STUDY

Miru NYC

MANHATTAN, NEW YORK

Genelec elevates City Winery's rooftop experience



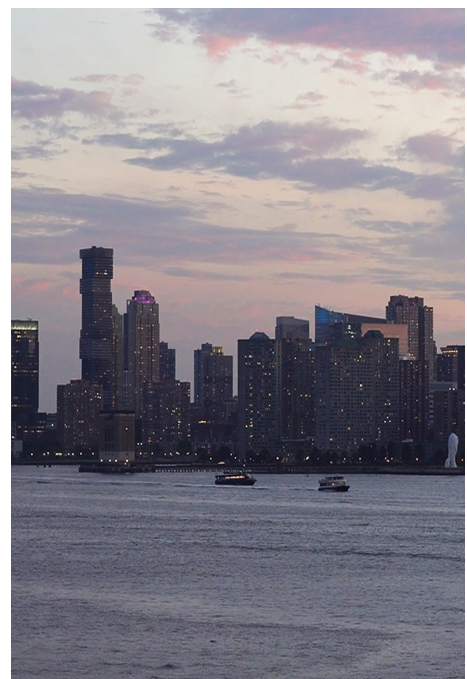
GENELEC®



THE BACKGROUND

Rising above New York City's Hudson River, [Miru NYC](#), the latest venture from the [City Winery](#) team, brings an elevated blend of fine dining, immersive sound and panoramic views to Manhattan's West Side. To match the venue's high-end aesthetic and "listening-room" concept, City Winery partnered with systems integrator [AVLX](#) to create a truly world-class audio experience built around Genelec's large-format [Smart Active Monitors](#), including flagship [1236A](#) and [1234AC](#) models, along with [S360A](#)s for additional coverage.

Founded by Michael Dorf, the visionary behind City Winery, Miru NYC reflects his deep appreciation for Japanese culture – its balance, beauty, and reverence for craft. Inspired by his travels to Japan and lifelong love of music, Miru NYC blends these passions into a setting that is both refined and soulful. Drawing inspiration from its name – "Miru," meaning "to look" in Japanese – the restaurant offers breathtaking 360-degree views of Hudson Yards, Lower Manhattan, the Statue of Liberty and the New Jersey skyline. The venue showcases refined Japanese cuisine





with a sushi bar, small plates and an extensive sake list, all within a clean, minimalist design that highlights both the visual and sonic experience. Spanning over 6,000 square feet atop [Pier 57](#), Miru NYC features a minimalist, glass-enclosed design that transitions from a refined dining destination by day into a lively late-night intimate music environment.

According to Marc Colletti, City Winery's National Production and Technical Director, Miru NYC was envisioned as a modern interpretation of Japan's famed "listening bars," combining culinary artistry with studio-quality sound. "We wanted to go above and beyond, delivering a space where both the food and the listening experience are spectacular," says Colletti. "The goal was to bring the precision and warmth of a world-class studio monitoring system into a restaurant environment, something few venues have attempted at this scale."

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Marc Colletti
National Production and
Technical Director



THE VISION & SOLUTION

AVLX's Managing Partner Chris Torri, who partnered with Colletti to oversee the design and integration, explains that the client wanted the room to serve as a true listening environment for every guest. "The request began as aesthetic – they wanted that classic look of exposed-driver loudspeakers, and we knew Genelec could deliver both form and function," says Torri. "It was the best large-format solution that could provide even, high-quality audio and coverage throughout the space while complementing the venue's visual design."

The system features two Genelec 1236As, two 1234AC models and two S360As, all run through a BSS BLU 96 kHz DSP. Multiple stereo analog XLR wall panels allow for plug-and-play access by DJs and guest engineers, while a Technics SL-1200GR2 turntable paired with a McIntosh MP100 phono preamp supports Miru's vinyl-centric programming.

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Marc Colletti

Miru National Production
and Technical Director

Because of the venue's architecture, Colletti and AVLX collaborated with Gallagher Staging to design custom steel yoke frames allowing the 1236A and 1234AC systems to be safely flown overhead. The heavy enclosures, weighing up to 700 pounds each with rigging, were precisely angled to optimize room coverage and maintain consistent SPL without obstructing sightlines or compromising aesthetics.

"The challenge was getting the large-format monitors to behave like a unified system," explains Colletti. "By suspending them and controlling their pitch, we achieved remarkably even dispersion with minimal reflections or phasing. The speakers almost appear to float above the dining area, a perfect visual match for the architecture."

Once commissioned, the system delivered what both AVLX and City Winery had envisioned: a pristine, powerful soundstage that adapts seamlessly from background ambience to energetic DJ sets and live playback. "From our perspective, the performance absolutely delivered what we promised," says Torri. "It's an extremely impressive system for the space – balanced, musical and immersive."

Colletti adds that the reaction from staff, guests and visiting artists has been overwhelmingly positive. "Whether we're playing vinyl, streaming curated playlists or hosting special events, everyone who walks in comments on how incredible the sound is. The Genelec team was fantastic to work with – professional, collaborative and open to pushing their technology into a new kind of environment. This was uncharted territory for all of us, and the results speak for themselves."

Paul Stewart, Senior Technical Sales Manager at Genelec, adds, "This project is a perfect example of what happens when technical excellence meets creative vision. Chris Torri and the AVLX team brought deep system expertise, while Marc Colletti and City Winery had a bold concept for how sound could elevate the dining experience. Together,



they turned a challenging, glass-walled rooftop into an extraordinary listening space that showcases what our large-format monitors can truly do, combining precision, power and design harmony in one remarkable environment.”

Miru NYC opened officially in September 2025, joining City Winery’s growing roster of hospitality and performance spaces across the U.S.

The project reflects the company’s expanding vision of integrating world-class food, wine, and music into immersive cultural destinations. For Genelec, Miru NYC represents another milestone in high-end architectural and hospitality applications, where design, acoustics, and experience intersect.

The installation underscores Genelec’s versatility in delivering studio-grade accuracy beyond the control room, bringing authentic, emotionally engaging sound to luxury venues around the world.

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Chris Torri
AVLX Managing Partner

THE DETAILS

Integrator
AVLX

Loudspeakers

- 2 x 1236A
- 2 x 1234AC
- 2 x S360AW

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