

**BOSE**

PROFESSIONAL

CASE STUDY - HOSPITALITY | WOHNSTIFT AM TIERGARTEN





## ENRICHING THE RESIDENTIAL & COMMUNITY EXPERIENCE AT THE WOHNSTIFT AM TIERGARTEN

The Wohnstift am Tiergarten, an upscale retirement community, was founded in 1972 in an idyllic suburban location in the east of Nuremberg, close to the Lorenzer Reichswald nature reserve and the Nuremberg Zoo.

The original concept was to create a home for the elderly in which residents can lead a largely independent life enriched with additional entertainment and social services. Currently, there are approximately 700 people who reside in deluxe apartments within Wohnstift am Tiergarten.

The cultural heart of the retirement home is a 400-seat concert hall, which is an intrinsic part of life at Wohnstift for both residents and guests from the local area. In October 2019, the concert hall was reopened after a €3 million renovation resulting in an unparalleled senior citizen residence. The concert hall boasts a uniquely large and diverse entertainment offering, which includes concerts, dance and theatre performances, cinema shows, lectures and a variety of presentations.

“With our extensive cultural offerings, we want to ensure a lively exchange between our residents and the concert visitors from Nuremberg and the surrounding area,” shared the board of the Wohnstift am Tiergarten. “With this renovation, we set the bar very high for the city of

Nuremberg in terms of plans for the new concert hall. And there is something else that makes the concert hall of the Wohnstift am Tiergarten special: the cultural highlights are offered free of charge to residents and visitors from outside.”

To help deliver to these expectations, an audio solution needed to not just meet these goals, but exceed them by providing an extraordinary experience.

## ACHIEVING UNPARALLELED AUDIO PERFORMANCE - WITHOUT SACRIFICING WHAT SETS WOHNSTIFT APART

When it came time to deliver an audio solution that met these standards, it was paramount that the install would not interfere with the one-of-a-kind cultural appeal.

“We didn’t want to make any compromises in terms of technical equipment, acoustics and aesthetics,” said Wolfgang Strittmatter, chairman of the board of Wohnstift am Tiergarten. “The cultural aspect is the supporting pillar of our philosophy and a unique selling point throughout Germany, even among upmarket senior citizens’ residences.”

The AV technology solution was supervised and designed by the planning office Soniek.com and installed by the Bose Professional reseller MEDIA|tek|gmbh®. Guido Kacher, managing director at Soniek.com, was impressed how



“everyone pulled together and in the same direction. [It was] construction in its purest form.”

#### DELIVERING UNMATCHED, PREMIUM RESULTS FOR WOHNSTIFT

To ensure a superior and natural audio experience, the media technology includes sound reinforcement via an inductive listening loop and a lighting solution for the stage. This also provides the flexibility needed to match the variety of performances and can be operated from the media control system using a well-designed, easy-to-use graphical user interface.

A total of 50 Bose Professional loudspeakers have been installed in the foyer and throughout the hall, with most of them so perfectly integrated into the interior design that they are virtually invisible.

The only loudspeakers that are visible in the hall are the two column units in front of the stage curtain. At six meters in length, these self-powered, digital beamsteering loudspeakers deliver impressive vocal intelligibility and tonal consistency. Three of them are sound-active and the other three are passive (i.e. without electronics). One of the passive Bose Professional Panaray MSA12X loudspeakers was converted into a stagebox with various connection options. The beam-steering functionality enabled both stacks to provide the concert hall with complete and even sound coverage to guarantee linear full-range performance and excellent direct-to-reverb-ratio for best intelligibility.

Before the audio upgrades, visitors often competed for the limited number of seats that provided the best audio experience. The updated Bose Professional solution provides an enjoyable listening experience for everyone in the hall.

“From our point of view, this was the ideal loudspeaker, because it does two things at once: it can be positioned in the corner area and it meets the requirements of distributing the sound evenly toward the room. In this respect, it differs massively from conventional recessed ceiling speakers”

— Damia Carbonell  
Tena of Soniek.com

To support the Panaray MSA12X loudspeakers, there is a MB210 compact subwoofer hanging in the stage area behind the curtain that allows for low-to-mid extension to each side. A high-performance ShowMatch SMS118 subwoofer is mounted to the wall, holding them in the perfect position to their source point.

The stage monitor loudspeakers are RoomMatch Utility RMU108 loudspeakers located on each side, and one ShowMatch array as a center cluster consisting of one ShowMatch SM5 DeltaQ array loudspeaker, SM10 DeltaQ array loudspeaker and SM20 DeltaQ array loudspeaker with corresponding optimally aligned waveguides.



All digital signal processing for the loudspeakers are driven by four PowerMatch amplifiers including a single PM4250 and PM8500, and two PM8250.

The ShowMatch SMS118 subwoofers are mainly used in cinema mode during cinematic events in the space. To complete the experience, 18 FreeSpace DS 100SE loudspeakers disappear into the interior while guaranteeing first-class surround sound. The loudspeakers were embedded into the individual wall panels, a small masterpiece by Bamberg-based architecture company SEILER ARCHITEKTUR.

There is additional seating available in the hall gallery with a Panaray MSA12X loudspeaker inconspicuously installed with beamsteering configured to guarantee consistent sound quality and coverage for every seat for both voice and music quality. The directional coverage from the stage has also been optimized and with the beamsteering technology of the Panaray MSA12X, it couples seamlessly with the main sound system of the hall.

In the foyer, nine EdgeMax EM180 loudspeakers are discreetly mounted in the ceiling. "From our point of view, this was the ideal loudspeaker, because it does two things at once: it can be positioned in the corner area and it meets the requirements of distributing the sound evenly toward the room. In this respect, it differs massively from conventional recessed ceiling speakers," said Damià Carbonell Tena of Soniek.com.

## AN ACOUSTIC ENVIRONMENT READY TO CRAFT MEMORABLE EXPERIENCES FOR YEARS TO COME

Both acoustically and architecturally, the concert hall and its foyer are a masterpiece of visual design and acoustics. It was important that all those involved collaborated, which resulted in a remarkable result.

Thomas Klug, managing director of MEDIA|tek|gmbh® said, "After the completion of this project, we once again see that the cooperation between the planning office—as the basis for the realization on the one hand—and our suppliers from the industry—in the implementation on the other hand—are important partners without whom such a high project quality could not be achieved." ■

## SYSTEM COMPONENTS

**PowerMatch PM4250** power amplifier

**PowerMatch PM8250** power amplifier

**PowerMatch PM8500** power amplifier

**FreeSpace DS 100SE** loudspeaker

**RoomMatch Utility RMU108** loudspeaker

**EdgeMax EM180** loudspeaker

**Panaray MSA12X** steerable array loudspeaker

**MB210** compact subwoofer

**ShowMatch SMS118** subwoofer

**ShowMatch SM5 DeltaQ** array loudspeaker

**ShowMatch SM10 DeltaQ** array loudspeaker

**ShowMatch SM20 DeltaQ** array loudspeaker



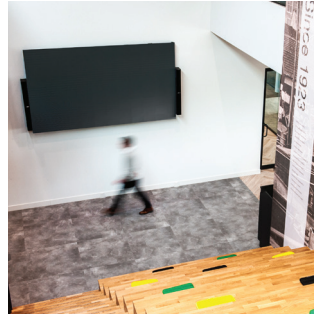
### FREESPACE DS **100SE**

Bose Professional FreeSpace DS 100SE is a high-performance, full-range surface-mount loudspeaker designed for foreground music and speech reproduction in a wide range of installed applications. With a rotatable array that delivers a 180° x 75° coverage pattern and a frequency range down to 60 Hz, its mechanical design allows for quicker and easier installation.



### EDGEMAX **EM180**

Bose Professional EdgeMax EM180 is a premium in-ceiling loudspeakers with proprietary PhaseGuide technology. Combined with high-frequency compression drivers, the innovative phaseguide creates a new category of loudspeaker that combines the room-filling coverage patterns typical of larger surface-mount speakers with the architect-preferred aesthetics of in-ceiling models. Designed to mount near wall-ceiling boundaries, EdgeMax loudspeakers provide improved audio quality and coverage, while reducing the number of required units, compared to conventional dome-tweeter ceiling speakers.



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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