

GENELEC®

CASE STUDY

Genelec Takes Pride Of Place In Stunning London Apartment

LUXURIOUS LONDON
TECH CITY FLAT GETS THE
GENELEC TREATMENT WITH A
COMPREHENSIVE PRECISION
AUDIO SOLUTION





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Canaletto is a 31-storey residential tower sitting at the crossroads of the vibrant London districts of Islington, City, Shoreditch and Clerkenwell. Offering waterside living with the capital's trendiest boroughs a stroll away, it is among the most desirable locations in the city. Canaletto (named after the Venetian landscape artist) was designed by renowned Dutch architect Ben van Berkel of UNStudio and features a striking curved steel and

glass façade, which makes a unique statement on London's skyline. Each apartment has its own distinct style and feel; one resident has chosen to equip their elegant apartment with a host of Genelec loudspeakers in order to provide precise audio clarity throughout the stylish space.

The apartment is owned by a couple of successful tech entrepreneurs and features an elegant Nordic interior designed by Clerkenwell-

” FROM A TECHNICAL AND AUDITORY POINT OF VIEW, WE APPRECIATE THE CLARITY AND FLAT RESPONSE OF GENELEC LOUDSPEAKERS

based interior architect and design practice, Johnson Naylor. The city-facing open plan living space offers spectacular views of London, which can also be enjoyed from the flat's balcony. In the living area, the owners have created a 7.0 sound system with three Genelec 8351s in the front, and four ceiling-mounted Genelec 8340s at the rear of the viewing area offering discrete side and rear channels for 7.0 playback or diverged sounds for 5.0. The speakers deliver an outstanding reference quality experience, which maximises the powerful AV and entertainment system comprised of an 85-inch 4K TV, PS4 Pro, Xbox One X, Nintendo Switch, Titan X Pascal gaming PC, and a 4K Apple TV.

“We opted for a Genelec solution because we wanted a high quality surround sound solution that would allow us to enjoy films and video games as closely as possible to the way that was originally intended by the creators,” explained the

owner. “From a technical and auditory point of view, we appreciate the clarity and flat response of Genelec loudspeakers, which deliver faithful and accurate sound reproduction. However, we appreciate even more the fact that many of our favourite film, video game and music producers use Genelecs themselves to create the content that we consume. It makes the whole experience feel even more authentic.”

Music is of special importance to the owner, so careful attention was paid to the living room system which posed a particular challenge due to the large amount of reflective glass surfaces. To counter this, the Genelec 8351s and 8340s were calibrated using Genelec Loudspeaker Manager (GLM™) software, which minimises intrusive artefacts resulting from hard surfaces. Andy Bensley from Genelec's UK distributor, Source Distribution, was responsible for calibrating the system. He explained that GLM

was a crucial element in ensuring that the system worked with the space and not against it: “Due to the glass and exposed surfaces, the ability to tailor the HF response of the system allowed the reproduction to be detailed without being overly bright,” he noted. “Coupled with GLM's ability to compensate for differing arrival times at the listening position we had the means to deliver an incredibly coherent and immersive system for the client in a challenging acoustical environment.”

Elsewhere, a total of 16 AIC25 in-ceiling speakers have been installed throughout the flat. Their sleek design integrates seamlessly with Johnson Naylor's minimalist Nordic interior design of the flat, while still delivering a precise Genelec sound. All speakers are part of the Crestron home network and connected to a Mirage MMS-2A audio server for Tidal Master audio. Everything is controlled via iPhones and iPads, with the ability to switch individual rooms on and off, change sources on mobile devices, and select songs at will. In the master bathroom and snug, the speakers are also used to play back Apple TV audio.

“The Genelec AIC25 in-ceiling solution offered excellent sound quality in a discreet design package which works extremely well throughout the apartment and integrates very well with the Crestron home network,” remarked the owner. “Furthermore, the amplifier modules slotted very easily into the Crestron AV rack in the utility room, making for a neat and efficient solution all round. Our AV system is actually quite complex and sophisticated, but it's the exquisite Genelec sound reproduction that really brings it to life and enables us to experience our favourite music, movies and video games just as the creators intended.”



THE KIT

- 3 x 8351A
- 4 x 8340A
- 16 x AIC25

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