

### Genelec for MAAP Berlin



Located in the heart of Berlin, MAAP's experiential retail space merges cutting-edge design with cycling culture. As a premium performance cycling apparel brand, MAAP is renowned for seamlessly merging aesthetics with performance while crafting physical spaces that embody its brand ethos. When the Berlin MAAP LaB opened, sound was recognised as a pivotal element in shaping the customer experience, and Genelec Smart IP loudspeakers have been integral to the project's success.

The Berlin MAAP LaB represents a unique retail philosophy that's far removed from transactional spaces - it focuses on fostering a sense of community. "Our LaB is a cultural touchpoint for the cycling community, a space that connects with Berlin's dynamic spirit," says Matt Ward, Manager of MAAP LaB in Amsterdam, but who played an active role in the Berlin project. Ward has a long history as a music professional and led the effort to transform sound into a core element of the brand experience, working closely with Genelec and project integrator B.I.N.S.S Medientechnik GmbH.

"Sound is not just an accessory; it's part of the DNA of the space," Ward explains. "We wanted an environment where sound feels organic and immersive - inviting customers to connect with the cycling culture we represent." MAAP's brief called for

superior clarity at low volumes and the ability to increase the playback levels for events without compromising on quality. Ward, an audiophile with years of experience, turned to Genelec. "I've trusted Genelec in my production work since 2008. Their reputation for accurate sound reproduction made them the obvious choice," he shares.

For the Berlin LaB, seven Genelec 4430 Smart IP loudspeakers were selected. The 4430's network compatibility offered flexible installation, requiring just a single CAT cable for audio, power and management. "The simplicity of installation was a game-changer," says Christoph Schlenther, sales manager at B.I.N.S.S. "Genelec allowed us to effortlessly integrate exceptional sound into the sleek, minimalist design of the space."

The MAAP Berlin LaB features an open layout filled with high-performance cycling apparel, which naturally absorbs sound. This allowed B.I.N.S.S to forgo additional acoustic treatments. Instead, they meticulously tuned the loudspeakers to the space, achieving balanced sound levels and eliminating dead zones or harsh hotspots. "The 4430s deliver remarkable fidelity," Schlenther says. "They create an immersive experience without overwhelming the listener, which is crucial for retail. It ensures that customers feel at ease, and encourages them to stay longer."

The soundscapes at the Berlin LaB reflect both the city's vibrant electronic music culture and MAAP's brand identity - energetic yet refined. "Our goal was to evoke the energy of Berlin while staying true to MAAP's ethos," Ward explains. "Sound influences how customers perceive the space and, by extension, the brand. Feedback has been overwhelmingly positive. We've had customers tell us that the sound is what makes the space feel alive. That's the ultimate compliment - it means the system is doing its job."

The project exemplified the importance of collaboration. "Working with Genelec and B.I.N.S.S was seamless. Their expertise ensured the system not only met but exceeded our expectations," says Ward. Schlenther adds: "From the planning phase to fine-tuning, the teamwork was outstanding. The result is a sound system that complements the space perfectly, enhancing every aspect of the customer experience."

The success of the MAAP Berlin LaB demonstrates the transformative power of sound in retail environments. With Genelec as a partner, MAAP has created a space that invites customers to immerse themselves in its world - a place where cycling culture, sound, and fashion converge.

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