

# Optimal Audio for Panagyurishte Art Gallery



Optimal Audio sculpted smooth dynamic sound at Bulgaria's Panagyurishte Museum, for an exhibition highlighting the cultural richness of the region, with its particular focus on the gold Panagyurishte treasure and other significant artefacts. Situated in the heart of the town, the historic building – formerly the home of banking institutions – was reimaged in 2025 by the Lachezar Cocorkov Foundation and transformed into the region's first dedicated 3D-mapping gallery.

Demanding an audio solution to match the scale, depth and emotion of its visual storytelling – whilst also remaining simple enough for non-technical staff to operate – the exhibition turned to Audio-Technica Central Europe, who recommended an Optimal Audio solution. The newly transformed gallery is the first of its kind in the region. The central exhibition area operates in a 5.1 surround format serviced by five Optimal Audio Cuboid 6 loudspeakers with two Optimal Audio Sub 10 subwoofers providing low end support. A total of 7 Optimal Audio UP 6 ceiling loudspeakers complement the main system in the peripheral gallery spaces.

The system was carefully selected to accommodate the building's flat walls and drywall construction. These created inherent acoustic challenges, including resonant frequencies and extended reverberation times which required precisely controlled sound reinforcement but without the need for a dedicated sound engineer on site. System designer, Audio-Tecnica Europe's Stoyan Bozov, explained, "Having just finished my doctoral thesis on the topic of immersive audio in the education field, I designed the system around Optimal Audio because a 5.1

## Optimal Audio paints an Audio Treasure at Panagyurishte Art Gallery

Wednesday, 29 April 2026 16:10

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surround system can be a bit of a challenge in rooms without controlled acoustics, but the Optimal Audio Cuboid 6 with two Optimal Audio Sub10s handled it well.

“The SPL delivered by the Optimal Audio system is surprising and it was a great experience to hear the delivery of powerful full-bodied sound from such small enclosures. At the gallery’s internal opening, the same question arose: how did speakers of this size manage such fidelity and clarity? – so we were very pleased with the outcome.” Power is delivered via four Optimal Audio Amp 100 amplifiers, with an additional Amp 200 driving the subwoofers and four of the Up 6 loudspeakers.

Part of the system relies upon an Audio-Technica ATDM-1012DAN digital mixer, acting as both mixing engine and routing matrix. The system distributes 13 inputs across 8 outputs to support the 5.1 surround configuration and peripheral zones. The result is a smooth, dynamic and detailed sound field that enhances the impact of the 3D-mapping installation and ensures consistent coverage throughout the gallery.

By combining discreet loudspeaker design and controlled amplification with simple system management, Optimal Audio has drawn a new benchmark for immersive gallery installations – where art and audio work in perfect harmony. Bozov concludes, “We were proud to make it possible for visitors to see some very old and forgotten artefacts on display in the most modern way with the best possible immersive experience.”

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