

L-Acoustics L Series Technology Overcomes Acoustic Complexity to Enhance Sonic Landscape at Reims' La Cartonnerie

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© L.POCHET - Synapson onstage at La Cartonnerie which has upgraded to an L-Acoustics eco-friendly L Series system with inherent cardioid technology

MDS Audio and Orion delivers significant concert sound system upgrade at Reims' innovative cultural hub

REIMS, France - April 2025 - Since 2005 La Cartonnerie has served as a vital cultural cornerstone of Reims' contemporary music scene. Now, with an upgrade to an L-Acoustics eco-friendly L Series system with inherent cardioid technology, the venue which hosts up to 120 concerts annually has written a new chapter in its musical journey. This significant enhancement to the venue's Great Hall, which has welcomed artists such as Justice, Christine and the Queens,

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and Stromae, marks a milestone in La Cartonnerie's commitment to maintaining its renowned acoustic performance standards.

A Regional Cultural Hub Embracing Acoustic Excellence

La Cartonnerie's 4,000 m² complex houses three distinct performance spaces: the expansive 1,200-capacity Great Hall, an intimate 350-seat Club, and the versatile Floor—a warm-up area that doubles as a bar and restaurant. Beyond concerts, it supports musicians through residency programmes and drives cultural initiatives like the La Magnifique Society festival.

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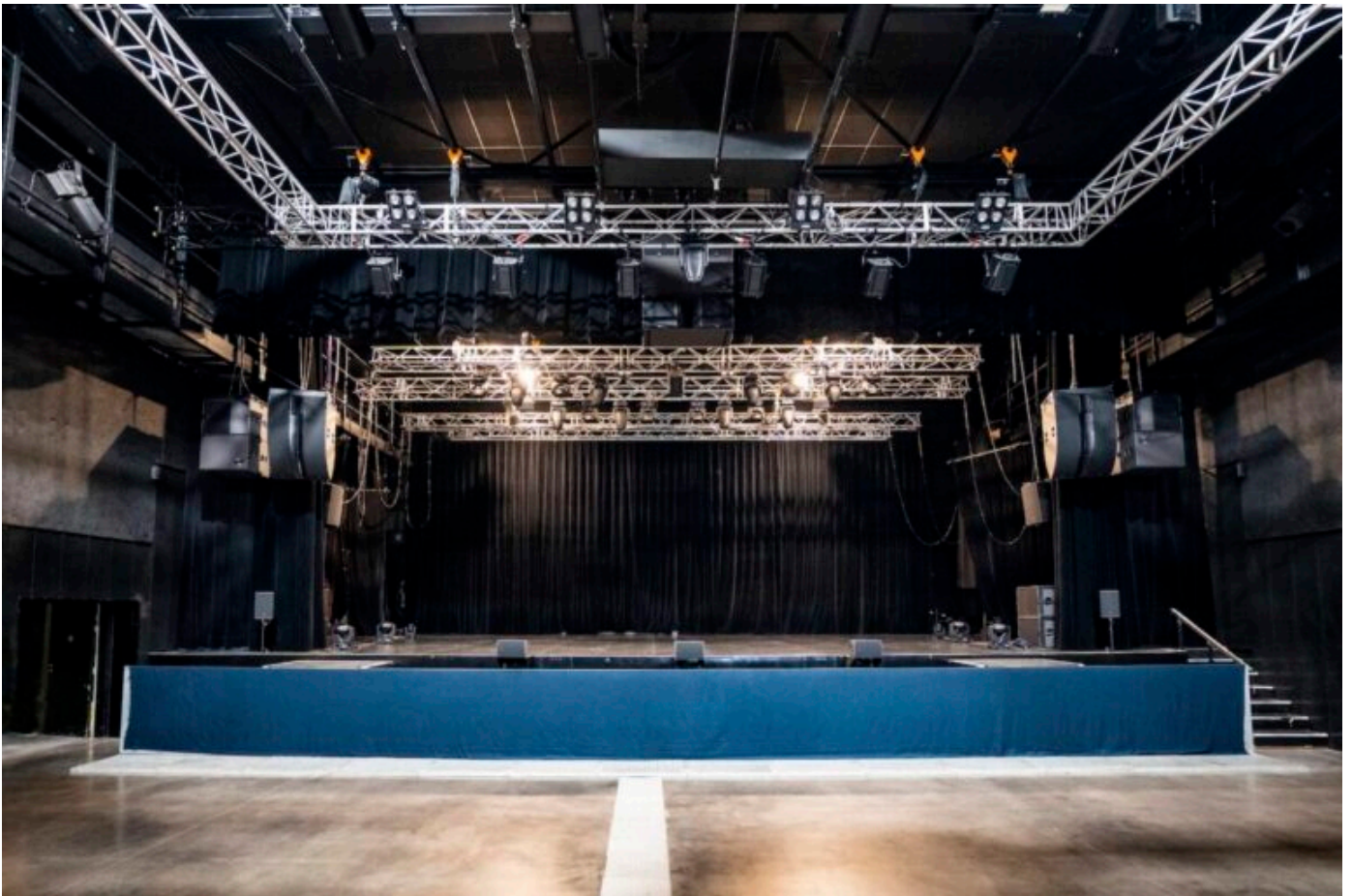
© L.POCHET - With L-Acoustics L Series, La Cartonnerie demonstrates its commitment to maintaining its renowned acoustic performance standards, here with Synapson taking the stage

When certified L-Acoustics partner MDS Audio and Orion first walked into La Cartonnerie's Great Hall, they knew they were facing an acoustic puzzle. The venue's distinctive multi-level architecture and challenging asymmetric configuration demanded a sound solution that could deliver crystal-clear audio throughout the space.

L Series: Precision Engineering for Architectural Complexity

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“The hunt for the perfect sound wasn’t just about technical specifications,” explains Jérémie Valensi, Technical Director at La Cartonnerie. “L-Acoustics stood out through their sustainable manufacturing approach and commitment to French production. Their L Series, with its Progressive Ultra-dense Line Source technology, offered exactly what our complex space needed—exceptional sonic performance, impressive power-to-size ratio, and versatility that could handle our unique architectural challenges.”



© L.POCHET - L-Acoustics Soundvision software enabled precise acoustic modelling that validated speaker placement at La Cartonnerie before installation began

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Soundvision: Digital Twin Technology for Precise Implementation

The installation presented multiple challenges, including ensuring consistent sound coverage across a complex multi-level space while maintaining pristine sightlines. L-Acoustics Soundvision software became the team's essential tool, enabling precise acoustic modelling that validated speaker placement before installation began. "We had to be meticulous," Valensi recalls. "Our goal was to create an audio experience where every seat feels like the best seat in the house. We needed to cover the entire room—from the front row to the back of the balcony—without visual compromise."

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© L.POCHET - L-Acoustics L Series offered exactly what the complex space at La Cartonnerie needed - exceptional sonic performance, impressive power-to-size ratio, and versatility

KS28 Subwoofers: Balancing Regulatory Compliance with Sonic Impact

Sound regulations added another technical challenge, particularly regarding dB(C) measurement. The team had to position subwoofers to meet decibel standards while maintaining sound quality

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throughout the venue. Their solution involved a central cluster of three subwoofers in cardioid mode, requiring the creation of new rigging points to achieve a visually discreet result.

The final installation features L/R hangs of one L2D per side, flanked by L/R hangs of two KS21 subwoofers in cardioid mode, a central flown cluster of three KS28 subwoofers, also in cardioid, plus one KS28 at the centre of the stage floor. Two X8 placed on stage left and right serve as in-fills, while three X8 spread across the stage provide X8 lip-fill.

The L-Acoustics team were integral to the process, with Valensi praising L-Acoustics training consultant Christophe Chapuis for comprehensive technician training and L-Acoustics Application Engineer Pascal Charouset for meticulous system calibration and fine tuning of the system to meet their exact requirements.

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© L.POCHET - L-Acoustics L Series delivers an audio experience for the band Synaspson onstage at La Cartonnerie, where every seat feels like the best seat in the house

Studio-Quality Sound in a Live Performance Environment

“This isn’t just a sound system—it’s like we’ve brought a world-class recording studio into a live music venue,” Valensi enthuses. “Visiting sound engineers are initially skeptical when they see

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the compact setup but within seconds of hearing it, their doubts vanish. Areas that once presented acoustic challenges are now sonically indistinguishable. We've ensured La Cartonnerie's reputation for exceptional sound and hope it will inspire the next generation of artists and audiences."