**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**La Casamurada expands its recording arsenal with Genelec “The Ones” Monitors**

NATICK, MA, July 12, 2022 —[La Casamurada](http://www.lacasamurada.com/) studio in Penedès, Spain, has expanded its monitoring capabilities with a pair of [The Ones 8361](https://www.genelec.com/8361a) three-way coaxial monitors. The residential studio has built its reputation on delivering a unique experience for artists that draws on all the acoustic benefits of its historic location, while also offering a thoroughly modern technical environment.

The studio itself is located in the former wine cellar at the base of a defensive tower in a 12th-century fortified farmhouse. In 2007, Jesús Rovira, bassist and composer for legendary Catalan rock band [Lax ‘n’ Busto](https://www.laxnbusto.com/), decided that the acoustics made the cellar perfect for recording, and set about creating a space that would give musicians everything they need from a residential studio, while also respecting the original fabric of the building.

“We use the new 8361s for recording – their primary use – and mixing,” explains Rovira. “We’re very satisfied with their performance; in fact, all the engineers who have been in the studio since the 61s were purchased have been very pleased and have told me so in no uncertain terms!”

The flagship of The Ones series, the 8361 monitors were created to offer an exceptionally wide dynamic range, unrivalled directionality and imaging, and an SPL of 118 dB, providing true reference monitoring even at longer listening distances. The 8361 promotes faster and more consistent decision making, and also allows users to work reliably on longer sessions – because unnatural imaging, a main contributor to listener fatigue, is minimized.

“These new Genelec monitors tell you crystal clear what’s going on and how to resolve it in your recordings and mixes,” says Rovira. “The feeling of stereo and 3D depth is beautiful.”

To get the most out of its new system, La Casamurada also took advantage of the calibration capabilities of Genelec’s [GLM loudspeaker manager](http://www.genelec.com/glm) software. To achieve the best results, Rovira worked with Roberto López from [Audio-Technica](https://distribution.audio-technica.eu/es/), Genelec’s distributor in Spain, to ensure that the monitors were optimized perfectly for the acoustics of the room. “The GLM software is very useful and adept at correcting flaws in the environment in which you are going to use it,” states Rovira.

“The acoustic treatment in the room is excellent, so once we’d analyzed the system’s performance with GLM all that was required was some very minor adjustment in the LF region below 100 Hz,” adds López. “Overall, the response is smooth and flat, and this combination of an excellent room and a great pair of monitors really does produce mixes you can trust. Jesús is planning to move the 8361s from the console meter bridge to floor stands, and then all that’s required is a simple re-calibration. The flexibility that GLM gives you makes life so easy!”

The new monitoring system has been called into action for numerous sessions in the first few months since the addition of the 8361s. The artists that have benefitted from the new set-up include Ciudad Jara, with the Santos and Fluren production team, Despistaos with Tato Latorre, a jazz production with the Joan Claver Trio, Los Telepáticos with Ricky Falkner and Jordi Mora, and Mi Capitán, a band that includes members of Standstill, Egon Soda and Love of Lesbian.

"I’m very happy with these monitors,” concludes Rovira. “In fact, I've already recommended them to quite a few people. Everything seems to indicate that it’s been a good investment.”

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

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Photo file 1: 2022\_Genelec\_La\_Casamurada\_PR\_01.JPG

Photo caption 1: Jesús Rovira in the control room of La Casamurada.

Photo file 2: 2022\_Genelec\_La\_Casamurada\_PR\_02.JPG

Photo caption 2: Exterior of La Casamurada.

Photo file 3: 2022\_Genelec\_La\_Casamurada\_PR\_03.JPG

Photo caption 3: Live area at La Casamurada.

PDF file: La\_Casamurada\_Case\_Study\_PDF\_FINAL.PDF

PDF caption: Genelec La Casamurada case study

Genelec, the pioneer in Active Monitoring technology, is celebrating over 40 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 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;*

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