SCANDINAVIUM
We visit Glöd, the new arena restaurant

ROUND TRIP TO DENMARK
Installers on assignment in Copenhagen

A. M. ACOUSTICS 2.0
Now an end-to-end provider in acoustics

Aim'n Sportswear
With roots in Halmstad and New Zealand

A MAGAZINE OF IDEAS FROM A. M. ACOUSTICS AND GOTESSIONS FOR ANYONE WORKING WITH BEAUTIFUL AND FUNCTIONAL ENVIRONMENTS
Soprano saxophone! Is there any more beautiful sound? As a former sax player, I’m probably biased. I mention it because music is what got me interested in acoustics and how our sound environments affect us as people.

My name is Emil Johansson and I started this autumn as CEO for Gotessons and A. M. Acoustics. For those of you who haven’t met me, I can tell you that I have a technical background, and I have taken the long route, rising up through the ranks at Gotessons.

When people ask me to describe the best parts of the interior design industry and Gotessons, I always come back to the ever-present spirit of curiosity and joy. It strikes me that there is a definite connection between design and positive relationships – so the question is just which comes first? Is it the creative meeting places that create harmonious people or is it that this particular group just happens to choose to work in our industry? The truth is probably somewhere in between.

Another thing I like about interior design is that I get to be creative on a practical level. Although my role in the company and our projects has changed over time, my passion is being a part of shaping and developing our solutions. Some may find it strange that I have gone along to help put together trade show displays or install acoustic screens out at the customer’s facility. Personally, I believe it helps not only to get an idea of how we can create better solutions, but also to build unique interactions between architects, customers and employees. So, if you visit Orgatech or the furniture fair in Stockholm, it’s by no means impossible that you’ve seen my handiwork with a screw gun!

Emil Johansson
CEO, Gotessons and A. M. Acoustics

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Zlatan opening the Padel Zenter

Just like his fellow Swedish athletes Peter Forsberg and Jonas Björkman, Zlatan “Ibra” Ibrahimovic has taken a step into the world of padel. The football legend is opening his centre for this popular racquet sport in Stockholm (Årsta) under the name Padel Zenter. “Starting my new career soon,” writes Zlatan below an image on Instagram, where he released the news. Padel is noisy, with slamming sounds from racquets and is also a sport played inside a glass box, a known acoustics problem. A. M. Acoustics delivered sound absorbents to Padel Zenter in the form of large format prints and ceiling absorbents that make the entire hall considerably more comfortable for both players and trainers.

Nobel Prize: Night-time noise is worse

This year’s Nobel Prize in medicine is directly connected to pioneering Swedish auditory research into the circadian rhythm of the ear. The laureates’ discoveries have paved the way for findings as to why we are at greater risk of noise damage at certain times. The 2017 Nobel Prize in medicine goes to Jeffrey C. Hall, Michael Rosbash and Michael W. Young for their discoveries of the molecular mechanisms that govern our internal biological clock. They found a gene that controls circadian rhythms and discovered how it works together with a protein to create a 24-hour cycle – which explains why loud noises at night can cause hearing damage when the same noise during the day does not create any problems.

Ceilings in copper, silver or cloth

Ceilings were exclusively white for ages. Only recently have they also become available in darker shades, which are increasingly popular. For some time, there have been new means of laminating fabrics of different types directly onto sound absorbing panels, opening up entirely new expressive possibilities. Fabric type and character can vary widely. In the restaurant Glöd (which you can read more about in our report on Scandinavium), a fabric with a metallic appearance resembling a copper mesh was used – this served to tie into the warm tones in the restaurant. Fabrics laminated onto ceiling absorbents can also be printed with any motif, photo, illustration or text. For example, A. M. Acoustics have produced ceiling absorbents with printed musical notes.

Top 10 risky jobs for your hearing

Exposure to noise levels above 85 dB for extended periods of time is harmful and can lead to hearing damage. The higher the decibel rating you are exposed to and the longer the exposure, the more it can damage your hearing. Here is a list of the 10 worst professions in terms of threat to hearing.

10. Hair stylist (hairdryer noise),
9. Pre-school teacher (shouting, crying and noisy play),
8. Motorcycle messenger (loud noise and wind),
7. Landscaper (lawn mowers and leaf blowers over 107 dB),
6. Musician, DJ, sound technician, night club personnel (guests and music),
5. Carpenter (saws and hammer drills generating 120 dB),
4. Building site worker (pneumatic drill around 130 dB),
3. Miner (up to 135 dB),
2. Racing car driver (125 dB) and
1. Airport ground personnel (starting aircraft generates 140 dB).

Mice exposed to noise suffered damage to their auditory nerves that healed quickly during the day, but the same noise at night resulted in lasting damage. Source HRF.

The restaurant Glöd in Scandinavium features ceiling and wall absorbents with a copper finish to create warm tones.

The noise in a Formula 1 car is deafening, with sound levels up to 125 dB. But it is also the length of the race with several hours of driving that is dangerous. Source: Audible.

BIGPRINT from A. M. Acoustics is a sound absorbent effective in racquet sport halls. Used for sponsor signage or as a decorative element.
When the sports arena Scandinavium in Gothenburg was due for renovation architecture firm Abako was asked to design a completely new restaurant for 700 guests.
The idea was to create a meeting place in the form of a completely new restaurant area, while also shining a light on Scandinavium’s long history. And a visitor can probably feel a breath of the history when walking around among old concert posters, autographs and images of the Frölunda players, seen here many times throughout the years.

The new section holds a large dining area with room for 700 guests and will serve as a meeting place for supporters, fans and friends in conjunction with various events.

Glöd comes from the Swedish for “glow” and, precisely as the name suggests, there is a sense of warmth here and the colours play on various reds and yellows with copper accents. Entering the restaurant actually feels a little like entering into the living room of Gothenburg itself.

“Instead of looking around for a pub or restaurant near the stadium, visitors can now meet inside the arena. Most people who go to a concert or an event are there a few hours early anyway, and during this time, they want to be able to relax and also maybe eat something or have a beer,” says Birgitta Holmström, Interior Design Manager for the project.

The new assignment, which was started in 2015, centred on creating an

**PART OF A LARGER WHOLE**
Gothenburg architecture firm Abako is behind the renovation of Scandinavium. Abako has been involved in a number of renovation projects at Scandinavium. Together with Got Event AB, which handles operations, the firm’s associates have developed new concepts for stadium seating, lobbies, bars and lounges.

The acoustics now had to be adjusted for 700 people instead of 40.

Birgitta Holmström
Abako
architecture firm

A restaurant designed by architecture firm Abako is opening at Scandinavium. Pictured: Jonas Gardell in the show “Mittenda liv”. Photo: Stellan Herner
entirely new restaurant area on a level where there used to be an office.

One challenge was to create a good, pleasant acoustic environment in what was previously an office with room for about 40 people. The new space would have to be able to accommodate 700 people.

To reduce crowd noise, the ceiling surfaces are clad with sound-absorbent material, and two gigantic photo-absorbent panels run along one side of the restaurant’s walls. The photo screens consist of a collage of historical advertising images and are reflected by mirrors located on the interior wall facing the arena. This serves to create a meeting with the “audience” in the arena.

“A. M. Acoustics were extremely self-directed and took their own initiative to solve issues that came up over the course of the project, such as, for example, making room for loudspeakers that had not been part of initial plans,” says Birgitta.

A STORY IN IMAGES
The photographs found on the walls of the light well are advertising images...
Scandinavium is in the form of a cylinder, and the circular motif reappears in the interior, the circles on the wall design, the circular pattern on the copper-laminated bar counter and a number of cylindrical fixtures that make a powerful impression.

“The idea was for the fixtures to also function as sound absorbents, but this quite simply became too costly,” says Birgitta, adding that given that Scandinavium will remain in place for about another ten years, the work had to be prioritised in another way than if the project had been planned for a longer expected lifetime.

Two Restaurants in One
All the photos and illustrations are part of the history of Scandinavium and one of the principles of the project has been to select and showcase these. Something that actually started in the renovation of the Arena Restaurang & Bar, now called Pouls Restaurang. Its name comes from the architect who designed Scandinavium in 1971, Poul Hultberg. Both restaurants connect through the floors, and we have tried to connect the upper level with the lower restaurant level Glöd bar and grill.
The warm colour scheme with copper tones is picked up again in the bar area, which is also decorated with a collage of tour posters.
A HISTORICAL COLLAGE
The walls of the restaurant were already adorned with numerous photos depicting performers and music groups, figure skaters, the Gothenburg Horse Show and many of the athletes who have competed at Scandinavium over the years. We decided to digitally process this material and then print it on the wall instead as a single cohesive tapestry, says Birgitta. This work led to a deep dive into the archives of Scandinavium, where we found a treasure trove of old images of both performers and audience, old and new posters and several guest books full of autographs. And the pictures from the archive comprise a consistent theme in the new renovation.

The artist images and posters have also been used on the columns in the lobby, and now serve as advertising pillars when they are decorated with full-size images of various artists. So even if Scandinavium is starting to get close to retirement age, its history will live on, both on the walls and in the interior design.

FACTS

ABAKO ARCHITECTURE FIRM

Abako is a creative architecture firm jointly owned by its 45 employees in Gothenburg. The architecture firm started in 1973 and works from overall project design down to the minute details. Abako has worked with Scandinavium on different projects since the late 1990s.

Birgitta Holmström is an architect licensed by the Swedish architecture association who has worked on several assignments for Got Event AB on Scandinavium and Ullevi. She has also worked with many libraries in Gothenburg and surrounding areas. The team working with Birgitta on Scandinavium included Maria Niklasson Holmgren, Managing Architect, Andreas Lindblad, Assistant Architect, and Sigbjørn Steinso, Building Engineer.
Where you there?

1977
The first Gothenburg Horse Show takes place in the Scandinavium

1979
ABBA kick off their very last world tour with a show at Scandinavium

1981
Ice hockey world championships. Sweden loses the finals to the Soviet Union 1-13!

1977
The first Gothenburg Horse Show takes place in the Scandinavium

1981
Ice hockey world championships. Sweden loses the finals to the Soviet Union 1-13!

1985
Scandinavium hosts the Eurovision Song Contest (won by Bobbysocks with La de swinge)

1988
Whitney Houston sets an audience record with 14,606 in the stands on 29 May.

Davis Cup finals at Scandinavium during Sweden’s golden years in tennis

1993
Men’s handball world championships. Sweden’s coach Bengt Johansson becomes a national hero.

2013
Scandinavium is the main arena for the indoor European Championships in track and field

Always
Scandinavium is the home arena for the ice hockey team Frölunda Indians.
FROM WORKPLACE
TO CREATIVE SPACE™
Nordic Art Signature Series

A. M. Acoustics’ sound absorbent photo prints maintain a very high level of quality, which forms the basis for the Nordic Art Signature Series, which currently includes six artists. The works are delivered printed and framed on sound-absorbing panels from A. M. Acoustics.

PHOTOREALIST WATERCOLOUR
CALLE POSSE
A watercolour master rooted in Borås. Calle’s watercolour technique relied primarily on dry-on-dry or dry-on-wet to achieve better control of the details.

FINE PHOTOGRAPHY
ANDERS SÄLLSTRÖM
Anders Sällström, born in 1968, grew up in Halmstad and is an established advertising and art photographer. Sällström is self-taught and through photojournalism and advertising photography eventually found his way to art photography.

COLLAGE IN OIL
JEANETTE VON KUSTOS
Jeanette von Kustos is an artist born in Gothenburg who spends long period in Provence and on Mallorca. Jeanette paints in acrylic/oil to depict abstract motifs with prominent faces, eyes and bodies.

COLORIST
VIKTORIA HALLENIUS
A young contemporary Gothenburg colourist! Viktoria’s art originates from the beauty of the earth and of nature. Hallenius paints in acrylics and oils.

A MARINE MASTER
NIKLAS AMUNDSON
Niklas was the official artist on the maiden voyage of the Swedish East India Company’s vessel Göteborg when it sailed from Sweden to China. His love for the sea is reflected in his passionate paintings.

FIGURATIVE WITH CONTRASTS
GÖKhan TANATAR
Gökhan is a dedicated painter of figurative art. His style is unique and distinct, which makes his work easily identifiable. Anything superfluous is eliminated and colours intensified.
Madeleine Ziegert, pro golfer on the way from training. Acoustic BIGPRINT by A. M. Acoustics in the background. Print: Customer's own photo taken one morning on the course.
Halmstad golfarena is no ordinary golf club. It is ranked as the best training facility in Europe for short play in golf. But it’s about more than just golf. The renovated arena also boasts a super-modern gym, conference facility and Sweden’s southernmost manmade snow track.

The golf arena was founded in 2011, and underwent extensive renovation and expansion last year. The biggest upgrades were to the gym, but the conference area was also expanded, and 16 hotel rooms became 44. A. M. Acoustics and Gotessons were then given the task of assisting with the interior design and acoustic engineering for the new section.

The acoustics posed a challenge in one of the stairwells, where A. M. Acoustics helped set up a gigantic sound absorbent with a printed motif from the golf arena.

“It gets very noisy in a concrete stairwell, and this way we solved this problem while also using the absorbent instead of art on the walls,” says Martin Siljegård, Managing Director for the arena.

Two entirely new conference rooms were also created in the new Conference Centre, with an exciting interior design from Gotessons, a design that takes a fairly bold departure from the traditional appearance of a conference room.

“In one of the rooms you sit on balls and in the other we have poufs. This might not be the way people typically imagine a conference room to look, but our guests have actually really liked it, and we ourselves often sit there when we have our internal meetings,” says Martin Siljegård.

The project was a success and the solution of using sound absorbents as art can potentially be used in additional places in the golf arena where acoustics present a particular challenge.

“Between golfers and people in the gym, things are always going full throttle here, so acoustics are absolutely one of the most critical areas we have to work with,” says Siljegård.
On assignment in Denmark

Installers from A. M. Acoustics invited us along to see how they put the finishing touches to their projects. It's only once you start the installation that everything falls into place and you can see the whole picture.

ARC, Amager Resource Center. 8:00 AM

As soon as we pull up, it is more than clear that the ARC combined heat and power plant is somewhat out of the ordinary. It's not just that it might be the world's most environmentally friendly facility, but the entire building has a sloped design, as it boasts a ski trail on the roof that turns down along its side. The trail, which opens in 2018 also has, in addition to a ski centre, a climbing wall for use during the summer.

The mission here is to mount large sound absorbents in the various meeting rooms of the facilities on several levels in the building. We are received by Susanne Felland, who reviews where the various sound absorbents shall be positioned. ARC has a strict design with bright environments involving a high degree of transparency. All meeting rooms consist of four walls completely made of glass, which is something of an acoustic nightmare. The solution was to develop a series of large print panels using images from ARC's recovery operations, which helps create a team feeling where all parts of the company are represented in the pictures. Another challenge was how the actual installation would be solved. If the idea was to avoid using lines or legs – how were they supposed to stay up? Today, A. M. Acoustics' installers will be testing an entirely new solution for the first time – using high-strength magnets on both sides of the glass to clamp a double-sided print. Susanne Felland, wonders whether the strength is enough to keep them up, which Gustafsson reassures her will not be a problem. These are industrial-strength magnets and, since the sound absorbent panels are lightweight, they will stay in place without any problem.

ARC is a heating plant that is an energy plant that is a ski slope that is a climbing wall.

Susanne Felland serves as communications and facilities manager at ARC. The best thing about A. M. Acoustics is that they always seem to have a solution close at hand and bring everything together quickly.
Mattias and Jonas measure for correct placement of the sound absorbents. The panels are made from with a so-called straight cut edge, which means that are frameless, helping to reduce the sound absorbents' weight.

Patric prepares placement of the magnets that hold the panel up behind the glass.

The finished results. The panels help improve the acoustics whilst maintaining a sense of transparency with the various glass sections.
Kaffekilden. 12:30 PM

We start with lunch at Kaffekilden, a cosy cafe in central Roskilde that opened in 2010 in an older building that was previously home to a florist’s shop. Owner Ibrahim Yildiz tells how it has become a haven for university students and other regulars who appreciate real coffee. He calls the experience he offers Danish Soul. A. M. Acoustics’ mission here is to install two panels printed with a painting by artist Gökhan Tanatar. Ibrahim tells us how he loves art and has filled the space with various works. He knows Gökhan well, as the two friends go way back. I was immediately excited by the idea of combining art with sound absorbents because the cafe environment can be noisy, with clamour from crockery and the high traffic of guests. Whilst Mattias and Jonas attach the painting frames to the wall, I also get a chance to chat with Gökhan, who says he is now working on his next project, which he is showing at Gallery Bredgade 22 in Copenhagen. He is creating a series of large-format monumental works for the exhibition. Gökhan works with various emotional themes. Everything from mysterious forests to stylised women, which are the two reproductions, Pride and Sunset, to be set up today. The installation goes more quickly than lunch and both the visual and acoustic effects are immediately noticeable.
KØD Restaurant. 3:30 PM
We bid farewell to the installers, who are returning to Falkenberg with the van while we head into central Copenhagen to the restaurant KØD, where A. M. Acoustics installed a different type of ceiling. As part of a renovation project, they were looking to improve the acoustics, while at the same time preserving the interior design: a mix of original and modern. The solution was to replace the old ceiling, which had come to the end of its useful lifetime, with a newly manufactured one in the same grid style. A. M. Acoustics delivered the actual sound absorbents for the ceiling structure. The sound absorbents were made from A. M. Acoustics' own unique EcoSUND core material, which works well in sensitive environments. The material does not emit any gasses from binders and does not release any fibres, and it is entirely moisture tolerant, an ideal property for the restaurant environment.

Back to A. M. Acoustics. 5:30 PM
It’s been interesting to tag along with the installers for a full day in Zealand and Copenhagen. There’s time to have a coffee and ask what they thought of the day. “It is exciting to be out on location and complete projects,” says Patric. The others agree. “Now we get to see all the small details that were not there in the drawings. It’s fun to get to be creative and see the whole thing come together nicely. We do not always install the absorbents ourselves but deliver to a lot of skilled builders. However, acoustic engineering is still something of a specialist area, so it’s not so surprising that not all builders are well-versed in the matter.”
WE WORK TOGETHER

To be able to deliver a complete end-to-end service in acoustics, A. M. Acoustics works with our parent company Gotessons on many levels. We are represented through our offices and showrooms in four different locations in Sweden: Falkenberg, Stockholm, Malmö and, as shown in the image, Ulricehamn. Together, we deliver complete acoustic solutions for every type of space. New for this year is that we also deliver curtains as an add-on to bring total acoustic control to a room.
In 2015, Gotessons' main office in Ulricehamn was voted Sweden's third most attractive office, with Gert Wingårdh on the jury panel.
Gym in the warehouse, workout gear as dress code and Pilates balls as office chairs. At Aim'n in Halmstad, the office has been designed to reflect their business model.

Aim’n is constantly aiming at new goals

TEXT Sofia Eriksson PHOTO Anders Sällström

A meeting at work traditionally means men and women in starched suits, seated around a conference table, with maybe a soporific PowerPoint to suffer through. But it can also mean curling up with a laptop in a beanbag chair under indoor palms, dressed in workout leggings and trainers. This is the model at Aim’n in Halmstad, the athletic apparel company that in just a few years has achieved global success with their workout gear. Founder Tekla Acs and event manager Felicia Lindqvist have just taken their places, each in their own Office Nap beanbag chairs in a corner of the office to brainstorm on Aim’s activities for the upcoming Fitness Festival. It looks comfortable.

“It is,” confirms Felicia. “We often sit here, especially in the afternoon when we need a change of scene, or if there is something we need to discuss. I like that it’s soft and yet lets you sit correctly.”

Tekla agrees.

“We like to move around, and it’s nice to be able to change between the Office Nap, ordinary chairs and Pilates balls.”

The Aim’n office is completely new, and so is the warehouse facility next door. But the brand was born four years ago. Let's start at the

FACTS
AIM’N SPORTSWEAR

Aim’n is a brand created by girls for girls. Aware of what inspiring and attractive clothing means to boost energy and provide extra motivation, Aim’n designs popular fitness apparel. The company has won several awards, both in fashion and for their business model.
beginning: One day in November 2013, Tekla was talking on Skype with her friend Helen Van, who then lived in Hong Kong, and they got onto the subject of how boring the range of workout gear on offer was.

“We didn’t think there was anything on the market that encouraged an active lifestyle – just a few boring patterns, and mostly in black. We decided to do something about it,” says Tekla.

They formed a company, that Tekla half-financed with student loan funds, as she was still a student at the time. Helen started looking for manufacturers and Tekla started designing. Armed with her sporting background and with studies in design and product development, she was sure of what she was going for: attractive, comfortable, functional, edgy.

“But the big names in the industry told us it would be just as good for us to close down before we lost all our money. Making and selling workout gear was doomed to fail, they said. As we are competitive people by natures, this steeled our resolve not to give up, but to achieve our dreams and not give a damn what anyone else said. If you want something badly enough you can make it possible,” she says decidedly.

Instagram success

They started an Instagram account almost immediately, where they posted pictures of themselves kite-surfing and windsurfing. The account quickly attracted many followers.

“When we got samples from our collection, we posted pictures and got a very good response. Everyone thought it all looked great and they were annoyed that it wasn’t available to buy yet,” she says.

That sped the process up and only six months after the Skype conversation that started it all, the first collection was available for purchase online. It all sold out in 4 and a half hours.

At first the company was run from Tekla’s home which she shares with her partner Robin, who is CEO of the company. In the evenings and nights, they would pack the orders and answer emails, while at the same time caring for their baby and opening Aim’n’s first physical shop in Halmstad. Today, Aim’n has grown into a company with 17 employees, doing nearly SEK 70 million in business, thanks in no small part to using Instagram as a global marketing channel, their high-quality products, a clear message and an unerring feel for trends and timing. Their apparel is sold worldwide through the Swedish web store and in another eight countries through online stores, and in their own shop in Halmstad. In New Zealand, where Helen lives, there is a subsidiary with a warehouse and distribution, which makes doing business with customers in the Pacific region cheaper and easier. Aim’n was recently named newcomer of the year at Habit, a large-scale fashion fair, and they have also won local prizes for the marketing model and shop.

“It’s nice to get prizes, not just for what we do, but for how we do it,” says Tekla. “We pay attention to every detail and want the interaction with the customer and our message to be genuine, and it’s cool to have seen this succeed.”

Creative and playful

Collaboration with Gotessons and A. M. Acoustics has developed step by step, and in a way that is entirely typical of both companies. Gotessons’ creative director Johan Götesson met Tekla when Aim’n temporarily had their warehouse in the restaurant Spis & Deli, owned by one of his friends. Before traveling to Dubai, Johan stopped in to buy some new workout tights for his daughter. And when she uploaded a picture of herself wearing the tights in front of Dubai’s Burj Khalifa on Instagram, Aim’n saw it and asked if they could share it.

“We are hugely impressed by how enterprising Tekla and Helen are.
Sound-absorbent 3D logo in RAW edition from A. M. Acoustics with plants from Gotessons and stylised surfboard, hinting at the company's background in water sports.
nobody has fallen asleep in them yet,” says Tekla. “We mostly use them for sitting; in any case Research shows that this is a good thing,” says Johan Götesson. “It turned out great, says Tekla, explaining that the logo can be shifted thanks to hook-and-loop fasteners on the back – particularly handy when they need to bring it along to various events or pop-up shops. They can also be hung from the ceiling with fishing line because they are so light.

“It was extra fun to get to work with a creative customer who comes up with their own solutions. The logo in this material has no major impact on the acoustic environment, but it looks really great,” says Götesson.

Seating for every need
Some of the walls are OSB panels, and a concrete floor extends out from below dampening, patterned floor tiles in white. The first impression is that the place is not really finished, but it is.

“We thought of only having concrete floors at first, but it was a little too hard and noisy. But I didn’t want to cover up the whole thing, so we decided to lay out a cool pattern of tiles over the floor,” says Tekla.

Six people work here. Their office spaces are separated by beige desk dividers, with wires running down through cut-outs in the table and held in place by a cable tray under the table. Instead of office chairs, employees sit on Office Ballz – Pilates balls with zipped fabric covers with contrast stitching – a lot better looking and fresher than a bare rubber ball, but still with the same function: the person sitting on it automatically has to support themselves and balance, developing strong core muscles and better posture at the same time.

“Of course anyone who’s into fitness has to have these,” says Tekla.

And it’s cool that they have found things in our range of products that fit into the world of Aim’n,” says Götesson.

When Aim’n outgrew their temporary warehouse, they immediately decided to move and create their own spacious, fit-for-purpose, well-designed facility with space for office, warehouse, personnel, gym and, not least of all, photo shoots. Tekla, with her eye for design and detail, decided on most of the interior decor – a mix between stark materials, stylish furniture and soft textiles.

“The goal was to make a space where we would be happy to come in and feel creative. And we live on Instagram, so we put extra effort into making the office Instagram-friendly, with beautiful floors and clean surfaces. But also playful, kind of the same as with our clothes,” says Tekla.

The OSB panel wall bears their logo: large, rounded lowercase letters where one of the legs of the M and one of the legs of the N run down in parallel and continue out onto the floor. This stripe has become Aim’n's most visible trademark and has also been copied by other brands. But none of them have had the idea of putting the logo on sound absorbents, that much is for certain. Except for Aim’n.

“It was extra fun to get to work with a creative customer who comes up with their own solutions. The logo in this material has no major impact on the acoustic environment, but it looks really great,” says Götesson.

Important message
The market for athletic apparel has exploded over the last few years and it has also become more and more acceptable to wear fitness gear around outside the gym. This has made people care more and more about colours, pattern and design, not just function. Aim’n brings it all together. Their rights come with a high, comfortable waist and their clothes are available in loads of different patterns and colours, even if black is their main seller. Now the Aim’n logo is on everything from athleisure wear and dresses to bikinis. The store in Halmstad has been a huge success from the day it opened, and the queues filled the entire hallway outside. It has also become a popular place for many young people to hang out. That’s something that makes Tekla extra happy. Because aside from selling clothes, Aim’n wants to encourage more people to lead an active life. And to dare to be themselves.

“People in the industry told us our idea would never stick. This got us to believe in our dreams, and that’s what we want to convey to others, in part through social media. We get emails from people who write that we have changed their lives, that they quit their jobs to go live out their dreams,” says Tekla.

The name, the active verb form, should also reflect exactly that: continual movement forward. 2018 will bring new collections and designs, fitness travel and events, and at the start of the year they will be opening a shop in Gothenburg.

“We are always setting new goals and always in motion, so the name suits us perfectly. We actually want to change the world, even if it sounds cliché. But because we now have this platform that gives us the strength and ability to reach out to so many, we want to continue inspiring young girls in particular to dare to dream. To make something of their dreams, just as we have done,” says Tekla.
Felicia Lindqvist and Tekla Ac talking in an environment inspired by warmer climes. Palm and OFFICE NAP, both from Gotessons.
TIPS FOR QUIETER PADEL

Padel is Sweden's fastest-growing sport and the number of halls is skyrocketing. Given the Swedish climate, the sport is primarily played indoors, which presents acoustics challenges. Padel is placed on courts with four glass walls, which means that racquet noise gets very loud! A. M. Acoustics is a major player in this area and can offer hall owners a complete acoustic solution.

1 Plants

The sport of padel originates in warmer latitudes and first broke through in Spain and Argentina. This makes it even better to have some planting that adds a bit of green to an otherwise entirely functional environment. To cut down on maintenance costs, gotessons works with an entire line of artificial plants that also help improve the acoustic environment.

2 Lounge areas are important

Both before and after play, it is important to create a calming atmosphere – the social component of the sport is highly appreciated. Padel is only played in doubles, which indicates that social interaction on and around the court is important. Gotessons has an entire line of furniture in a casual and modern style that fits the sport well: OFFICE BALLZ, which both strengthen core and back muscles and, as shown, table tennis legend Jörgen Persson in an OFFICE NAP, which can be used as either a chair or a sofa.

3 Making use of the ceiling

A good start is to use the largest surface the space has to offer: the ceiling. This is particularly the case in padel, where you naturally can’t work with the walls, as they are made of glass. The most typical approach is to install a sound-absorbent drop ceiling that, because of its large surface area, effectively dampens sound. For anyone who is tired of standard ceilings in white, there is the series of NIVÅ ceiling panels from A. M. Acoustics that are made for grids. NIVÅ is also available as a wall absorbent.
Sound-absorbing sponsor signs

Signs made from sound-absorbing material make it possible to put a spotlight on sponsors while improving the acoustic environment at the same time. This is a necessity since in Sweden the sport is often played indoors on courts comprised of four glass walls, which further amplify noise. BIGPRINT from A. M. Acoustics provides court owners with a cost-effective method where the actual sound absorbent and frame are set up separately and where the sponsor’s logo and message are printed independently. This makes it easy to swap the print upon change of sponsor.

Pictured: Mac Grossman, Managing Director of Växjö and Halmstad Padel Center together with Sofia Arvidsson, Swedish national team player and former professional tennis player.
A. M. Acoustics solves the entire puzzle of sound

"Our aim is to be a complete supplier of acoustic solutions," says Johan Göteson.

After more than 20 years in the industry, A. M. Acoustics has built up considerable experience. This is made clear when Head of Sales Andreas Hultfeldt, Creative Director Johan Göteson, Site Manager Patric Gustafsson and Installer Andreas Jonsson list some of the typical, ingenious examples of when A. M. Acoustics has gone the extra distance to make sure clients are fully satisfied.

Such as the well-designed waste management facility where an echoing conference room with all glass walls was outfitted with smart magnet-mounted PRINT sound absorbents with their own design on both sides. Or at the premium stables with accompanying restaurant where the surfacing needed to be extremely durable and easy to clean in certain places and serve as sound-absorbing important design elements in others.

“We have delivered everywhere from airports and sports halls to libraries and music studios. Every space and every acoustic environment is different – as is what each individual customer considers a ‘comfortable acoustic environment’. Our products are very often custom solutions that we have developed in our own production unit here in Falkenberg, in close collaboration with the customer from concept to installation," says Göteson.

From the new year onwards, customers will be able to clearly see that A. M. Acoustics is a partner they can count on to solve the entire acoustic puzzle. Good ideas, flexible solutions and prompt assistance are there every step of the way.

We design and develop unique customer solutions in our own production unit.

Patric Gustafsson in lamination.

“Offices, airports, schools, studios – good acoustics are needed everywhere.”

Johan Göteson CEO, A. M. Acoustics & Götesons
Idea, solution, product, delivery, installation. The perfect sound profile consists of a number of different puzzle pieces that need to be fit together. But it can sometimes be difficult to get a grasp on the whole. A. M. Acoustics can make it work.

**THE FIRST PIECE OF THE PUZZLE**
is when the customer – a construction company, an architect, or a property manager, for example – gets in touch with an enquiry or asks for assistance. “There are a lot of parameters behind what first appears to be a simple request for ‘better sound,’” explains Andreas Hultfeldt.

“It’s a matter of bringing together the acoustic qualities and design with all the rules and requirements that are in place for public spaces, such as building codes, fire safety tests, sound level tests, and requirements for hygiene, emissions and corrosion. And we have to draw on our skill and experience to put together some really fun solutions. We may take over a complete concept design or requirement specification from an architect or acoustic engineer, or sit in on the early phases of a project design group and help shape the entire project from the beginning. We can offer everything from consultation to individual products, complete solutions, or parts of these,” he says.

**NEXT PIECE OF THE PUZZLE:** The solution that comes out of it ends up in the production unit in Falkenberg. All the proposals and requests now become a reality, a process supervised by site manager Patric Gustafsson. As a basis there are a number of products and installation solutions to work from. But it almost always turns into something else, like “but would it be possible to...”, “is there any way to...”, or “in this particular case we need to consider...”. These types of challenges are the best.

“In the case of the magnet-hung prints in the glass conference room, we were not able to attach anything to the ceiling or have anything on the floor. So we had to account for the weight, the thickness of the glass, the strength of the magnets through it and the slippage that occurs on glass,” says Patric, adding that the magnets also

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ACOUSTIC SOLUTIONS
A. M. Acoustics takes a holistic approach

complicated the lamination process since they were attracted to the steel heating plates.

Another example is when urban planning designs to densify city environments require noise from traffic to be dampened and absorbed for the residents. This is an increasingly common request and requires innovative thinking to work in outdoor environments. A. M. Acoustics was recently called upon to solve this challenge in a Danish project.

“The buildings nearest the junctions had EcoSUND absorbents in galvanised frames on their French balconies, so even when the balcony doors are open the sound level is lower indoors,” explains Hultfeldt.

Not exactly a standard solution. But perhaps exactly what makes it a little more fun to work with.

“Finding the best solution for the customer is more important than sales. That’s where the ego boost is—knowing that the customer is happy and that everything works,” says Gustafsson.

DELIVERY AND INSTALLATION
are another piece of the puzzle. A. M. Acoustics delivers and installs within a 125-mile radius from its production facility in Falkenberg, Sweden.

“But we try to make sure all our deliveries and installations are handled with our own personnel, who have the proper training. These are very soft products and textile surfaces. They are very sensitive, and we want the final finish to be top notch. Nothing must happen to them along the way – it’s not something you can just patch up later on,” says Gustafsson.

The installers have all the training necessary to manage everything from standard installation to trickier tasks. Installer Andreas Jonsson lines up all his certificates and qualifications in the form of plastic cards on the table. He describes installations at high elevations in the middle of ongoing operations, or when he was setting up sound absorbents in a slaughterhouse to calm the pigs, or the time when he had to stand on the edge of a filled children’s pool to install a dropped ceiling.

“My duty is to be a flexible and service-minded problem solver,” he says.

“Finding the optimal solution is important for us.
Andreas Hultfeldt
Head of Sales, A. M. Acoustics

Finding the installers are an important piece of the puzzle, they are the ones who fit everything into place at the customer’s location. A. M. Acoustics works not only with builders who install sound absorbents themselves, but also with customers looking for a complete solution, including installation.

Curtains and other types of textiles that complement our acoustic solutions are something new for this year.
do the installations ourselves so that the customer doesn’t have one more thing to deal with. We know how to work it out to the customer’s advantage without having this result in additional costs or extra time,” he says.

**THE LAST PIECE OF THE PUZZLE.** In many cases, this is the interior design, and this is where Gotessons’ product line and consultants enter the picture. Many of A. M. Acoustics’ standard products have entered into the product line under the brand By AM Acoustics, which can be rounded out by numerous types of sound absorbent furnishings, including curtains. Plus the company’s know-how and eye for detail.

“The customer should feel confident in knowing that whatever the space or facility, A. M. Acoustics can handle the sound. Feel free to challenge us – there are no limits,” says Johan Götesson.

**There are many advantages of A. M. Acoustics’ complete solutions.** The biggest of them might be that the customer doesn’t have to worry. Acoustics can be complex, and it often happens that customers run up against part of the process presenting a problem he or she does not know how to tackle. They may have been working with a consultant who charged tens of thousands to develop a theoretical solution but nothing material. A. M. Acoustics can then connect the dots between theory and practice, and as a skilled materials supplier, provide advice on which acoustic solutions will deliver the desired results. A. M. Acoustics becomes a forum where technical skill and aesthetic sensitivity meet.

“It makes things much easier for our customers when they know we can deliver an end-to-end solution. And they feel more secure when they know we will be there every step of the way.”

“This also ensures quality as there will be someone there to keep an eye on each part of the process,” says Andreas Hultfeldt.

In total economic terms this also lowers the cost as A. M. Acoustics is in touch with what is available on the market and what it is possible to do. Focus on long-term and sustainable aspects – building something that lasts in terms of both material and style, also means there is a socioeconomic benefit that A. M. Acoustics always strives for.

And as an extra bonus, the job itself is more fun. “Our workplace becomes more creative. Everyone develops their skills both in production and out in the field, so that we can accommodate the customer in the best way,” concludes Hultfeldt.
MediaMarkt Saturn is Austria’s leading electronics and electrical supplier. When setting up the company’s office in Vienna, they faced the challenge of finding a way to preserve the advantages of an open office landscape while at the same time minimising its drawbacks, among other things noise from people and office equipment.

The key concept in the planning and design was therefore to create different areas for work, breaks and, not least of all, zones to facilitate informal communication.

Acoustics were a priority throughout the entire project and LOD acoustic lamina bars are therefore installed throughout the entire office. The aim was to strike the right balance between transparency and screening in the open space.

MediaMarkt creates acoustic space in Vienna

LOD by A. M. Acoustics acoustic lamina bars around a sofa set create a room within a room at MediaMarkt’s office with its open-plan solution.

LOD from A. M. Acoustics is used throughout to divide the office space into various functions and zones.
Stefan Örn is one of Sweden’s most successful songwriters and producers, known for his successes in the Melodifestival, where Stefan created a winning entry for Azerbaijan. Stefan has also collaborated with Swedish performers such as Carola, Loreen and Louise Hoffsten.

Stefan started his career as the guitarist and songwriter in the band Apollo Drive, and has worked for many years with Anders Bagge (Madonna, Janet Jackson, Céline Dion and Enrique Iglesias).

After nearly ten years in Anders Bagge’s studio, Stefan decided to start own with his partner Fredrik Olsson under the name Argle Bargle Studios, which is now under construction.

“A lot of people have a mistaken idea of what modern studios look like,” says Stefan. It used to be about enormous rooms built around gigantic mixing boards, and it looked a little like a control room in a nuclear power plant. Now, musicians often double as songwriters and producers (and then also managers, publishers and recording companies). Stefan calls this working 360. This, together with the adoption of computers, mean that there are very few large-scale studios left. Stefan talk about how people think today.

“Modern studios present entirely different requirements for interior design. It will be a complete workplace that has to accommodate a lot more than just recording and mixing. In a modern studio, we work long days, so it has to be comfortable and fit the 360 model.”

The idea with Argle Bargle Studios is to create a homey feel in the studio so that it almost feels more like a living room, which makes it easier to write music. “Most good songs are written on sofas, rather than in a gigantic studio that put to much pressure on the artist,” says Stefan. After getting in touch with Gotessons, which he was already familiar with, he was pointed to A. M. Acoustics, who helped outfit the studio with a complete solution. Exchanges between the companies also took an unexpected turn when Stefan was tasked with creating a special Christmas jingle just for Gotessons.

### Studio construction

Argle Bargle Studios is situated in an office building in Stockholm, consisting of concrete walls, which created an unpleasant reverberation at certain frequencies that was difficult to manage.

“It was a question of working environment. When you’re working 12-hour shifts in music, you need frequencies that don’t hurt your ears. A. M. Acoustics helped us install sound absorbents on the ceiling and walls throughout the entire studio. So now the sound is damped and does not reverberate.”

“The sound absorbents were installed using adhesive and hook-and-loop fasteners, preventing the music from spreading out further into the building. Then I like the colour scale we developed with fine fabrics, so it looks something like a living room,” says Stefan.

### Interior design

Studios in larger cities are often located in the basement for economic reasons and therefore have no windows, which is a challenge when you are looking to create a comfortable, homey feel. Argle Bargle Studios has a casual style with furniture and artificial plants from Gotessons. Curtains not only serve to absorb the sound, but also help to create a very cozy finished results.

“The new interior design has changed our working space for the better. Take, for example, the Office Naps, which can serve as a chair, but which many artists also like to lay back in when writing their songs. And I will be changing out my professional studio chair for Office Ballz, simply to help take care of my physical condition, as it strengthens the core and back muscles,” concludes Stefan.
CURTAINS

and textiles that decorate and contribute to good acoustics