

GENELEC®

# CASE STUDY

**Genelec raises a glass  
to the first Smart IP  
solution in Estonia**

DISCRETION AND  
FLEXIBILITY WERE THE  
WATCHWORDS FOR  
ELEGANT TALLINN BAR





## **CHIN CHIN WINE BAR BREAKS NEW GROUND** WITH OVER 800 WINES AND A STUNNING GENELEC SMART IP SYSTEM



Chin Chin wine bar in Tallinn, Estonia offers guests the blissful pairing of a crisp glass of wine with a stunning sea view. A solo project of sommelier Karl-Märten Käesel, the bar is a sophisticated space to sip, swirl and pour as your troubles melt away into one of 800 glasses of vino on the menu. To complement the encyclopaedic wine list and accompanying

menu of hand-selected gourmet snacks, [Chin Chin](#) adds to the atmosphere with a discreet yet powerful audio solution from [Genelec](#).

Estonian audio-visual integrators [Progear OÜ](#) designed, supplied and installed the system, with the help of local distributor [msonic Baltic](#). The solution comprises 10 Genelec [4430](#) Smart IP loudspeakers that met Chin Chin's brief of a unique, multifunctional,

## ” THE 4430 USES A SINGLE NETWORK CABLE - EASE OF USE WAS AN IMPORTANT FACTOR.

good-looking and superior sound system. This milestone project marked the very first time that a [Genelec Smart IP solution](#) has touched ground in Estonia, so this was a particularly special installation for Progear, msonic Baltic and the Finnish loudspeaker manufacturer.

“Genelec were selected because of their legendary status, and because they offer built-in DSP and [Dante](#) compatibility,” begins Karl-Erik Sepp, sound installation project manager at Progear. “The 4430 uses one network cable, through which it receives power, audio and the possibility to control each speaker remotely. The ease of use was an important factor for the team at Chin Chin. The 4430 also offers the famous Genelec sound quality, which can easily adapt to everything from relaxed wine tastings through to the curated DJ nights that Chin Chin hosts at the weekend.”

One of the biggest wine bars in Tallinn, Chin Chin offers guests a 26-page wine list featuring bold reds from Italy and Spain, to a range of sparkling wines and lighter options for warmer days. Guests can either enjoy a glass at the bar or take home a bottle to enjoy – which could prove impossible with so many to choose from! Additionally, there’s also the option for guests to pour their own glass at the futuristic wine dispenser, where a selection of more expensive wines can be sampled in smaller measures.

As well as serving as a place to wind down after work and let loose on the weekends, Chin Chin also hosts wine classes, which range from a tour around the Italian coast via specially selected bottles, to wine and food pairings and a sparkling wine course taking drinkers from Prosecco to Champagne. These classes



# ” GENELEC’S FAMOUS SOUND QUALITY ADAPTS TO EVERYTHING FROM WINE TASTINGS TO DJ NIGHTS.

take place in a separated area of the bar that can also be hired out for small meetings and events. This space can be separated from the rest of the sound system, in order for classes to be carried out uninterrupted.

“In the small events space we installed two 4430 loudspeakers, as well as a Barco [ClickShare CX-30](#) wireless image transfer device to make the wireless transfer of pictures and sound as seamless as possible. The remaining loudspeakers form a distributed audio system across the bar and seating areas to provide consistent, even coverage throughout the venue,” explains Sepp.

“In addition to the loudspeakers, at the heart of the system there is also a Yamaha [MTX5-D](#) processor, which controls the entire audio solution. Access to simple functionality is

provided through wall panels and automation. To handle speech requirements there’s a Shure [BLX24RE/SM58](#) wireless vocal microphone that automatically turns off the background music when in use and restores it after the mic is finished with – the same automation was also created for the DJ input via the Yamaha [mixing desk](#), which is also connected to the Dante network.

“This gives Chin Chin the opportunity to place the performer almost anywhere in the venue where a network connection has been established, which gives them complete versatility. We built the audio solution around the mixing desk, Dante converter and cable rack so that all the necessary components would be together in one place and could be stored neatly out of sight when not in use.”

While it may be modest in size, Chin Chin is a glimpse into wine bars of the future, with wine dispensers, expert sommeliers and an impressive Genelec sound system that adapts to a variety of events. Born out of a love for great wine, Chin Chin now offers even more than a glass or two of your favourite tippable, with high-quality, versatile sound from Genelec’s unrivalled Smart IP series.



## THE KIT

- 10 x 4430A

GENELEC OY OLVIETIE 5 | 74100 | IISALMI, FINLAND | TEL. +358 17 83881 | [GENELEC@GENELEC.COM](mailto:GENELEC@GENELEC.COM) | [WWW.GENELEC.COM](http://WWW.GENELEC.COM)

