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**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

Press Release

**Genelec delivers an unforgettable musical adventure at Hunderfossen Fairytale Park**

*Smart IP loudspeakers transform Musikkfabrikken into*

*a revolutionary classical music experience*

**Hunderfossen, Norway, September 2025…**Known as Norway’s Fairytale Park, [Hunderfossen](https://hunderfossen.no/) is an award-winning tourist destination, welcoming more than 250,000 visitors each summer with over 60 family attractions. The park recently unveiled its newest adventure, [Musikkfabrikken](https://hunderfossen.no/attraksjoner/musikkfabrikken/) (The Music Factory) a thrilling, interactive exploration of classical music that blends visual art, animated characters, and a cutting-edge sound system powered by [Genelec Smart IP](https://www.genelec.com/smart-ip) loudspeakers.

Housed in an unused 4D cinema, Musikkfabrikken attraction was developed by Sigurd Slåttebrekk, a Norwegian classical pianist and professor of piano – who worked with Hunderfossen and the [Oslo Philharmonic Orchestra](https://ofo.no/en/) – to make classical music more accessible and exciting for adults and children alike.

Norwegian integrator, [Bravo](https://bravosteps.no/), was tasked with finding a sound system capable of delivering an exciting yet comfortable musical experience for visitors of all ages. Norwegian audio-visual consultants, [Benum](https://benum.no/), played a pivotal role in the attraction’s success, demoing a variety of loudspeaker systems for Slåttebrekk and the Bravo team.

Slåttebrekk’s classical expertise meant he knew exactly what he was looking for when it came to sound quality and impact. “Sigurd was heavily involved in the selection process,” says Benum’s product manager Bjørn Erik Hexeberg, who led the sound design and testing for Musikkfabrikken. “We ran about five or six demos, each time testing new elements – volume, control, and so on.” After listening to the music and sound effects that had been mixed for the attraction through each loudspeaker, it became clear that Slåttebrekk and the Bravo team were leaning towards Genelec Smart IP. “Not only did it sound incredible, but the control and easy integration with [Q-SYS](https://www.qsys.com/) was a major plus for the smooth operation of the interactive attraction,” he explains. “During the demos, we spent a lot of time discussing PoE loudspeakers and using Q-SYS to manage different zones. As Q-SYS formed the backbone of the whole project, integrating Smart IP loudspeakers was straightforward. It gave us precise control and real-time status monitoring of each loudspeaker.” Another integral tool was Genelec’s [Smart IP Manager](https://www.genelec.com/smart-ip-manager) software, used to configure the Smart IP models before integrating them with Q-SYS.

When it came to the installation, loudspeaker placement was crucial. In the waiting area, colourful animated characters appear on screen to perform for the visitors waiting to enter the main cinema show. “My original plan was to position loudspeakers in a straight line from the front to the back of the room,” Hexeberg explains. “We set everything up in the Benum office first – replicating the size, layout, and ceiling height of each zone.” The waiting area features sloped zig-zag ramps, giving visitors clear sightlines to the front screen. “After testing in the office, I found that placing loudspeakers along the sides of the room, in line with the viewing ramps, offered a far more immersive listening experience.”

After the main cinema show, guests enter an interactive room, featuring touch walls and projected displays. “A major part of Musikkfabrikkenis the interactive displays,” says Hexeberg. Due to its interactive design, this room posed a much greater challenge. “Initially I wanted to place loudspeakers under the screens, but the sound was not direct enough,” he continues. “Instead, we decided to install eight [4420](https://www.genelec.com/4420a)s in the floor and eight [4430](https://www.genelec.com/4430a)s in the ceiling, complemented by four [7360](https://www.genelec.com/7360a) subwoofers to enhance audio definition. The result is incredible – the ceiling speakers provided the power and clarity directly to visitors, while you could feel the under-floor speakers adding depth to the immersive experience.”

Since Genelec Smart IP loudspeakers feature built-in [Dante](https://www.getdante.com/) and [AES67](https://www.aes.org/publications/standards/search.cfm?docID=96) networking, this meant that the entire system could handle audio, power and control over a single CAT cable. “The single-cable setup made the installation so simple. It simplified routing and minimised the need for additional power outlets, which was essential for placing loudspeakers in the floor and ceiling. The integrators were able to hide the loudspeakers discreetly without interfering with the interactive displays, while maintaining powerful and direct surround sound,” adds Hexeberg.

The result was nothing short of spectacular, with Musikkfabrikkengoing on to winthe prestigious THEA Award for Outstanding Attraction in the Limited Budget category. “Musikkfabrikkenis absolutely incredible,” says Hogne Høstmælingen, Hunderfossen’s CEO. “The guest feedback has been outstanding, and the sound experience is essential to the success of such an attraction. We invested significantly more in the audio than we typically do for the park's other attractions – and it has truly paid off.”

For more information, please visit [www.genelec.com](https://www.genelec.com/)

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***About Genelec***

*Founded in 1978, Genelec is the global leader in designing and manufacturing active loudspeaker systems for professional studios, audiovisual installations and residential applications. With an unrivalled commitment to research and development, all Genelec solutions offer truthful sound reproduction, exceptional reliability, and the ability to adapt to their acoustic environment. Manufactured sustainably in Iisalmi, Finland, Genelec technology represents a secure long-term investment in outstanding audio reproduction.*

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