May 2024



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

Press Release

**Genelec helps tell the story of the Cold War**

**at new Danish museum**

*REGAN Vest installs Genelec’s 4000 Series loudspeakers*

*in its newly built exhibition space*

**Skørping, Denmark, May 2024…** [REGAN Vest](https://nordjyskemuseer.dk/en/u/cold-war-museum-regan-vest/) is a new museum in Skørping, Denmark, exploring the geopolitical tensions of the Cold War. A detailed and informative look at a conflict that lasted over four decades, REGAN Vest tells the story in a newly built exhibition space that’s equipped with a comprehensive audio solution from [Genelec](https://www.genelec.com/).

“We wanted to create an exhibition in which the audio-visual elements supported the storytelling in very subtle ways,” begins [Taintec’s](https://taintec.dk/) Tue Selmer Friborg, the audio-visual consultant that worked on the project. “The sound had to offer guests an immersive element, whilst being unobtrusive, and at the same time we wanted to make an exhibition which – though complex – would require as little maintenance as possible.”

The museum is made up of three parts; a 5,500 sq-metre secret bunker hidden 60 metres underground, which takes guests to the centre of the Cold War with its untouched artefacts and original décor, the master machinists house – which allows visitors to experience what day-to-day life was like – and the newly built exhibition space that tells the story of political tensions and how Denmark prepared for nuclear attack.

This is where the Genelec system is deployed, with Friborg specifying a solution that relies on the renowned [4000 Series](https://www.genelec.com/4000-series) loudspeakers, complemented by [7050](https://www.genelec.com/7050c) subwoofer technology. Unmatched performance and adaptability made the models an ideal choice for the discreet yet high-quality audio that the exhibition required. “I chose Genelec first and foremost for their sound quality,” he furthers. “Other factors included durability, the five-year warranty, versatility, and the different size options.

“The inbuilt amplifiers made for a very simple installation, and the low power consumption provided by Genelec’s [Intelligent Signal Sensing (ISS) technology](https://www.genelec.com/key-technologies/intelligent-signal-sensing-technology) means that I don’t need to bother with turning amplifiers on and off. I like to make systems with as few hardware types as possible because it makes setup time and maintenance much easier, and the client does not need to have a huge stock of different spares. Genelec’s commitment to sustainability also influenced my choice.”

The system comprises seven powerful [4030](https://www.genelec.com/4030c) loudspeakers, five [4020s](https://www.genelec.com/4020c), four [4010s](https://www.genelec.com/4010a) and one 7050 subwoofer, all of which are responsible for providing the atmospheric soundscapes that bring the exhibition to life. As guests enter, quadrophonic surround sound is used to emphasise the two opposing sides, and in another room, there’s a replica of a nuclear explosion – which features intense flashing lights, a blast from the Genelec loudspeakers and a Danish TV broadcast of the attack.

Additionally, several vintage TVs and radios play historic clips from the era, which are reproduced by Genelec’s ultra-compact 4010 loudspeakers. The system is controlled by networked media players from [BrightSign](https://www.brightsign.biz/) so that the sound levels and playback triggers are handled via the network.

Since opening, REGAN Vest has become one of Denmark’s most interesting new museum projects. Placing guests in a bunker that was once used to protect the government from nuclear attack, the museum has redefined the boundaries of a traditional attraction – enhancing the experience even further with a new exhibition space that relies on clear, intelligible audio from Genelec.

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

\*\*\*ENDS\*\*\*

***About Genelec***

*Since the founding of Genelec in 1978, professional loudspeakers have been at the core of the business. An unrivalled commitment to research and development has resulted in a number of industry firsts and established Genelec as the industry leader in active loudspeakers. 45 years later Genelec loudspeaker products remain true to the original philosophy, offering reliability, neutral sound reproduction regardless of size, as well as the ability to adapt to the acoustic conditions of the listening environment. Genelec customers receive paramount support in the field, from acoustical advice and calibration services to technical service and long product life span. Buying a Genelec product is a secure long-term investment in outstanding and reliable audio reproduction*.

**For press information, please contact:**

Kiera Leeming, Copper Leaf Media Howard Jones, Genelec

T:+33 (0)6 84 06 26 42 T: +44 (0)7825 570085

E: kiera@copperleaf.media E: howard.jones@genelec.com