



BOSE

PROFESSIONAL

CASE STUDY - HOSPITALITY | **ARNOLD'S**





STOCKHOLM'S CITY CENTER GAINS LIVELY RESTAURANT SCENE ANCHORED BY ARNOLD'S

Arnold's, one of Stockholm's newest and most exciting restaurants, is located in Stureplan, one of the main squares in Stockholm's city center. A long-standing customer of Bose Professional, the building has housed several of Stureplansgruppen's restaurant, bar and nightclub concept over the years. Before Arnold's the bottom floor held the famous nightclub Laroy for many years.

In early 2019, Arnold's restaurant and its separate bar area opened. This was followed a short time later by a Rio de Janeiro-inspired classic cocktail bar, Coquetel Social, which opened on the same floor as Arnold's.

During the late fall of 2019, two additional bar-concepts opened in the building's basement, completing the full- building renovation and utilizing all Stureplansgruppen's facilities—creating multiple unique spaces to fit any mood.

Bose Professional is the preferred sound supplier for Stureplansgruppen, so it was second nature to equip all new venues within the building with the unmatched quality and flexibility of Bose sound.

DELIVERING A BUILDING SOLUTION WHILE FOCUSING ON UNIQUE AUDIO EXPERIENCES

The audio design of Arnold's delivered a unique sound experience, whether in the main part of the restaurant or its popular summertime outdoor seating area. The Bose Professional audio solution was aesthetically pleasing, provided clear background music and was complementary to the restaurant's interior design.

The entire building's audio—whether in Arnold's or throughout the unique bar venues—are powered by five PowerMatch PM8500 power amplifiers and controlled via one ControlSpace ESP-1240AD engineered sound processor. This centralized architecture provided additional flexibility and allowed for local DJ inputs



and easy system management for staff members without taking away from their customer-focused duties.

BOSE PROFESSIONAL: A SOLUTION THAT HITS ALL THE MARKS

When Arnold's was ready for an audio solution that fits its needs, Stureplansgruppen had just finished an installation in a hotel in Stockholm in partnership with Bose Professional that utilized the Panaray MSA12X modular steerable array loudspeakers. Based on their experience, Stureplansgruppen specifically requested the Panaray MSA12X loudspeakers for both the restaurant and the separate bar area, in addition to two MB210 compact subwoofers per room.

When Coquetel Social opened a couple of months later, Stureplansgruppen moved the four black Panaray MSA12X loudspeakers from the restaurant area to that bar and ordered white versions of the same loudspeakers for the restaurant, integrating even more into the Arnold's design concept. For the summer outdoors seating area, five ArenaMatch Utility AMU206 loudspeakers were installed throughout the open-air space.

One of the newer basement bars—Lucy's Flower Shop—is a secret, innovative cocktail bar disguised as a flower shop. In December of 2019, it was ranked the best bar in the Nordics and one of the 39 best bars in the world by noted bar review site Difford's Guide. The other bar that opened last fall was Ferdinand Vinrum, a wine bar focusing on classic and modern wines.

Previous to its new life, the basement had only been used for storage so the ceiling was too low to comfortably accommodate guests. This required a complete remodel and presented a unique challenge regarding which loudspeakers would both fit within the space and deliver the desired sound.

Lucy's Flower Shop is equipped with six RoomMatch Utility RMU206 loudspeakers, as well as two MB24 subwoofers hidden in the bar desk. DesignMax loudspeakers are installed in the downstairs restroom, and in Ferdinand Vinrum, five RoomMatch Utility RMU105 loudspeakers and two MB210 compact subwoofers were installed.



A STUNNING SPACE IN THE CENTER OF STOCKHOLM

When all was said and done, Arnold's and the entirety of Stureplansgruppen's historical building were equipped with a powerful, polished and easy-to-manage sound system that exceeded each of the group's goals for the new installations.

"Everything works extremely well. Bose is our obvious choice when it comes to sound, and we have Bose installed in most of our different entities around Stockholm," said Jesper Svensson, Project Leader, Stureplansgruppen. "The sound setup in the Arnold's building is user-friendly and easily managed by the staff. The products themselves look good and don't interfere aesthetically with our different design concepts, which is always an important factor for us."

SYSTEM COMPONENTS

Panaray MSA12X modular steerable array loudspeaker

MB210 compact subwoofer

MB24 modular bass loudspeaker

ArenaMatch Utility AMU206 loudspeaker

RoomMatch Utility RMU206 loudspeaker

RoomMatch Utility RMU105 loudspeaker

PowerMatch PM8500 power amplifier

DesignMax DM3SE loudspeaker

ControlSpace CC-64 control center

ControlSpace ESP-1240AD engineered sound processor



Bose Professional serves many different markets, delivering great sound in venues all around the world - performing arts centers, theaters, places of worship, stadiums, restaurants, schools, retail stores, hotels, and corporate buildings.

We know that our pro audio customers depend on us in a unique way. This is your business, your reputation, your livelihood — not just an amp, not just a loudspeaker. So, when you buy a Bose Professional product, you get the full weight of the global Bose Professional team, behind you — our time, support, and attention. We see every purchase as the beginning of a partnership.



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