**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec Smart Active Monitors™ deliver Atmos® training room for Nut Academy in Naples, Italy**

NATICK, MA, September 20, 2022 — For more than 15 years, Italy’s [Nut Academy](https://nutacademy.it/) has been training sound technicians, sound designers and producers of electronic music based on the ethos that “the best way to teach is to put the student in the ideal conditions to learn.” This approach has seen Nut Academy invest heavily in its facilities, ensuring they are always state-of-the-art. The latest example of this has been the construction of a Dolby Atmos 7.1.4 studio which has been enhanced with Genelec [Smart Active Monitors](https://www.genelec.com/en/sam-studio-monitors-subwoofers).

“The idea of making a Dolby Atmos studio was born from the need to keep our teaching in step with the times,” says Vinci Acunto, sound engineer and teacher at Nut Academy. “If you want to work in the field of music production, you definitely have to deal with Atmos. It is a technical need and a creative opportunity in the training course of a sound engineer or a music producer.”

While there were plans in place to build a facility to meet the Dolby specification, the school had struggled to find a suitable time to construct the studio. The opportunity to do this was eventually offered by the pandemic. As restrictions during Italy’s lockdown made it impossible to carry out the day-to-day teaching on site, it provided the perfect time to finally deliver the project.

The school partnered with [Midiware](https://midiware.com/), the Italian distributor of Genelec’s wide range of professional monitors, and acoustic consultants [Studio Sound Service](http://www.studiosoundservice.com/en) to design and supply a purpose-built studio that could be installed by the Nut Academy team and would meet the necessary immersive audio standards.

“The studio design was originally based on Dolby Atmos Home Entertainment standards but was then certified for Dolby Atmos Music because it was compliant to both standards,” recalls Donato Masci, CEO and Technical Director of Studio Sound Service. “This expresses the versatility of the project. The room can be used to work on music, broadcast and post-production content and, at the same time, as a lecture room with great technological content.”

While it was important to meet Dolby’s standards, teaching is the primary function of the room and this also played an important role in its design. “The Dolby Atmos room can accommodate up to 10 to 15 people for Nut Academy lessons,” notes Studio Sound Service’s Partner and Acoustic Designer Giulia Bondielli. “This required a versatile interior design which is different from a traditional mixing room design with the sofa and the diffuser on the rear wall. We had to optimize the space to satisfy all client needs, and to find the right positions for every studio monitor – as two lateral televisions and a projector screen are used for lessons.”

While the design provided a variety of challenges, the selection of equipment was much simpler. Genelec monitors had been the first choice for the school ever since Midiware had demonstrated the capabilities of [The Ones](https://www.genelec.com/en/theones) family to Nut Academy. Having heard the monitors, the school immediately knew they would be the right choice and Masci built on this decision to specify a perfect solution for the space. The selection called on [8351](https://www.genelec.com/8351b) coaxial three-way monitors for the L-C-R positions, while [8340](https://www.genelec.com/8340a) two-way models provide the surround and overhead channels. Finally, a [7380](https://www.genelec.com/7380a) subwoofer handles the low frequencies.

“The most surprising thing is that this listening system simplifies our work in the best possible way,” explains Acunto. “Even in more complex contexts typical of the teaching environment – such as open listening, comparison and alternation of various genres over a short time – Genelec’s The Ones prove to be faithful workmates.”

The result is one that everyone involved with the project is rightly proud of. “Firstly, we are deeply happy with the final result because the client is happy with the interior design and the audio solutions we found,” says Bondielli. “Another reason why we are particularly proud of this studio is that the client was able to completely build it himself following our instructions. This is important because it gives even more value to our design.”

“The experience and professionalism of the prestigious team we worked with have allowed us to realize a project that combines impeccable acoustics with refined taste in aesthetic choices,” concludes Acunto.

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

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Photo file 1: NUT\_Academy\_PR\_Image\_1.JPG

Photo caption 1: Vinci Acunto of Nut Academy pictured in the new 7.1.4 studio.

Photo file 2: NUT\_Academy\_PR\_Image\_2.JPG

Photo caption 2: Nut Academy’s new 7.1.4 studio.

Photo file 3: NUT\_Academy\_PR\_Image\_3.JPG

Photo caption 3: Nut Academy’s new 7.1.4 studio.

PDF file: Nut\_Academy\_case\_study\_FINAL.PDF

PDF caption: Genelec Nut Academy 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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