

CASE STUDY: DESIGN & ACOUSTICS

In a bold move to rethink the corporate workplace, Sony India's BKC office sets a new benchmark for workspaces designed for professionals in the creative domain, with integrated acoustic and AV design. Conceived and delivered in just seven months, the project brought together M Moser Associates for architecture, Munro Acoustics in their capacity as AV and acoustic consultants, and Innovative Systems & Solutions for final AV integration. The result is an office that functions as a living ecosystem rather than a static floor plan, supporting executive decision-making, day-to-day collaboration, and musical creativity under one roof.

Sony's studio blends speed with sonic precision: Avid Pro Tools with MTRX and Rupert Neve preamps drive the signal chain, Lewitt mics capture every nuance, and Genelec 8351s ensure critical clarity, while LD Systems and Genelec IP ceilings deliver foldback in a fully isolated live room



ELEVATING THE ORDINARY TO EXTRAORDINARY

Inside Sony BKC's Acoustic Ecosystem, Witness How Munro Acoustics Harmonises Executive Precision with Creative Freedom

From Brief to Blueprint

Sony's brief was nothing short of audacious: preserve the discipline of a modern enterprise, cabins, meeting rooms, executive suites, while carving out space for artistic expression. The program layers in a vibrant town hall, a versatile performance room, and a fully equipped recording studio. Each space is meticulously acoustically treated to ensure speech remains clear, performances stay contained, and work zones remain undisturbed.

The town hall, nestled amid open workstations, transforms into a dynamic hub for all-hands gatherings and live showcases. The multipurpose room invites spontaneous jam sessions, complete with turntables and instruments, while the recording studio takes in-house content creation to the next level with professional-grade signal flow and monitoring.

Recording Studio: Professional Tools, Corporate Velocity

An **Avid Pro Tools Ultimate** workflow with **MTRX** interface and **RND Sheldford** preamps feeds a signal chain built for broadcast-quality capture. In the control room, **Genelec 8351 SAM** monitors deliver imaging accuracy; the live room adds **LD Systems MAUI 44 G2** columns and **Genelec 4435A** ceilings for flexible foldback. A **Lewitt LCT 640 TS** handles critical vocals/instruments; iso-

lation between booth, control, and live areas keeps takes pristine. Everything is **Q SYS networked**, so content pathways align with the rest of the building.

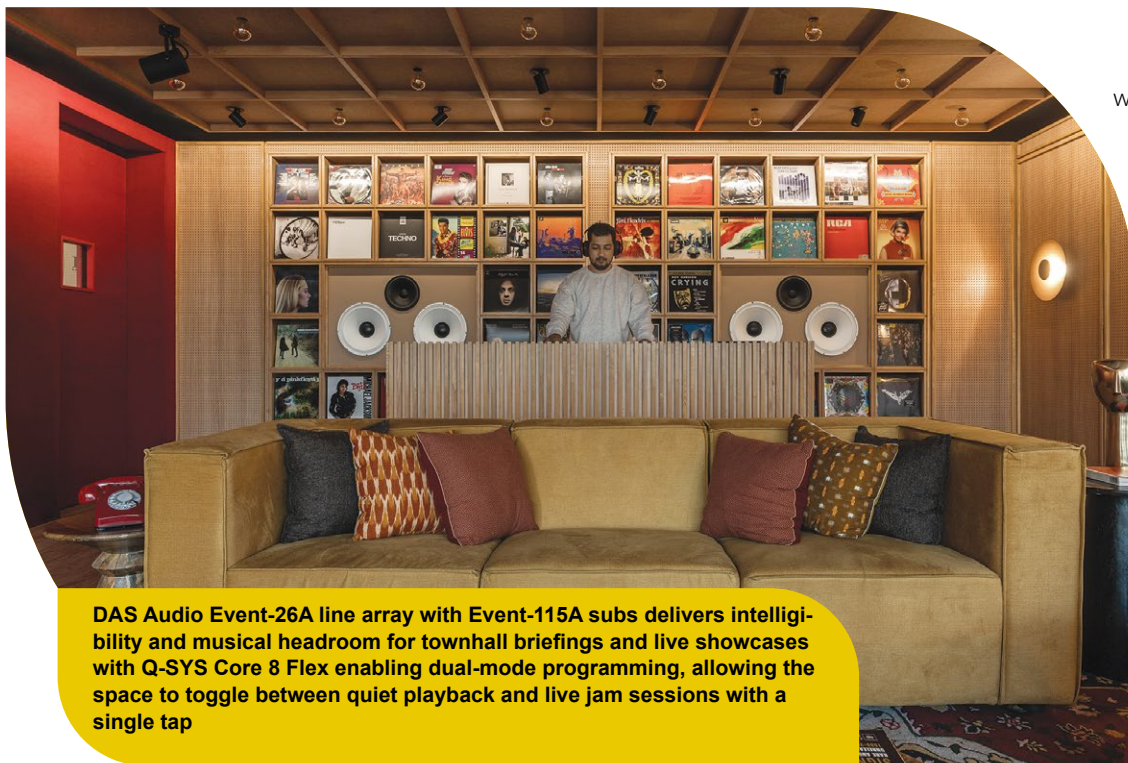
Engineering the Quiet

The dual demands of speech and music, often unfolding side by side, called for uncompromising isolation strategies. Every partition, door, and pane of glass was paired with tuned absorption and strategic diffusion, ensuring each room held its own sound without leakage. Even the HVAC system was engineered with precision, suppressing crosstalk and eliminating rattles; airflow and background noise targets were treated as performance specifications, not afterthoughts. As **Cyril Thomas**, Senior Acoustic Engineer, and the project's acoustic lead, puts it: "Every room was treated as a critical space, whether it was for a board meeting or a recording/jam session."

Architectural-Acoustic Synergy: Beauty that Measures Well

M Moser's design philosophy emphasizes aesthetic restraint, using materials such as wood veneer and controlled geometries to maintain visual calm.

Munro Acoustics fine-tuned each element for performance: perforated panels and precision-placed foam infills quietly tame reflections and resonances, ensuring rooms sound as intentional as they look.



where technology serves creativity without ever stealing the spotlight.

High-Stakes Conversation Made Better with Innovative Boardroom Designs

A **Poly G7500** platform anchors multi-platform 4K video conferencing, matched to a **Q-SYS NC-12x80 PTZ** for precise framing. A **Q-SYS Core Nano** handles control, routing, and presets. The **Sony FW-75BZ40H** display delivers executive-grade visuals, while **ClickShare** and a **Lightware Taurus switcher** make sharing content seamless. Overhead, **Genelec 4435A IP speakers** handle consistent, even coverage; a **Sennheiser TCC2 ceiling mic** keeps tables cable-free and the conversation clear.

Meeting Rooms and Cabins That Raise Everyday Collaboration to Extraordinary

Eight rooms use **Poly Studio X50** bars and **Sony 55-inch displays**, an approachable, all-in-one workflow for quick huddles or scheduled calls. **Genelec 4040A monitors** provide full, even sound at conversational SPLs. Eleven cabins mirror the setup; executive cabins add **Barco CX-20** for effortless BYOD and **Devialet Mania** stereo speakers for high-fidelity personal playback.

Playbacks to Live Showcases Simultaneously with Multipurpose Room & Townhalls

A compact but capable **DAS Audio Event-26A line array** with **Event-115A subs** ensures intelligibility for talks and headroom for music. Visuals scale with a **Sony VPL-XW5000ES 4K projector** and **Crystal Screen** motorized screen. **Shure SLXD wireless** keeps stages tidy; **Barco C 10** invites guest devices. **Q-SYS Core 8 Flex** enables dual-mode programming, a tap toggles between quiet playback (townhall briefings, background music) and live jamming (with pre-wired provision for future immersive audio).

Delivery at Pace

A compressed concept-to-completion timeline demanded rapid iteration. Munro Acoustics and M Moser worked in agile design–listen–refine cycles, while the integrator adopted a network-first approach to streamline commissioning. Clearly defined scopes and a shared vision kept architecture, acoustics, and AV aligned every step of the way.

Today, Sony's teams inhabit these spaces exactly as envisioned, from executive reviews to studio-grade recordings, proving that a single workplace can embody both precision and play.

The Sony BKC office shows what happens when experience design is treated as a single discipline. Architecture shapes the stage; acoustics shapes the sound; AV makes it programmable. Together, they create a workplace that's equally fluent in strategy meetings and studio sessions and can shift between the two with a single preset.

DAS Audio Event-26A line array with Event-115A subs delivers intelligibility and musical headroom for townhall briefings and live showcases with Q-SYS Core 8 Flex enabling dual-mode programming, allowing the space to toggle between quiet playback and live jam sessions with a single tap

In the boardroom, acoustic privacy and speech clarity were non-negotiable. The team aimed for a controlled reverberation, lively enough to avoid "dead room" fatigue but tight enough for crisp dialogue. Coffered ceilings aren't merely stylistic; they function as diffusive elements that keep media zones articulate and free of distracting slap-back.

"We refined every detail through countless iterations to ensure the design was as stunning to the eye as it was to the ear," says Thomas.

"The system is designed with simplicity and efficiency in mind. Anyone can walk in and get it running without a hitch," says **Utkarsh Naidu**, Techflow Consultant at Munro Acoustics.

Simple on the Surface, Powerful Under the Hood

At the system's core is a **Netgear M4250 AVLine AoIP network**, allowing audio, video, and control to travel over IP. This is what makes the office adaptable, switching between quiet playback, hybrid conferencing, and live performance without tearing down or re-patching.

At the heart of the ecosystem lies a symphony of technology designed to disappear into the background, until the moment it's needed. **Q-SYS cores** act as the silent conductors, orchestrating room modes, routing, and presets with effortless precision, while **USB-C** switching and wireless presentation make content sharing as intuitive as a single gesture. For conferencing, Poly endpoints paired with **Q-SYS cameras** deliver native compatibility with Zoom, Teams, and Google Meet, ensuring that every virtual interaction feels as natural as being in the room. Overhead, **Genelec IP ceiling loudspeakers** bathe meeting spaces in pristine audio, while high-SPL systems in performance zones unleash the energy of a live gig without bleeding into adjacent areas. And when it comes to capturing the human voice, **Sennheiser's ceiling tile microphones** rise to the occasion, sleek, unobtrusive, and adaptive, picking up every nuance so conversations remain clear, authentic, and cable-free. This is an experience engineered for elegance and ease,