

# Magico's A-game

CAN MAGICO BRING ITS MAGIC TO WHAT IS – AT LEAST IN ITS OWN TERMS – A RELATIVELY COMPETITIVELY-PRICED FLOORSTANDING DESIGN? MARTIN COLLOMS HAS SPENT SOME TIME WITH THE A3 MODEL, AND IS CONVINCED IT'S ANOTHER SUCCESS

**Even without accounting for the many years of Magico's loudspeaker research, and subsequent production of models with truly heroic enclosure build quality, the A3 is the least costly floorstanding model the company has ever made, selling – despite Brexit and UK exchange rate issues and shipping – at a comparatively modest price of £18,000. But without a doubt this design is a full-range example, employing two powerful 178mm bass units per enclosure. And as it is constructed of solid aluminium extrusions fixed together with machine screws in classic Magico style, it's substantial, too, at no less than 50 kg per speaker.**

Attaining this lower price sector required a revised approach to Magico production methods. These new A series designs are heavy, yes, but not to the degree that they need the specialised handling techniques required for their more costly brothers. Lowered mass has also helped reduce manufacturing cost and have allowed increased production volumes, bringing the 'A' range into a radically new lower price sector for Magico.

I first heard the A3 in early production form back in 2018 at a press launch at KJ's West End high end showroom, and while Magico has traditionally inhabited the world of high-end audio with essentially bespoke, to order manufacture, with small batch quantities of raw materials and labour-intensive, hand-crafted assembly, company founder Alon Wolf came over to show what could be done if you invest in manufacturing greater quantities. Larger companies do this all the time and reap the economies of scale, often to the benefit of the consumer.

Taking the ambitious decision to crack what was then the \$10,000-a-pair floorstander market, Magico commissioned its first batch of A3s as a test run. Having offered this first production to its dealers it sold out immediately, such was the compelling value equation in its class. Certainly \$10,000 for a pair of loudspeakers is not a peccadillo, but in context the A3 jumped right into the mainstream of high quality floorstanders, such as those from the likes of B&W, Focal, Sonus, Faber, KEF, Monitor Audio and others. Cost-saving mass-production beckoned.

While not employing all the build features of – for example – the Magico S3II, which design remains a noted £37,000 loudspeaker, the production specification of the A3 is not all that remote from this particular reference. It has that all-alloy, braced and fabricated enclosure, and a four-driver, sealed-

box-loaded line-up, fitted with proprietary Magico drive units. The planned sales targets for the A3 newcomer were substantially greater than those for earlier more costly designs and would have to be met if the project was to be profitable. Now we know that this venture has paid off and planned production and sales are already some ten times those for their previous equivalent models of more weighty and elaborate construction.

## Modest amplifier requirements

The quoted A3 sensitivity is 88dB/1m 2.83V, an industry average, the amplifier load impedance is 4 Ohms (dipping to not less than 3.2 ohms), while the very wide 'nominal' frequency response is quoted as 22 Hz – 50 kHz, here presumably -6dB limits. It measures a trim 112cm tall by 27cm wide and 23cm deep, and while the minimum recommended amplifier power is quite high at 50 watts RMS, I'd suggest 100W per channel is probably a good idea. Alon himself has reported good results for the A3 with a relatively modest Hegel H3901 250W channel integrated amplifier, noting that more complex and ambitious high-end systems can so easily get top-heavy, and detrimentally overcomplicated with a plain-speaking design such as this.

Nevertheless, good output current from the chosen amplifier and short signal paths for the audio system will suit this design very well. Conversely the maximum rated input power is a massive 300W, so it should play loudly, in theory to over 110dB at one metre, and thus will drive larger room spaces to a useful 104dBA when required.

Since introduction the A3 has been joined by several additions forming a range, for example the A1 stand mount/bookshelf design, a compact two-way (also suitable for rear channel operation), then a properly designed centre channel (ACC),

