

CASE STUDY

JAG HOTEL

NEWFOUNDLAND, CANADA

JAG Hotel uses Genelec Smart IP to put music at the centre of luxury hospitality



GENELEC®



MUSIC-FIRST IDENTITY

Luxury hotels have long been defined by fine dining, elegant interiors, and exceptional service. While [JAG Hotel](#) in downtown St John's, Newfoundland, is no exception to these amenities, its luxury is driven by a sense often overlooked when designing premium guest experiences: sound. Owner, John Steele lets his musical passion shape the hotel's identity, creating an extravagant atmosphere of high style, comfort, and character. Music is the defining personality of this boutique hotel, with Steele even hand-picking the playlist each day, making audio quality not simply an afterthought, but a deeply ingrained value for staff and guests.

Last year, JAG Hotel unveiled a bold new addition to its eighth floor — a lavish cocktail bar named the [Mojo Lounge](#). To reflect John Steele's vision, the Mojo Lounge, along with the office floor and penthouse suite, required a premium audio system that would put music at the centre of the customer experience. Praised by music lovers and audiophiles around the world, [Genelec](#) loudspeakers were chosen to play this defining role in the hotel's identity.





LUXURY MEETS LOGISTICS

Providing expert technical assistance and customer care to businesses across Canada, AV distribution and integration specialist, [SFM](#), was commissioned by [Steele Hotels](#) to work alongside its in-house installation crew and oversee product selection and programming of the new audio system. “Music is such an essential part of the JAG Hotel experience, and visitors have come to expect care and quality in the way sound shapes their stay,” says Jodi Rhuland, Regional Sales Manager at SFM.

Occupying the top three floors of the eight-story building, the luxurious Mojo Lounge, office floor, and penthouse suite are situated furthest from the hotel’s AV control room, located on the second floor. “Despite the distance, it was critical that these upper audio zones offered the same premium sonic performance as the rest of the building, especially in the newly opened Mojo Lounge.”

In addition to this logistical challenge, the sound system also needed to match the hotel’s boutique aesthetic.

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Sales Manager, SFM



“The Mojo Lounge was designed to reflect the hotel’s commitment to luxury,” describes Rhuland. “Therefore, any loudspeakers could not disrupt the visual identity of the lounge; they had to become part of the environment as a carefully chosen design feature rather than a purely functional necessity.” Combined with a tight deadline for project completion, SFM needed an audio solution that could deliver premium sound, simplify installation, and preserve the architectural integrity of the space.

SOUND DESIGNED TO BE NOTICED

“Due to the distance between the AV control system and the Mojo Lounge, we realised that a PoE solution would allow us to deliver a reliable loudspeaker network to the top floors of the hotel without adding unnecessary infrastructure, disruption, or visual clutter,” Rhuland explains. SFM’s Professional Services team, headed by Evan Nearing, was responsible for system programming and product selection, ultimately specifying Genelec’s [Smart IP](#) series loudspeakers to deliver premium sound to the hotel’s latest guest experience.

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Sales Manager, SFM

“Genelec is a well-respected brand in both the luxury hospitality sector and the music industry due to its excellent studio-quality performance and clarity,” expresses Rhuland. “JAG Hotel places music at the forefront of the customer experience and Genelec’s audio philosophy perfectly aligns with the vision of Steele Hotels. On top of this, the active PoE solution of the Smart IP series was exactly the workaround we were looking for to overcome the architectural challenges.”

A total of seventy-one Smart IP loudspeakers were installed by the hotel’s in-house technical team across the Mojo Lounge, office floor, and penthouse suite. Fifty [4435](#) in-ceiling models were deployed throughout the new audio zones for discreet, high-quality coverage, while twenty-one [4430](#) loudspeakers — the largest of the Smart IP range – were surface-mounted to the walls of the Mojo Lounge using accompanying [8000-402](#) adjustable brackets.

The Mojo Lounge has an undeniable sense of sophistication. Its indigo wallpaper, velvet furniture, and gold fixtures were all carefully considered style choices, designed to maximise character and comfort. Portraits of world-famous musicians hang from each wall, reminding guests of the hotel’s music-first identity. Therefore, the decision to openly display the 4430 loudspeakers is a testament not only to the audio quality, but also to how the Genelec brand is regarded by music enthusiasts. “It was a conscious decision to ensure the loudspeakers were not hidden away,” Rhuland points out. “They are a prominent feature of the lounge and perfectly match the hotel’s aesthetic and values, elevating the space with design as well as purpose.

“From a technical perspective, Genelec’s PoE approach made the system integration cleaner and easier than an alternative loudspeaker system would have allowed,” says Rhuland. “Rather than deploying powered loudspeakers that would require 120V of power at each location, the ability to connect the entire loudspeaker network with a single CAT cable drastically simplified what could have been a





very complicated installation.” SFM’s Plus+ Services team helped overcome the project’s time constraints by allowing installers to stay focused on the physical installation while programming work was handled by SFM in parallel.

In addition to the Genelec loudspeakers, the wider AV system expands to the lower floors, with a Q-SYS control infrastructure bringing everything together in the AV control room. Across the lower levels, performance space and public guest areas, the broader system incorporates EAW loudspeakers for additional audio coverage, Shure stage and wireless equipment including MXA90 ceiling array microphones, and lighting elements from Elation and ADJ. These technologies support the cohesive AV experience across the hotel, while Genelec brings a dedicated listening environment to the upper floors.

AUDIO IN THE FOREGROUND

Since the grand opening last year, the Mojo Lounge, along with the penthouse suite and offices, has received rave reviews from guests to the boutique hotel. “The goal with this project was to create a listening experience, not merely

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Shawn Basha, Property Manager, JAG Hotel



a background audio solution, that would stand out to guests, especially those from the music industry,” explains Rhuland. “Thanks to Genelec, this project is a strong example of how premium hospitality can use professional audio, not just for functionality, but for shaping its identity.”

Shawn Basha, Property Manager at JAG Hotel, also comments on the impact the new sound installation has had on the hotel staff and guests; “We at JAG Hotel don’t believe in background music — it’s something we actively avoid. Instead, we believe in the power of foreground music for defining the atmosphere and identity of our hotel. With Genelec, we have been able to create a space that reflects the true JAG Hotel brand — bold, music-led, and committed to the experience of our guests.”

THE DETAILS

Client

Steele Hotels, JAG Hotel

Audio Design

S.F. Marketing Inc.

Integrator

Steele Hotels

Genelec Distributor

S.F. Marketing Inc.

Loudspeakers

- 50 x 4435AWP
- 21 x 4430ABM

Control

Q-SYS

Audio & Lighting

21 x 8000-402B

Adjustable Wall Mount

EAW

Shure

Elation