

GENELEC®

CASE STUDY

**“The most evocative
four walls in cricket”
embrace Genelec
Smart IP loudspeakers**

LORD'S CRICKET
GROUND BOWLED OVER
BY NEW GENELEC SYSTEM
FOR ITS PRESTIGIOUS
LONG ROOM





**GENELEC PROVIDES SOPHISTICATED
SMART IP AUDIO SOLUTION** FOR THE
ELEGANT MEMBERS-ONLY LONG ROOM
AT LORD'S



Widely known as the Home of Cricket, [Lord's Cricket Ground](#) in London is a 31,000-capacity sports destination that's played host to some of history's most iconic cricket matches over the past 200 years.

Since 2006, the venue has been in the capable hands of [RH Consulting](#) and

[RG Jones](#) who have provided Lord's with bespoke audio solutions for its packed cricket and events programme. This time around, all the action was off the pitch with a sophisticated [Genelec](#) sound system — supplied by [Audiologic](#) — delivering pristine audio to Lord's prestigious members-only Long Room.

The Long Room, once referred to as “the most evocative four walls in cricket”, is known

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worldwide for its opulence. It sits as part of the Grade II listed Pavilion with portraits of notable figures from across cricket’s history hanging on its walls, creating a backdrop for the elegant dinners, lunches and wedding receptions that are frequently held there.

For 130 years The Long Room has been an important part of Lord’s. On match days, it welcomes Members to their favourite sport, whilst also providing the walkway for players coming down from their dressing rooms and out onto the pitch. Many cricket greats have passed through, from W.G. Grace to Sir Alastair Cook, before gracing the turf at the Home of Cricket.

The brief was for a new, enhanced entertainment system that could accommodate the varying events held in The Long Room. The space can quickly go from hosting grand lunches and dinners to jazz performances, small conferences and

speeches. RH Consulting and RG Jones continued their partnership at Lord’s by designing and installing a system to keep up with these diverse demands.

“Spending a day in The Long Room is a cricket fan’s dream,” began Roland Hemming, project manager at RH Consulting. “Therefore, we needed a first-class solution that wasn’t going to compromise on quality, which led us to Genelec. We’d been talking about this project for years, so there was a lengthy design process, mainly because it’s such an iconic space. Prior to the Genelec system, Lord’s was using a combination of in-house and temporary systems, which was very disruptive.”

“The Pavilion at Lord’s is a listed building so aesthetics were very important and we were also restricted on where we physically positioned the loudspeakers,” furthered Richard Northwood, design consultant at



” FOR 130 YEARS, THE ROOM HAS HOSTED SPORTS LEGENDS, AND NOW GENELEC JOINS THAT LEGACY.

RH Consulting. “It’s a really busy room, so the audio solution we installed had to ensure everyone could be heard.”

Primarily, Lord’s wanted an entertainment system for The Long Room that was able to play high-quality music, but it also had to serve as part of the evacuation system. The system includes redundancy so that should part of the system fail, the rest carries on. This led RH Consulting to Genelec’s [Smart IP](#) loudspeakers, which are driven individually — offering a high degree of redundancy.

The system uses 12 Genelec [4430A](#) Smart IP models in a custom RAL9001 cream colour. Known for their exceptional sound quality and networked convenience, the 4430A uses PoE to deliver uncompromised SPL and acoustic performance and is fully compatible with both [Dante](#) and open streaming standards such as AES67.

“The Genelec Smart IP loudspeakers are sustainably made, flexible and can be customised in a wide range of colours,” commented Hemming. “Another advantage of using this series is that the loudspeakers are run and controlled on a single CAT cable. We were able to cable the system from the basement, which meant that there was little disruption caused by chasing cables through the walls. This saved on time and money, and meant that we didn’t have to make any physical changes to the venue.”

The loudspeakers are controlled by Genelec’s [Smart IP Manager](#) software. This targets specific audio installation problems, including room equalisation, status monitoring and more, saving installation teams time as it ensures that all of the loudspeakers are performing at their very best — even in challenging environments.



RG Jones also installed six [7040A](#) active subwoofers. The Lord's Estates' department extended the room's radiator covers so that these are invisible. The sub's onboard bass management technology enables it to filter low-frequency information from the main channels and take responsibility for handling it. Additionally, room compensation controls also allow users to optimise the 7040A for any environment. All of this was connected into the existing site-wide DSP network.

"One of the main problems of the old system was that if you were using more than one mic it would go into feedback very quickly," explained Hemming. "Now, the loudspeakers that are closer to the microphones can be individually controlled, avoiding any potential feedback. This is down to the control that only a self-powered IP solution can give you."

At its most basic, the new system can be controlled via a touchscreen on the wall, but The Long Room is also equipped with a

couple of mobile mixing consoles that can be plugged in when necessary, so that a full mix can be created by an engineer if needed. This gives the room the flexibility required for bigger events including parties and weddings, which are becoming more and more popular at Lord's.

The new audio system at The Long Room has opened the door to even more cricket fans that long to be at the heart of the action. "Genelec are a reliable brand with an excellent track record. The sound in The Long Room has gone from being an afterthought, to one of the stand-out features of the Pavilion," concluded Northwood. For 130 years, the room has been graced with some of the sport's biggest stars, and now Genelec becomes part of that legacy — delivering a bespoke audio solution to a sporting venue that's high on the list of any avid cricket fan.



THE KIT

- 12 x 4430A
- 6 x 7040A
- 1 x Smart IP Manager