

GENELEC®

CASE STUDY

**Genelec delivers
precision sound
to FUEGUIA 1833**

CREATING ATMOSPHERE
THROUGH SOUND AND
SCENT IN TOKYO'S
AZABUDAI HILLS





ARGENTINIAN FRAGRANCE HOUSE
CHOOSES GENELEC TO SUPPORT AN
IMMERSIVE AUDIO EXPERIENCE AT ITS
FLAGSHIP AZABUDAI HILLS GALLERY



As a large-scale multi-purpose urban village in the heart of Tokyo, Azabudai Hills seeks to exist in harmony with nature, while providing support for healthy living. Tucked into a corner of the main tower, [FUEGUIA 1833](#)'s Azabudai Gallery has the air of a cosy hidden retreat. Its inviting interior, alive with pleasant aromas, is brought to life with transparent, detailed audio from [Genelec](#).

Established in Buenos Aires in 2010 by Argentinian artist Julian Bedel, FUEGUIA 1833 is a fragrance brand that combines scientific research with artistic exploration to create evocative, sustainable and deeply personal fragrances. Guided by inspiration from music, culture, art and nature, Bedel has developed a unique way to craft scents that evoke memorable experiences.

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Mr. Uraoka, who represents FUEGUIA 1833 Japan, is delighted with the atmosphere achieved at the new site, which is now their third location in Japan following Ginza and Roppongi. “Our aim was to create a gallery like no other,” explains Uraoka. “After discussions with Julian, we set out to create something truly special — a gallery inspired by the concept of a treehouse. The result is a remarkable space designed to engage all five senses.”

A striking collection of beautiful perfume bottles forms the centrepiece of the space. Several wall-mounted electric guitars add a layer of personality, while the warm textures of the wooden interior invite tactile engagement. Catering to the olfactory pleasures, an elegant in-store bar serves a selection of wines, carefully chosen to pair with the fragrances, offering guests a relaxed and layered sensory

experience. The final element is sound — and this is where Genelec comes in.

“Julian was very clear from the beginning: audio was not to be just an afterthought,” explains Uraoka. “It had to be part of the architecture, part of the wider experience.”

“Julian uses Genelec loudspeakers in his personal studio at home in Italy,” he adds. “He’s relied on them for years because, as a musician, he needs to trust what he hears. So, when we began planning the [Tokyo gallery](#), he didn’t even consider another brand.”

The audio system comprises eight compact Genelec [8320](#) SAM studio loudspeakers distributed throughout the gallery. Widely respected for their extremely high-resolution sound, transparent reproduction, and precise imaging, the 8320s deliver an exceptional



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listening experience while integrating discreetly into the space's refined interior.

“We chose the 8320s because they offer the clarity and control we needed in a very compact format,” says Uraoka. “There was no room for compromise. We needed pure, accurate sound that supported the space, not something that imposed itself on it.”

To optimise performance, each loudspeaker was calibrated using Genelec Loudspeaker Manager ([GLM](#)) software, which measures and adjusts the frequency response, playback level and distance delay of each individual loudspeaker in the system to compensate for the room's acoustics. This allowed the team to fine-tune the system with precision — balancing levels across different zones and ensuring the sound felt immersive without ever becoming overwhelming.

The audio system has been tailored with technical precision to support, rather than distract from, the gallery experience. The 8320s provide full-range clarity in a compact footprint, with calibration tools that allow for fine-tuning in even the most acoustically complex environments. The result is a calm, enveloping soundscape that supports the sensory experience of fragrance discovery. “What impressed me most was the sound accuracy,” Uraoka remarks. Music flows naturally through the space, following the customer's journey without drawing attention to itself, filling the store without interfering with conversation. It feels alive.

Bedel personally curates the music played in the gallery, drawing from his background as a guitarist and composer. His selections blend classical, jazz, and contemporary instrumental music — chosen not only for their emotional



quality but also for how they interact with the fragrances on display. “Music and fragrance are actually connected at many levels,” says Bedel. “The raw materials of each work seem to echo certain qualities of music such as amplitude, frequency, and tone.”

“This is why it was important to us to use Genelec loudspeakers in the gallery,” adds Uraoka. “They are designed to reproduce sound as accurately as possible. This desire for authenticity is exactly the same for us at

FUEGUIA 1833 — our aim is to convey the message of the creator to the recipient as truthfully as possible. I think that by exposing our customers to the ‘essence’ of sound, it stimulates a range of senses — including smell as well as hearing.”

Sound quality aside, FUEGUIA 1833’s emphasis on authenticity and craftsmanship aligns naturally with Genelec’s own values — particularly in its commitment to sustainable manufacturing and designing products built to last.

The result for FUEGUIA 1833 is a gallery space where audio performance is truly integrated into the sensory environment, and conceived from the outset as part of the experience. Thanks to the precision and transparency of Genelec’s sound reproduction, visitors experience a consistently high-quality sound environment that enhances the atmosphere without ever overwhelming it — delivering clarity, consistency, and control throughout.



THE KIT

- 8 x 8320A
- 1 x GLM Calibration Kit