

GENELEC®

CASE STUDY

**Genelec and ArtAV
bring Hannah Perry's
vision to life at
Gateshead's Baltic**

TWELVE 8330 STUDIO
LOUDSPEAKERS BRING
UNRIVALLED CLARITY
TO BRITISH ARTIST'S
COMPLEX SOUNDSCAPES





GENELEC LOUDSPEAKER TECHNOLOGY HELPS HANNAH PERRY DELIVER A MULTI-SENSORY JOURNEY THROUGH THEMES OF MOTHERHOOD, CLASS, AND LABOUR



Gateshead's iconic [Baltic Centre](#) for Contemporary Art (Baltic) — a repurposed flour mill along the city's scenic Quayside — stands as a premier arts and cultural venue in Northeast England. Opened in 2002 as part of a regeneration effort in Gateshead, the gallery has hosted work from celebrated artists including Yoko Ono, and

Anish Kapoor. Now, Baltic has worked once again with integrator ArtAV to showcase a bold new exhibition by British artist [Hannah Perry](#). Utilising [Genelec's](#) renowned [8330](#) studio loudspeakers, Perry's work delves into themes of labour, motherhood, and class in an experience that is as auditory as it is visual.

” GENELEC’S DESIGN ENSURES CLARITY IN COMPLEX SOUNDSCAPES, FROM AMBIENT NOISE TO MUSIC.

A long-standing collaborator with Baltic, [ArtAV](#) specialises in integrating audiovisual components into artistic presentations. “Our focus is always to provide high-quality equipment that matches the vision of galleries and artists alike,” says Simon Weightman, project manager at ArtAV. “For this exhibition, we coordinated with the Baltic team and Hannah Perry herself to deliver precisely what she envisioned.”

Weightman explains that Perry’s exhibition, housed in Baltic’s Level 4 gallery, called for a powerful sound solution that was also visually subtle. “Artists want the technology to serve their art without drawing attention away from it. Genelec loudspeakers are perfect — they look elegant, and can fill the gallery without dominating it. Their design

allows for clarity in complex soundscapes, whether it’s ambient noise or music, both of which were central to this exhibition.”

Hannah Perry’s Baltic debut, *Manual Labour*, brings her exploration of motherhood to life in a richly layered, immersive experience. Known for examining class and gender through her work, Perry’s installation combines sound, sculpture, and film to probe the physical and emotional weight of labour. Her mechanical sculpture, choreographed to evoke the strain and rhythm of manual work, is paired with a moving film that explores the personal and collective dimensions of motherhood. Through textures, reflective imagery, spoken word, and sound, the piece invites viewers into a contemplative journey.



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At the heart of the exhibition is a 12.1 Genelec sound system, comprising twelve 8330 loudspeakers and a [7070](#) subwoofer. Each loudspeaker emits a unique soundscape — from deep rumbles to ringing chimes and piano music — supported by advanced ambisonic audio techniques. Genelec’s [GLM](#) loudspeaker management software intelligently fine-tunes the frequency response, playback level and distance delay of each loudspeaker to compensate for the gallery’s unique acoustics, delivering the highest possible levels of clarity and intelligibility — wherever the listener is located.

“Genelec loudspeakers are a natural fit for exhibitions since artists are already familiar with them from their studio work,” says Kyle

Partridge, ArtAV’s technician who played an active role in the project. “Their compact design and excellent acoustic performance filled the space beautifully, and the GLM software enabled us to calibrate each speaker quickly — a major advantage for installations. We were on a tight schedule as Hannah wanted to make last-minute adjustments to the audio files. Having tools like GLM is invaluable, as it gives artists the flexibility to refine their work right up to the finish line.”

Baltic’s collaboration with ArtAV and Genelec has resulted in an exhibition that’s not only visually captivating but deeply resonant in its soundscape. Through an expert blend of technology and artistry, Hannah Perry’s *Manual Labour* encapsulates



a visceral exploration of labour, family, and identity, drawing visitors into a fully immersive experience that lingers long after leaving the gallery.

“At ArtAV, we take great pride in every project, whether it’s a straightforward rental or a comprehensive installation,” Weightman concludes. “From initial design to opening night and beyond, we approach each exhibition with the same dedication. Genelec is a partner that shares our commitment to top-quality technology — their loudspeakers are durable and consistently meet our clients’ needs. By choosing Genelec for Manual Labour, we enabled Hannah to craft an immersive, multi-sensory experience that truly reflects the emotional intensity of labour.”



THE KIT

- 12 x 8330A
- 1 x 7070A
- 1 x GLM Calibration Kit