

TOP CONN



WONDERING NEVER STOP DEBATING

CASE STUDY - HOSPITALITY
WINTERCIRCUS





HISTORY OF WINTERCIRCUS

Wintercircus first opened its doors in 1885 in the Flemish city of Ghent, and for years was a beloved venue and home to a popular indoor circus that entertained crowds and thrilled visitors for almost sixty years. Ultimately, bankruptcy caused by World War II forced it to shutter its doors in 1944. After the war the building had a unique and curious history, even operating as a parking garage for classic cars in the '70s before being purchased by sogent, the Ghent urban development agency, in 2005.

The renovation of Wintercircus was carried out in two phases, which included structural improvements, installation of modern technical facilities, and the redesign of public spaces. More than a century after it first opened, the building has now been completely transformed into a modern entertainment and technology hub, winning the Ghent Monuments Prize in 2022. Maintaining several aspects of its original exterior architecture, the interior of Wintercircus now tells an entirely different story, with community, art, business, and ideas at the center.

THE CHALLENGE OF MODERNIZING HISTORY

Retrofitting a nearly 150-year-old structure to accommodate the flexible multimedia needs of the modern era was no small undertaking. The reimagined Wintercircus was designed to host a variety of large-scale events and contained separate business, dining, and

community spaces. Each area required a consistent, reliable, and high-quality audio solution that could unify its existing systems, deliver exceptional sound clarity, and preserve its historic charm.

“We were looking for a solution that didn’t only help us with daily music for public visitors when they entered the building, but we also were looking for something that could help us with professional conferences, and even more, something that could help us with immersive experiences from a cultural perspective,” said Wintercircus CEO Louis Jonckheere.

The team behind Wintercircus’ restoration was faced with several challenges right from the beginning of the project, and one of the biggest was figuring out how to design a state-of-the-art audiovisual system that connected multiple business and entertainment spaces while being seamlessly integrated into the building’s historic architecture. It was essential to use all existing conduits and pathways that preserved the building’s original aesthetics and install equipment without altering its historical elements.

BOSE PROFESSIONAL SOLUTION

Sovilux, the integrator for this project, understood they would need to design and deliver a system that was powerful, precise, and respectful of the venue’s architectural heritage. Given this special task, they worked



closely with Bose Professional to design a solution that addressed every unique requirement while emphasizing interoperability, ensuring that all components could work together seamlessly. To ensure a comprehensive and integrated audiovisual solution, Sovilux designed the Bose Professional system to work seamlessly with various other devices and technologies such as video systems, digital signage, third-party control systems, and wireless microphone systems.

“With Wintercircus, we have a tagline that is about never stop wandering, and if you think about what a circus meant to people in the 19th and 20th century, it was about showing people things they’ve never seen or experienced before”

— Louis Jonckheere,
CEO,
Wintercircus

Key strategies included utilizing a centralized, mobile control system with custom DSP settings and routing configurations that allowed for easy management of audio, video, and lighting, while reducing the complexity for the venue staff. The system was also designed using standardized AV protocols and connectivity options, such as Dante for audio over IP, to future-proof the system and ensure flexibility.

Sovilux used over 19 different loudspeaker and subwoofer designs to provide even, customized coverage throughout the venue’s various spaces while delivering the high SPLs required for big events in the main arena. The final system included over 50 ArenaMatch series loudspeakers, 40 DesignMax series speakers, and almost 50 FreeSpace

series speakers. Business spaces were fitted with over 20 VB-S and VB1 videobars, and over a dozen MSA12X speakers were installed to deliver focused, directional sound in larger rooms. At the center of the installation are 15 PowerShare PSX series amplifiers, providing versatile, high-fidelity sound across the venue. And all these systems were designed with the ability to scale and support future enhancements should Wintercircus continue to evolve in the years to come.

“It was an interesting project for us to implement the variety of loudspeakers that Bose Professional has in their range. In the atrium, we provided a more technical solution with steerable loudspeakers. Our subwoofers give a very immersive sound, and we aim to have the same decibel volume everywhere,” said Jonckheere.

THE OUTCOME: A HARMONIOUS BLEND OF PAST AND PRESENT

Today, Wintercircus has a new look and sound that blends old world style with the modern technological era. Sovilux and Bose Professional together delivered on the uphill task of combining modernity with history. For Wintercircus staff, operations are now simplified as the intuitive control interface allows them to easily manage complex AV setups and adapt to any type of event with minimal training. For staff and crew at Wintercircus, the finished job exceeded expectations.

“The end result for me is much more than I expected, especially the sound experience in our exposition rooms and the Grand Central Atrium. It’s beyond immersive,” remarked the project manager.



PRESERVING A LEGACY

The reimagining of Wintercircus combines history and innovation for a modern-day audience experience. With Bose Professional and Sovilux's expertise, Wintercircus has emerged as a shining example of how to integrate sophisticated, modern technology within a historical landmark. The Wintercircus not only holds onto its distinction as a historical monument of Ghent's past, but also as a new and vibrant part of its future, where new history is being told with a different sound.

"With Wintercircus, we have a tagline that is about never stop wandering, and if you think about what a circus meant to people in the 19th and 20th century, it was about showing people things they've never seen or experienced before," said Lonckheere. "And that is exactly what we want to do again with Wintercircus, is to bring performances, to bring experiences to this building that people have never seen before, and the Bose Professional's sound experience is extremely crucial within that."

SYSTEM COMPONENTS

AMS115 compact subwoofer

ArenaMatch AMU105 compact high-performance loudspeaker

AMM108 multipurpose loudspeaker

ControlSpace EX-1280 digital signal processor

MB210-WR outdoor subwoofer

PowerShare PSX4804D adaptable power amplifier

PARTNER: **SOVILUX**



Sovilux, based in Deinze, is a leading audiovisual integrator responsible for the integration of the Bose Professional solution at Wintercircus in Ghent. Known for their expertise in delivering high-quality AV solutions tailored to unique venue requirements, Sovilux ensured that the installation was seamless and effective.



AMS115

The Bose Professional AMS115 compact subwoofer features a 15-inch neodymium transducer and offers low frequency down to 35 Hz. With a lightweight enclosure, ergonomic handles, M20 threaded pole mount, and 12 M10 suspension points, this passive subwoofer is ideal for a variety of applications in portable setups or permanent installations — especially when paired with Bose Professional AMM multipurpose loudspeakers. For example, combine an AMM112 with the AMS115 subwoofer for fill applications. Or, for front-of-house applications, combine an AMM108 and AMS115 sub to give audiences an impactful, full-spectrum audio experience.



ARENAMATCH AMU105

The AMU105 is an ultra-compact ArenaMatch Utility model for outdoor applications that require excellent audio from an unobtrusive loudspeaker. It provides wide, even coverage with a 100° × 100° constant-directivity high-frequency horn, 100 Hz – 16 kHz frequency response, 118 dB peak SPL, and supports the lowest vocal ranges with a Bose Professional LF5 5.25-inch woofer.



AMM108

The Bose Professional AMM108 multipurpose loudspeaker features a passive, coaxial two-way design with a 1.7-inch compression driver, 8-inch low-frequency transducer, and high output: 128 dB peak. Its proprietary Beamwidth Matching Waveguide ensures signature Bose Professional sound quality, delivering consistent frequency response, clarity, and projection across the coverage area — a remarkably powerful audio experience for both performers and audiences. The AMM108 is equally suited for a variety of medium-throw sound reinforcement, monitor, and fill applications in permanent or portable sound systems and offers outstanding vocal clarity and projection. The AMM108 features consistent voicing with Bose Professional AM array modules and Bose Professional AMU utility loudspeakers. So it's easy to mix and match models from all three lines to create different types of systems.



MB210-WR

Bose Professional MB210-WR compact subwoofers are designed for outdoor installations of background/foreground music and small sound-reinforcement systems that require low-frequency extension down to 37 Hz. The MB210-WR subwoofer features two 10-inch high-excursion woofers, derived from the award-winning F1 subwoofer, in a compact, exterior-grade plywood enclosure optimized for outdoor, fixed-installation applications. Featuring outstanding performance to size ratio, the MB210-WR is designed to complement Bose Professional loudspeaker lines in outdoor applications — such as ArenaMatch Utility, Panaray, DesignMax, and FreeSpace — with additional bass impact.



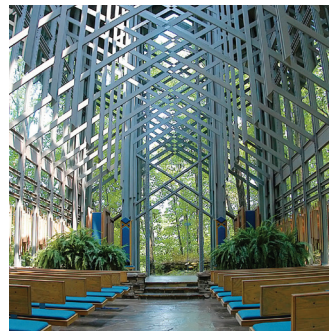
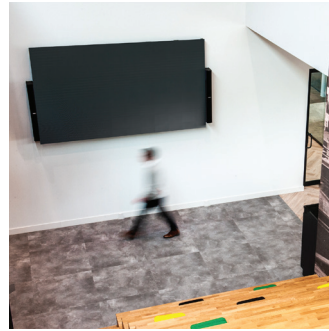
POWERSHARE PSX4804D

PowerShareX PSX4804D is a four-channel, 4800-watt smart amplifier designed for use with Bose Professional installed sound systems. Onboard DSP gives you instant access to optimized loudspeaker presets via ControlSpace Designer software with easy ecosystem integration across Bose Professional processors, loudspeakers, and controllers. Design, configuration, installation, and operation become simpler — so you can get the job done and move on to the next.



CONTROLSPACE EX-1280

With an open-architecture, single-rack-unit design, the ControlSpace EX-1280 is a robust digital signal processor equipped for general-purpose audio processing applications. Twelve mic/line analog inputs, eight analog outputs, a Bose Professional AmpliLink output, and 64 × 64 Dante connectivity allow for flexible configuration and high-quality sound system control. ControlSpace Designer software simplifies the setup process with drag-and-drop programming, making configuration quick and easy.



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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