

*** Please note that this release is embargoed until Tuesday 21st April 2020 at 10.00 CEST. We'd appreciate your understanding in keeping this information confidential until then. ***

Press Release

Genelec spices up audio quality at The Mill in Malmö

Malmö, Sweden – April 2020... The Quality Hotel, The Mill, in central Malmö, has recently reopened after a full-scale, top-to-bottom renovation. Part of the successful Nordic Choice chain, in addition to its 244 rooms, The Mill boasts ten conference rooms of varying sizes and a highly spec'd gym to cater for all the needs of the business traveller. All of the conference rooms plus the gym are equipped with high quality Genelec sound systems complete with Crestron control for a flawless audio experience.

Nordic Choice turned to leading Swedish integrator, Informationsteknik, to design, supply and install the AV systems throughout the hotel. With offices in Stockholm and Malmö, Informationsteknik is one of Sweden's leading suppliers of customised solutions of audio, lighting, and video technology for meeting and conference spaces. Informationsteknik had no hesitation in specifying Genelec throughout to meet the hotel's exacting quality and aesthetic requirements.

The conference rooms are all named after the various spices that are sold at the famous Möllevångstorget market nearby. As a result, each room benefits from its own rich colour scheme according to the spice after which it is named. Cocoa, saffron and cinnamon are just some of the names that have inspired the décor.

Gustav Rue from Informationsteknik's installation sales department explains that of all the requirements specified in the brief, the need to match the technology with the décor was perhaps the most challenging. "When we were asked to find a comprehensive solution of very high quality, it emerged relatively early on that a decisive factor would be how the technology could be colour-matched to match the interior," notes Rue. "Genelec proved to be the perfect solution, both in terms of quality and aesthetics."

"We selected a variety of models from the 4000 Series of installation speakers depending on the size of the room," he continues. "As far as quality is concerned, their clarity and vocal intelligibility is second to none. They are also incredibly reliable, which is important for a busy hotel conference environment. However, what really made the difference for this project was the fact that we could custom paint the speakers in absolutely any shade to precisely match the colour palette of each space. As you move from room to room, the feeling is completely seamless."

Hotel manager Burim Sumiq is thrilled with the results. "We deliberately chose to invest a little extra in technology in our meeting rooms as we wanted the best possible experience for our guests," he reveals. "We're right in the centre of Malmö and only 30 minutes from Copenhagen so we're ideally placed as a business hub."

“We wanted to focus on sound and speaker experience, but with a special proviso: our conference rooms are really something quite special, each with a unique and carefully designed colour scheme, so it seemed important to us to find a company that could deliver a solution that could match the interior without compromising on sound quality. Our local integration partner, Informationsteknik, recommended Genelec, which I already knew to be a brand that stood for quality and fantastic sound. However, once the speakers were installed and we heard them for the first time, I was literally blown away. The sound was quite simply amazing. Best of all, it didn’t need to be excessively loud, the clarity and intelligibility at low volumes are superb, and that is really important for our guests – they don’t need to hike up the volume in order to have a great sound experience.”

Gustav Rue is delighted to have a happy client. “It’s always satisfying when the customer is happy, and in this instance it’s not just about the technology – which, in any case, is of top quality – it’s about the whole aesthetic experience, and Genelec really came through for us at every level. They are a great partner to work with – always helpful and engaged in our customer’s project, and of course, they make great-sounding loudspeakers!”

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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. Over forty 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.

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