

## Genelec Speakers Go RAW

Written by Marco Attard  
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Genelec offers customers the option of a RAW aluminium colour finish on a selection of studio, AV and home audio speaker ranges, all featuring the Minimum Diffraction Enclosure (MDE) design.



Developed by Genelec in collaboration with industrial designer Harri Koskinen, the RAW versions are built out of recycled aluminium and require no painting and less finishing material compared to standard painted models. The models available are all two-way designs, and include the 8020, 8030 and 8040 nearfield studio monitors, the 4020, 4030 and 4040 installation loudspeakers, the 4420 and 4430 Smart IP loudspeakers and the G Two, G Three and G Four home audio models.

Genelec first started using aluminium enclosures in 1996 with the 1029A nearfield model. The curves of the diecast MDE design finally achieved worldwide recognition with the 8000 series unveiled in 2004. The MDE delivers "incredibly flat" frequency response, precise imaging and unparalleled acoustic performance by eliminating edge diffractions. The slimline enclosure is elegantly cast and finished to produce a rigid structure with sizable internal volume. As a result it extends frequency response while simultaneously reducing resonances, and thus the quantity of inner damping material required.

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“We have been trialing the RAW finish for an extended period of time, gauging customer response while fine-tuning the production process,” Genelec says. “Although we were driven by the desire to offer a loudspeaker option with even greater sustainability credentials, it quickly became clear that customers across all market segments also loved the “industrial” design aesthetic that RAW represents. We hope the audio community will agree that our RAW loudspeakers sound exceptional, are beautiful to look at – and are better for the planet too.”

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