**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec blends audio excellence with historic charm at Gyldene Freden**

— Cutting-edge sound meets three centuries of Swedish culinary tradition —

NATICK, MA, August 26, 2025 — In the heart of Stockholm’s medieval Gamla Stan district, one of the world’s oldest restaurants, [Gyldene Freden](https://gyldenefreden.se/), offers a taste of traditional Swedish cuisine. Since opening its doors in 1722, Gyldene Freden has provided guests with a gourmet dining experience alongside a glimpse into Stockholm’s history, but until recently, the restaurant lacked a sound system to complement its classic setting. With so many rooms and architectural quirks, [Genelec Smart IP](https://www.genelec.com/smart-ip) loudspeakers were chosen for an audio solution that would maintain its timeless charm.

Gyldene Freden’s owners turned to installation and control specialists, [We Make Noise](https://wemakenoise.se/), to install the system. “[Genelec](https://www.genelec.com/) was an obvious choice for us,” says Emil Varli, who led the installation for We Make Noise. “We believe there are very few brands that can deliver a loudspeaker as compact and complete as the [4420](https://www.genelec.com/4420a) Smart IP model, and that’s exactly what we needed. What’s more, the owners were already familiar with Genelec, which eliminated the need for any discussions about other manufacturers.”

Due to the historic nature of the building, encountering acoustical challenges was inevitable. “Since the restaurant spans several floors and has very limited possibilities for running new cabling, a traditional sound installation was out of the question,” explains Varli. “However, we were able to take advantage of an existing data network and implement a [Dante](https://www.getdante.com/)-based solution for zone and source management.”

For installations such as this, where aesthetic is just as important as functionality, Smart IP loudspeakers are lifesavers thanks to their single-cable setup. Power, audio, and control are all delivered over a single CAT cable to reduce the need for intrusive wiring. “Using Smart IP made it possible to deliver a sleek installation and a great-sounding system with relatively little cabling to distract from the beauty of the restaurant,” adds Varli.

[Meetech](https://meetech.se/), a leading Swedish audio and visual provider, handled project management, commissioning, and programming of the Smart IP system. “The system is built on a BSS platform, expanded with Dante and equipped with local volume control panels in each zone,” explains Martin Marten, CTO of Meetech. “It’s prepped for active subwoofers using Dante AVIO adapters, leaving room for flexibility or future upgrades. Music playback is handled by two Sonos Port units.” While the historic nature of the building presented initial complexities, the final installation came together as a streamlined, user-friendly solution for staff to use on a daily basis. “During commissioning, Genelec [Smart IP Manager](https://www.genelec.com/smart-ip-manager) software proved invaluable,” Marten adds. “It made it easy to identify and configure each loudspeaker. Everything was done so quickly and efficiently.”

“Fourteen 4420 loudspeakers were mounted in ceiling corners using [8000-422](https://www.genelec.com/accessories/8000-422b/w-adjustable-wall-mount) adjustable wall mounts, painted in a range of colors to match the unique decoration of each room,” Varli continues. “We only needed one [7050](https://www.genelec.com/7050c) active subwoofer, which was positioned where the dance floor would be, complemented by two larger [4430](https://www.genelec.com/4430a) loudspeakers for more punch. If we had chosen another manufacturer, we would undoubtedly have to add subwoofers to multiple areas to achieve the same audio quality.” Blending seamlessly into the walls of Gyldene Freden, the loudspeakers provide a serene atmosphere in keeping with the restaurant's iconic history.

“Gyldene Freden has always been about more than just food,” concludes Karl Törngren, the restaurant’s current owner. “For over three centuries, history, culture, and memories have been an integral part of the experience. With the support of We Make Noise and Meetech, the Genelec sound system introduces a new level of elegance and atmosphere, while preserving the focus on what truly matters – our guests and their dining experience.” By blending tradition with innovation, Gyldene Freden not only honors its rich legacy but also elevates the dining experience with a soundscape that complements Sweden’s culinary heritage.

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

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Photo file 1: Gyldene\_Freden\_PR\_Image\_1.JPG

Photo caption 1: The Gyldene Freden Restaurant in Stockholm, Sweden.

Photo file 2: Gyldene\_Freden\_PR\_Image\_2.JPG

Photo caption 2: The Gyldene Freden Restaurant in Stockholm, Sweden.

Photo file 3: Gyldene\_Freden\_PR\_Image\_3.JPG

Photo caption 3: Gyldene Freden has deployed Genelec Smart IP loudspeakers in a range of custom colors.

Photo file 4: Gyldene\_Freden\_PR\_Image\_4.JPG

Photo caption 4: Gyldene Freden is located in the heart of Stockholm’s medieval Gamla Stan district.

PDF file: Gyldene\_Freden\_Case\_Study\_FINAL\_ENG.pdf

PDF caption: Genelec Gyldene Freden case study

Genelec, the pioneer in Active Monitoring technology, is celebrating over 45 years of designing and manufacturing active loudspeakers for true and accurate sound reproduction. Genelec is credited with promoting the concept of active transducer technology. Since its inception in 1978, Genelec has concentrated its efforts and resources into creating active monitors with unparalleled sonic integrity. The result is an active speaker system that has earned global acclaim for its accurate imaging, extremely high acoustic output from small enclosures, true high-fidelity with low distortion, and deep, rich bass.

Genelec is also continuing with its 18th year of Smart Active Monitoring™ technology, which allows studio monitors to be networked, configured and calibrated for the user’s specific acoustic environment. Each Smart Active Monitor or subwoofer is equipped with advanced internal DSP circuitry, which tightly integrates with the GLM (Genelec Loudspeaker Manager) software application, running on Mac or PC. GLM’s reference microphone kit allows the user’s acoustic environment to be analyzed, after which GLM’s AutoCal feature optimizes each Smart Active Monitor for level, distance delay, subwoofer crossover phase and room response equalization, with the option of further fine tuning by the user. By minimizing the room’s influence on the sound, Smart Active Monitors deliver an unrivalled reference, with excellent translation between rooms.

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*—For more information on the complete range of Genelec Active Monitoring Systems, contact: Genelec Inc., 7 Tech Circle, Natick, MA 01760. Tel: (508) 652-0900; Fax: (508) 652-0909;*

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