

The George Tel Aviv Amplifies Luxury with an L-Acoustics Syva
Concert Sound System in Its Jazz Hall

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TEL AVIV, ISRAEL - July 2024 - In the heart of Tel Aviv, a new standard of urban luxury has emerged. The George, a visionary project by Elco Hospitality, has redefined the concept of modern hospitality by seamlessly blending space, experience, and service into a holistic microcosm of city life. At the centre of this innovative urban oasis stands the Jazz Hall, recently elevated to new heights with the installation of an elegant, precise L-Acoustics Syva colinear concert sound system.

The George Tel Aviv is more than just accommodation; it's a carefully curated collection of seven essential urban experiences. With 170 rooms, including 37 designed for extended stays, an inspiring members club, four culinary destinations, versatile meeting spaces, and myriad leisure areas, The George caters to both locals and "temporary locals" - visitors seeking an authentic taste of Tel Aviv life.



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urban experiences

“We’ve created a space where the pulse of Tel Aviv beats strongest,” says Eyal de Leeuw of The George. “Our Jazz Hall embodies this vision, offering a luxurious setting for daily musical journeys. To complement the exquisite interior design by Lazaro Rosa-Violan, we needed a concert sound system that could deliver unparalleled audio while respecting the sophisticated aesthetics of the space.”

Merging Concert Sound Systems with Luxury Spaces

The answer came in the form of L-Acoustics Syva – a speaker system as sleek and refined as it is technologically advanced. The svelte curved design of Syva integrates seamlessly with the Jazz Hall’s art deco-inspired decor, while its wide dispersion and pristine audio quality ensure a vibrant experience for every guest.

The upgraded system includes two Syva and Syva Low loudspeakers, two KS21i subwoofers, two X8 and four 5XT compact speakers, all powered by LA4X and LA2Xi amplified controllers. This configuration delivers crystal-clear sound for a variety of events, from intimate jazz performances to lively DJ nights and private screenings.



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“L-Acoustics’ reputation for excellence made them the clear choice for our Jazz Hall,” de Leeuw

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continues. “Syva provides the enveloping sound we desired but also aligns perfectly with our ethos of understated quality and high design. It’s a key component in creating the ultimate wonderland for those who live, work, and visit our city.”

The George’s attention to acoustic detail extends beyond the speaker system. Special acoustic materials, fabrics, curtains, and furniture have been integrated into the Jazz Hall’s design, creating an ideal environment for musical performances that complements the L-Acoustics installation.

Musicians and sound engineers have responded with enthusiasm, praising the Jazz Hall’s exceptional sound quality and acoustic excellence. For guests of The George, whether they’re hotel residents, club members, or visitors to one of the venue’s culinary experiences, the Jazz Hall offers a world-class audio experience that aligns perfectly with the hotel’s innovative, luxury-focused approach.

As The George Tel Aviv continues to redefine urban hospitality, the L-Acoustics-equipped Jazz Hall stands as a shining example of its commitment to excellence. It’s not just a music venue; it’s a sensory journey that embodies the vibrant spirit of Tel Aviv, offering an unforgettable experience for all who enter its doors.

About L-Acoustics

L-Acoustics has been shaping the future of sound since 1984 through trailblazing innovation. Our European-designed and manufactured solutions deliver premium sound experiences from the most intimate immersive spaces to the largest stages. L-Acoustics is the #1 brand chosen by the world’s largest music festivals and installed in over 13,000 premium venues from music halls, theaters, and sports entertainment to wellness, hospitality, homes and yachts.

Our team of 850 employees, including 20% in design, research, and development, conceives the

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industry's most award-winning and transformative sound reinforcement technologies, including the modern line source array V-DOSC, L-ISA immersive hyperreal solutions, and the eco-conscious, performance-leading L-Series. These technologies have led to the company being honored with a Decibels d'Or and featured in Fast Company's most innovative companies.

With major hubs in Paris, Los Angeles, London, and Singapore, and a network of trained service providers present in 80 countries, our technologies power the most demanding live events and memorable sound experiences: from Adele's Las Vegas residency to the world's largest sports events, from the Zaha Hadid-designed Guangzhou Opera House to the Philharmonie de Paris Concert Hall.