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CASE STUDY - HOSPITALITY | **HOTEL OTILIA**





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FROM BREWERY TO HOTEL: KEEPING THE SPIRIT OF CARLSBERG IN HOTEL OTTILIA

Hotel Ottilia, owned by Brøchner Hotels, is located in the old area of Carlsberg, Copenhagen, in a historic building originally used as a silo to house the malt and grain used by the Carlsberg beer brewery. When renovating the site into a hotel in 2019, the goal was to preserve the unique atmosphere and architecture from its brewery days, which included incorporating many of the original machines into the interior design and layout of the space. The hotel has 155 guest rooms, a fitness center, a rooftop bar and restaurant, multiple conference rooms in a variety of sizes, and a lobby area located inside the old silo portion of the property. Dipylon Hall, one of the larger spaces within the hotel, provides an exciting industrial atmosphere where you can hang out in a lounge area boasting a 20-meter high ceiling, and every Thursday offers a variety of DJs or live music sessions.

“For us, quality is central to everything we do and the music we play—from our design and

interiors to the selections at the bar and breakfast. Brøchner Hotels is all about extraordinary experiences, which is why an overnight stay is not just an overnight stay for us,” said Maja Whitta Andersen, head of marketing and communications at Brøchner Hotels. “We work actively with our conceptual platform and the guest experience so that we always deliver something more than expected. In that aspect, music plays a central role. It’s about the mood we create and how we want our guests feel when visiting us.”

“We work with hotels that are open to international travelers as well as locals, and here music and quality play a key role,” she added. “A lively hotel must have music that creates atmosphere, which is part of fulfilling the hotel experience. Our expression in our music changes, as we want to bring in vibes that match the mindset of our guests. In that way, we can set the framework for a cozy, quiet morning, the upbeat evening atmosphere, the cool live concert, the inspiring lecture or the unique event.”



DELIVERING AN ENGAGING AND UNIQUE SOLUTION

Bose Pro Partner Auditive Network delivered the full sound set up in the hotel using various Bose Professional products to fulfill the requirements of this special installation. The sound system in Hotel Otilia is a complex system with PowerMatch amplifiers and ControlSpace EX-1280C digital signal processors handling the FreeSpace loudspeakers distributed across all five floors. The system is divided into 17 different zones so that volume can be independently controlled for each predetermined zone.

Brøchner Hotels wants to offer the guests staying in their hotels an unforgettable sound experience. They have created their own playlist that runs in each of their properties, and all Brøchner Hotels host live music sessions once a week. These unique needs required a superior audio solution that was also discreet. Auditive Network was selected to work with a system consisting of RoomMatch Utility RMU105 and RMU108 surface-mounted loudspeakers and MB210 subwoofers installed in Dipylon Hall to provide the best coverage for this live sound area.

“It’s rare that a client understands the importance of good sound. But Brøchner

Hotels does, which makes working with them extremely satisfying,” said Jakob De Wittig, project manager at Auditive Network. “Hotel Otilia is a textbook example of how design, great acoustics and well-chosen products can form a well-defined audio experience for the guests. We have worked closely together with the designers to ensure that overall style and looks were preserved without compromising sound quality.”

De Wittig continued, outlining how correct product selection is critical to the final outcome. “In the Dipylon Hall, we pointed out the importance of having two MB210 subwoofers performing in stereo along with the RoomMatch RMU 105 and RMU108 loudspeaker system,” he said. “The subwoofers are integrated into a custom-made wooden bench and placed in the ideal spot, which doesn’t compromise the style or look of the room. The system performs extremely well for live concerts as well as DJ sets.”

In the lobby bar, the background music is delivered by a FreeSpace DS40 flush-mount loudspeaker, and on the rooftop terrace—which overlooks Copenhagen—there is a combination of FreeSpace DS100, DS40 and FS360P loudspeakers and an MB12 WR subwoofer.



The variety of conference rooms can all be split and combined as needed depending upon a range of needs, from the broadcast of a presentation to a team conference call. The ControlSpace EX-1280C processors provide the digital signal processing needed within all the spaces. You'll find the MA12 WR and MB210 subwoofers in the largest conference room, and the smaller breakout rooms contain a combination of EdgeMax and FreeSpace DS40 loudspeakers.

Hotel Ottilia also provides a lounge area for guests to just hang out in or to grab their laptop and work in a cozy atmosphere while FreeSpace DS40 loudspeakers deliver the hotel's signature playlist. Throughout the rest of the common areas, distinct sound zones allow the staff to play different music in different areas of the hotel depending on the occasion and special events.

"EdgeMax EM180 loudspeakers really impressed us. Here, you have a product where physics and technology are combined in a forceful and elegant way," De Wittig said. "With their impressive frequency range from 45 Hz to 20 kHz, they give a full-spectrum experience with a tight low end, defined mids and rich, crispy highs. All in all, the Bose catalog of products did a great job realizing the complex demands of the Hotel Ottilia."

SYSTEM COMPONENTS

ControlSpace EX-1280C conferencing processor x4

EdgeMax EM180 flush-mount loudspeakers x8

FreeSpace DS 40F flush-mount loudspeaker x18

FreeSpace DS 40SE surface-mount loudspeaker x115

FreeSpace DS 100SE surface-mount loudspeaker x5

FreeSpace 360P environmental loudspeaker x4

RoomMatch Utility RMU105 ultra-compact surface-mount loudspeakers x8

RoomMatch Utility RMU108 small-format surface-mount loudspeakers x2

MB12 WR subwoofer x2

MB210 compact subwoofer x4

Panaray MA12 slim line loudspeaker x 4

PowerMatch PM8500N configurable power amplifier with Dante x 7

PowerMatch PM8250N configurable power amplifier with Dante x 2

FreeSpace FS3B surface-mount satellite loudspeakers x 2

ControlSpace CC-64 wall-mounted networked controller x 9

ControlSpace CC-16 wall-mounted zone controller x 6



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