

BOSE

PROFESSIONAL

CASE STUDY – RETAIL | NORRØNA HOUSE

NORRØNA  HOUSE



A LEGACY OF ADVENTURE AND SUSTAINABILITY

Norrøna, a Norwegian trailblazer in adventure travel and high-end outerwear, has long been synonymous with durability and meticulous design. Founded in 1929, the family-owned company has consistently pushed the boundaries of innovation to provide outdoor enthusiasts with superior gear. This commitment to quality found a new expression in the fall of 2023, when Norrøna opened the doors to its largest and most ambitious project yet — the Norrøna House. Situated in Lilleaker, a district of Oslo that blends rich historical roots with modern vibrancy, this flagship store is housed in a meticulously renovated paper factory dating back to 1862.

Reflecting Norrøna's dedication to environmental stewardship, the store is a testament to sustainable construction and design philosophy. The structure itself tells a story of thoughtful preservation and modern innovation, where 90% recycled hot-rolled steel mirrors the ruggedness of Norway's famed Trollveggen mountain face. This steel is not just a building material, but a statement of resilience and sustainability. Similarly, the original bricks of the old factory were carefully washed and reused, emphasizing a commitment to preserving history while embracing the new. Complementing these are extensively sourced wood materials, ensuring every piece supports responsible forestry practices.

Inside Norrøna House, the commitment to sustainability extends beyond construction. The flagship store is designed as a multi-functional space, not only showcasing Norrøna's complete collection, but also featuring ultra-modern event spaces, the innovative Naturen Brasserie restaurant, and Norrøna's pioneering second-hand store, REuse. Each element of the store is designed to offer customers a unique and immersive experience, whether they are shopping for gear, dining, or participating in community events.

By situating itself in a building that blends historical significance with cutting-edge sustainability, Norrøna House embodies modern retail philosophy intertwined with stringent environmental ethics. It serves as a vivid illustration of how traditional values can meld seamlessly with contemporary needs, setting new standards for retail experiences worldwide.

HARMONIZING SOUND WITH HERITAGE AND STYLE

Creating an auditory experience that complements the serene and inviting atmosphere of Norrøna House posed a unique challenge for the new build. The brand aimed to transcend the conventional retail environment, aspiring to emulate the comfort and intimacy of a home. This approach was essential not only to enhance the unique retail experience, but also to reflect the distinct identity of Norrøna. With this vision, it was essential that every element



of the space was curated to foster connection and discovery; thus, Norrøna required a sound system that was unobtrusive yet effective, essentially enriching the space without overpowering it.

The architectural significance of the renovated paper factory introduced additional complexities. The building's varied ceiling heights and the multifunctional nature of its spaces demanded a versatile audio solution that could adapt seamlessly to its environment without compromising the architectural integrity. Norrøna House is not just a store; it is a venue for events, a restaurant, and a community hub, each requiring its distinct sonic ambiance.

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— Bård Kvamme
Director
Norrøna Retail

Bård Kvamme, Director of Norrøna Retail, emphasized the philosophy guiding these choices: “It’s essential to choose materials that reflect the quality of the product and the brand. It has to be of the highest quality so that when you enter a Norrøna store, office, showroom, wherever, you know right away where you are. All the choices should reflect that.”

Additionally, the integration of advanced audio technology had to meet high standards of quality, stability, and user-friendliness to align with Norrøna’s premium image and customer expectations. The system needed to deliver

crystal-clear sound while being robust enough to handle the daily demands of a bustling retail environment and flexible enough to accommodate the various types of events hosted within the space. This required a delicate balance between technical sophistication and ease of use, ensuring that staff could manage the system efficiently without detracting from the customer experience.

To help navigate these challenges, Norrøna House looked to integrator Atea Norge for implementing an audio solution that matched the ambitious scope of the project.

CRAFTING ACOUSTIC EXCELLENCE WITH BOSE PROFESSIONAL SOLUTION

Atea Norge’s choice of Bose Professional for the Norrøna House project was based on a long-standing trust in Bose Professional’s capacity to deliver superior sound quality tailored to complex environments. “Bose Professional supported us all the way,” noted Kurt-Erik Jenssen, Atea’s Senior Solution Advisor, highlighting the collaborative and supportive nature of the partnership.

The primary challenge was to implement an audio system that would adapt to the high ceilings and the aesthetic requirements of the retail store without compromising sound quality. The DesignMax DM6PE and DM5P loudspeakers were chosen for their exceptional audio clarity and discreet design. These speakers are particularly suited for environments where sound quality cannot be sacrificed for aesthetics, making them an ideal choice for the high-ceiling setup in the retail store. The MSA12X Powered Steerable Array loudspeaker supported these pendant speakers, enhancing the overall sound coverage



and maintaining audio consistency across the expansive retail area. This setup ensured that whether customers were browsing near the entrance or deeper inside the store, they experienced the same audio quality, enhancing their shopping experience.

In the black box auditorium, designed to be a versatile space with an expansive projector screen and sophisticated lighting features, the audio requirements were more dynamic. To accommodate the varying orientations and types of events held in this space, the ShowMatch SM10 and SM20 DeltaQ array loudspeakers were installed for their flexibility and superior sound distribution. The DeltaQ technology of these loudspeakers allows for adjustable directivity, ensuring that sound coverage is optimized whether the space is arranged in its long or short configuration. Additionally, for directional sound, particularly in the shorter orientations of the room, the AMM112 multipurpose loudspeakers were strategically utilized. These speakers are known for their precise vocal clarity and projection, making them perfect for performances or presentations where voice intelligibility is crucial.

The entire system was unified under the Dante AV over IP technology, which facilitated high-definition audio streaming across the varied sections of the building. This setup was controlled through a Crestron system, ensuring that transitions between different audio setups could be managed effortlessly and invisibly, maintaining the aesthetic integrity and historical value of the space. This integration strategy not only met the acoustical challenges presented by Norrøna House, but also preserved its unique architectural and design elements, setting a new standard in retail audio solution integration.

REDEFINING AUDIO STANDARDS IN RETAIL

The implementation of the Bose Professional audio system at Norrøna House has markedly transformed the historic building's auditory landscape, creating an enhanced customer experience that aligns seamlessly with the store's high standards for aesthetics and functionality. The carefully selected Bose Professional systems offer clear, consistent sound that enhances the architectural beauty of the space, while also enriching the experiences of customers and staff alike, making every interaction and visit more enjoyable.

The ease of use of the system has been a significant factor, with intuitive controls and consistent performance across different zones making daily operations smoother and more efficient. Customers have expressed appreciation for the quality of sound, which effectively supports the store's diverse events and activities, from casual shopping to dynamic in-store performances and presentations.

"The setup is working perfectly and we're also able to control the different zones in a professional way. So very happy about the setup from Bose Professional," Kvamme stated.

Moreover, the project has established new benchmarks for integrating advanced audio solutions in complex retail environments and its impact on enhancing brand perception and customer satisfaction. ■

SYSTEM COMPONENTS

AMM112 loudspeaker

DesignMax DM6PE loudspeakers

DesignMax DM5P loudspeakers

MSA12X powered steerable array loudspeaker

ShowMatch SM10 DeltaQ array loudspeaker

ShowMatch SM20 DeltaQ array loudspeaker

PARTNER: **ATEA NORGE**

ATEA Atea Norge is one of Norway's leading IT companies, specializing in a comprehensive range of IT products and services. They are committed to using their expertise to help build a better Norway, in close collaboration with customers and global partners. Atea focuses on the entire value chain, from consultation and system design to implementation, operation, and maintenance.



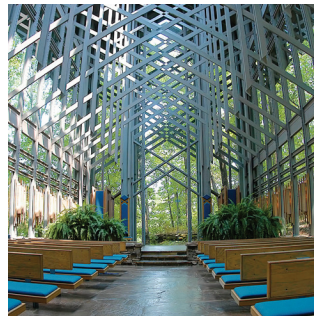
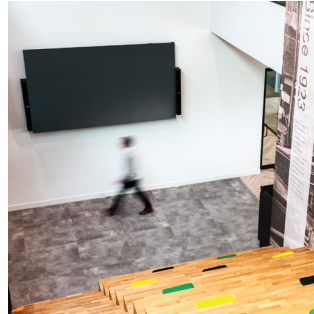
DESIGNMAX

A complete loudspeaker assortment to enhance any space, DesignMax loudspeakers offer rich lows and clear, intelligible highs — along with premium aesthetics that complement any commercial sound installation. Choose from 15 models — including coaxial two-way loudspeakers, subwoofers, and compact models for tight spaces — great for both background and foreground audio applications indoors and outside with several models IP55 rated.



PANARAY **MSA12X**

Panaray MSA12X is a self-powered digital beam-steering loudspeaker that enables improved room aesthetics, with outstanding vocal intelligibility and tonal consistency. The proprietary Articulated Array transducer configuration allows wide, 160° horizontal coverage throughout the room, and MSA12X's modular design allows building of vertical arrays using 1-3 units. Dante digital audio network interface comes standard for connection with other Dante-enabled products over Ethernet-based networks.



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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