**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**The Cutting Room relies on Genelec monitoring at its two Manhattan recording facilities**

— Genelec 1031A monitors have been a mainstay at The Cutting Room’s longtime location on West 4th Street, giving the three studios there highly accurate monitoring and configurable flexibility, while the powerful combination of the Genelec 1234A mains and 7382A sub provide the newer Chelsea Control Room 1 with the punch needed for music with the transparency demanded for critical listening —

*AES Convention, New York, NY, October 25, 2023* — [The Cutting Room](https://www.thecuttingroom.com/) shares the kind of traveling narrative of many New York City recording studios that have navigated their way through the city’s rent and zoning regulations, in search of the perfect location. Studio owner David Crafa had found a near-perfect location at the facility’s West 4th Street (SoHo) location, which opened there in 2006. However, the shift from commercial to residential in this iconic building, which once housed the famed Tower Records store, compelled those studios to change their focus from music to productions for film and television, as well as for podcasts and voice-overs. Meanwhile, Crafa’s search for a new location where music could reign unfettered led to the opening, in 2020, of The Cutting Room Control Room 1, on West 24th Street in the booming Chelsea neighborhood. Both locations now are thriving, sharing Crafa’s relentless pursuit of the right place and with the choice of monitors from [Genelec](http://www.genelec.com/) (room 3D01) in every studio across both locations.

The original West 4th Street studios are outfitted with classic Genelec [1031A](https://www.genelec.com/previous-models/1031a) monitors in each of its three rooms. When needed, the 1031As are rounded up and reconfigured for 5.1 surround mixing in one of the studios, and they are mainstays in Tony Gillis’ mastering suite there. And at Control Room 1, The Cutting Room’s premier mixing facility, the soffited Genelec [1234A](https://www.genelec.com/1234a) Smart Active Monitors™ loom above the 32-channel Solid State Logic Origin console, buttressed by a [7382A](https://www.genelec.com/7382a) Smart Active Subwoofer™ and a pair of Genelec [8030B](https://www.genelec.com/previous-models/8030b) monitors.

“Everything actually worked out very well,” says David MacLeod, The Cutting Room’s General Manager. “The zoning and noise issues that arose at the SoHo location compelled us to pivot to other types of productions, such as film and television and podcasts, with a more nine-to-five-type schedule, just as Covid was putting a huge new emphasis on those markets. In a way, the timing couldn’t have been better, and the 1031As are an extremely versatile and flexible speaker that lets us cover a lot of production ground easily. It’s interesting: at West 4th Street, the Roc-A-Fella and Interscope gold records came off the wall and were replaced with Netflix and Hulu posters,” he says. “The 1031As made the transition easily.”

Across town, the massive 1234As are delivering the punch that The Cutting Room’s hip-hop clients demand with the transparency needed for critical monitoring for the Broadway cast recordings and other various types of projects the new facility is becoming known for. “We’re branding Control Room 1 as a hybrid type of studio: able to deliver the volume and the gut punch that contemporary music production needs with the transparency and precision that film and other media sound require,” he explains. “The Genelec 1234As and the 7382A sub are the only combination that can do both. When Lil Baby comes in and wants the music to hit him in the chest, we can do that, and when the music calls for more nuance – everything from Broadway to the Park Avenue Synagogue recording religious music – it’s all there, too. Genelec lets us cover all the bases.”

For more information, please visit [www.genelec.com](http://www.genelec.com).

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Photo file 1: CuttingRoom\_Photo1.JPG

Photo caption 1: Control Room 1 at The Cutting Room’s West 24th Street facility, featuring Genelec 1234As and 7382A sub, as well as 8030Bs.

Photo file 2: CuttingRoom\_Photo2.JPG

Photo caption 2: Genelec 1234A in use in Control Room 1 at The Cutting Room’s West 24th Street facility. Photo by Angel Flores.

Photo file 3: CuttingRoom\_Photo3.JPG

Photo caption 3: David MacLeod (The Cutting Room General Manager) and David Crafa (The Cutting Room Owner/Founder). Photo by Angel Flores.

Photo file 4: CuttingRoom\_Photo4.JPG

Photo caption 4: Control Room 1 at The Cutting Room’s West 24th Street facility, featuring Genelec 1234As and 7382A sub, as well as 8030Bs.

Photo file 5: CuttingRoom\_Photo5.JPG

Photo caption 5: David MacLeod (The Cutting Room General Manager) working in Control Room 1. Photo by Angel Flores.

Photo file 6: CuttingRoom\_Photo6.JPG

Photo caption 6: Genelec 8030B in use at Control Room 1 at The Cutting Room’s West 24th Street facility. Photo by Angel Flores.

PDF file: CuttingRoom\_Genelec\_CaseStudy\_Web.pdf

PDF caption: Genelec The Cutting Room case study

Genelec, the pioneer in Active Monitoring technology, is celebrating 45 years of designing and manufacturing active loudspeakers for true and accurate sound reproduction. Genelec is credited with promoting the concept of active transducer technology. Since its inception in 1978, Genelec has concentrated its efforts and resources into creating active monitors with unparalleled sonic integrity. The result is an active speaker system that has earned global acclaim for its accurate imaging, extremely high acoustic output from small enclosures, true high-fidelity with low distortion, and deep, rich bass.

Genelec is also celebrating over 15 years of its Smart Active Monitoring™ technology, which allows studio monitors to be networked, configured and calibrated for the user’s specific acoustic environment. Each Smart Active Monitor or subwoofer is equipped with advanced internal DSP circuitry, which tightly integrates with the GLM (Genelec Loudspeaker Manager) software application, running on Mac or PC. GLM’s reference microphone kit allows the user’s acoustic environment to be analyzed, after which GLM’s AutoCal feature optimizes each Smart Active Monitor for level, distance delay, subwoofer crossover phase and room response equalization, with the option of further fine tuning by the user. By minimizing the room’s influence on the sound, Smart Active Monitors deliver an unrivalled reference, with excellent translation between rooms.

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*—For more information on the complete range of Genelec Active Monitoring Systems, contact: Genelec Inc., 7 Tech Circle, Natick, MA 01760. Tel: (508) 652-0900; Fax: (508) 652-0909;*

*Web: http://www.genelec.com/.*