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

Press Release

**Genelec amplifies the sound of cultural harmony**

**at Kulturkvarteret Örebro**

*Seamless audio integration meets sustainability*

**Örebro, Sweden, June 2023…** [Kulturkvarteret Örebro](https://kulturkvarteret.orebro.se) (KKV Örebro) was created with the mission of fostering culture within the Swedish municipality of Örebro. The five-story building is particularly focused on enriching the lives of children and young people in the area through the arts, and is heavily utilised by students of the local [Örebro University](https://www.oru.se); however, the building is also open for public use as well. The centre encompasses the Örebro City Library, Kulturskolan, multiple stages, rehearsal spaces, and an art school specialising in music, dance and theatre, as well as an art gallery. As a leading provider of professional loudspeaker solutions, [Genelec](https://www.genelec.com) partnered with the integrator [JML-System AB](https://jml.se) to elevate the audio experience at this prestigious new development.

Genelec and JML provided over eighty [4000 Series](https://www.google.com/url?q=https://www.genelec.com/4000-series&sa=D&source=apps-viewer-frontend&ust=1685544688787931&usg=AOvVaw1haEwRZBwHBNL-d9ygvYPO&hl=en-GB) loudspeakers throughout the building, to complement a host of other smart audio-visual technology. The primary contractor was Swedish construction company, [Network Cybernetics Corporation](https://www.ncc.com) (NCC), who procured the various sub-contractors. The integration itself was carried out by JML who collaborated closely with an array of experts, including the architect Gert Wingårdh, delivering a sophisticated result.

“It’s important to remember we are in an educational environment where the rooms are in constant use – so component quality, which directly affects durability and reliability, was a massive consideration,” explains Johan Ståhlgren, the project leader from JML, on the decision to implement a Genelec solution. “Due to the cultural significance of the building to the local community, sustainability was a non-negotiable aspect of the project. Genelec excels in both these departments, making them a natural choice.”

“Genelec’s 4000 series was perfectly suited to this installation, with each of the four different models being ideal for the varying rooms,” Ståhlgren continues. “All of them deliver exceptional performance, ensuring an immersive audio experience tailored to the specific needs of the varying room sizes and applications. The rooms range from large orchestral halls of 120 square metres to small studios that are no bigger than 15-16 square metres. Regardless of the size, Genelec’s active loudspeaker technology makes the 4000 series very easy to install as it removes the need for external amplifiers, thus conserving rack space and reducing cabling. What’s more, Genelec’s signature aesthetic design looks every bit as good as it sounds, and each cabinet is available in 120 different RAL colours, making it easy to blend with any interior.”

“Due to its size, the [4010](https://www.genelec.com/4010a) is extremely versatile and can be integrated seamlessly anywhere,” explains Ståhlgren. “So, we opted for two of these in each of the smaller music rooms and conference rooms, while in the larger studios, conference rooms and rehearsal rooms, the [4020s](https://www.google.com/url?q=https://www.genelec.com/4020c&sa=D&source=apps-viewer-frontend&ust=1685544689598412&usg=AOvVaw3I9SKYhtdJXZatTjsdB2b7&hl=en-GB) made more sense – combining the same versatility and precision with a greater output. Six [4030s](https://www.genelec.com/4030c) provide outstanding clarity and definition for the library area and one of the vocal studios, and finally, the large format [4040](https://www.genelec.com/4040a) model provides impressive power and dynamic range, making it perfect for the dance studios where robust sound with extended low frequency response is essential. We also specified four additional [8050](https://www.genelec.com/8050b) studio loudspeakers for the largest dance studio, which deliver power in abundance with a class-leading balance of extraordinary SPL output, dynamic range, and transparent performance.”

The flexibility of Genelec's design proved to be invaluable in this case," asserts Ståhlgren. "Considering the diverse disciplines and their distinct acoustic requirements in each room, the rear panel room compensation switches offer us significant control with just a flick of a switch during installation. This ensures that the loudspeakers are tailored to their environments, delivering pristine audio quality and saving us valuable time.

"The project planning was well-organised, with regular meetings bringing together all disciplines every second week to assess progress and address challenges," highlights Ståhlgren. "Despite the time constraints between the completion of the building and the handover to end-users, the project was completed within the designated timeframe and budget. It’s been a tremendously fulfilling and captivating journey for all involved, and we eagerly anticipate witnessing how students and teachers will utilise and embrace the newly created space."

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

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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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