

GENELEC®

# CASE STUDY

**Genelec amplifies  
the sound of  
cultural harmony**

SEAMLESS AUDIO  
INTEGRATION MEETS  
SUSTAINABILITY AT  
KULTURKVARTERET  
ÖREBRO







**OVER 80 GENELEC LOUDSPEAKERS** ENRICH LIVES  
IN SWEDISH CULTURAL CENTRE





It's no secret that a nation's culture resides in the heart and soul of its people. With the mission of fostering culture within the municipality of Örebro, in Sweden, [Kulturkvarteret Örebro](#) (KKV Örebro) was created. 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](#); however, their mission is to provide an inclusive meeting place for everyone, and is therefore open to 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](#) partnered with the integrator [JML-](#)



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[System AB](#) to elevate the audio experience at this prestigious new development.

With a focus on seamless integration, exceptional sound quality and sustainability, Genelec and JML provided over 80 loudspeakers throughout the building, to complement a host of other smart audio-visual technology. The primary contractor was Swedish construction company, [Network Cybernetics Corporation \(NCC\)](#), 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, to deliver 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. “Also, 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.”

“With Genelec’s extensive product portfolio, it was extremely easy to ensure the right loudspeakers were used in each room,” Ståhlgren continues. “Genelec’s [4000 series](#) was perfectly suited to this installation, with each of the four different models being utilised. 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



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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.”

The [4010](#), characterised by its compact form factor, saw the most use, comprising almost half of the overall number of loudspeakers: “Due to its size, it’s 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](#) made more sense — combining the same versatility and precision with a greater output. Six [4030s](#) provide outstanding clarity and definition for the

library area and one of the vocal studios, and finally, the large format [4040](#) 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](#) 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.”

One of the key focus areas of the project was easy and smart management, which was achieved through the installation of [Crestron](#) touch bars that control lighting, sound, air conditioning, temperature, and alarm. The touch bars offer the same user interface in every room, and support plug-and-play capabilities for all sorts of equipment — including microphones, guitars and pianos. Once the room is empty, it shuts down and





returns to its default settings, conserving energy and simplifying the transition for the next user.

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 respective environments, delivering pristine audio quality and saving us valuable time."



The project progressed exceptionally smoothly, even with its ambitious scope, in part due to the open and collaborative dialogue between the architects, other stakeholders, and Genelec, who assisted in selecting the best models in various sizes and colours for each room.

"The project planning was well-organised, with regular meetings bringing together all disciplines every second week to assess progress and address challenges," highlights Ståhlgren. "Through collaborative efforts in large and smaller groups, we successfully resolved any issues that arose. 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."

## THE KIT

- 38 x 4010
- 20 x 4020
- 6 x 4030
- 12 x 4040
- 4 x 8050