

GENELEC®

CASE STUDY

Business drivers

TILEYARD X ATTRACTS
MORE ARTISTS AFTER
UPGRADE TO GENELEC



Tileyard X Managing Director Jack Freegard



UK'S PREMIER CREATIVE HUB ENHANCES TWO STUDIO SPACES WITH THE ONES



In the heart of the vibrant [Tileyard](#) creative business community, [Tileyard X](#) stands as a dynamic commercial studio hub, fostering creativity for over a decade. Home to around 250 independent studios and businesses, Tileyard X is integral to nurturing a diverse and thriving ecosystem. Its two premium Signature Studios, the Red Studio in London and the Cotton Mill Studio in Wakefield, sought top-tier monitoring solutions to

match their prestigious status.

It was a commercial decision that set the studio on this upgrade path, since Tileyard X places great importance on providing a superior auditory experience to attract artists. “To encourage people to come in and use our spaces, you want spot-on monitoring,” comments Tileyard X Managing Director Jack Freegard. “You want that auditory experience to be a level up so that

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whatever you’re doing, whether that’s playback sessions, mixing or mastering, you have the confidence that what you hear is what you get.”

While Genelec hadn’t always been the solution of choice for Tileyard X, ‘The Ones’ series of coaxial point source monitors really stood out. “I’ve worked with Genelec every now and then, and had never really been that enamoured by them until I heard The Ones series,” explains Freegard. “For me, it was just a sublime monitoring experience. The phase coherency and pinpoint accuracy maintained across the

whole soundfield is just another level, and I think that comes from the design. They’re absolutely phenomenal; I’ve not heard imaging quite like it.”

The Tileyard X team opted to combine a pair of [8361](#) three-way monitors with two [W371](#) adaptive woofer systems for both locations. This decision was driven by the need for a free-standing full-range stereo solution capable of delivering exceptional performance in both control rooms. Although these rooms were not small, they posed some challenges for traditional systems. By overcoming spatial limitations, the 8361



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and W371 combination ensured a consistent monitoring experience, effectively addressing the distinctive acoustic characteristics of both the Red Studio and the Cotton Mill Studio.

The installation process presented several depth-related issues in the Red Studio and width challenges in the Cotton Mill Studio. Fortunately, Genelec’s [GLM calibration software](#) was harnessed to analyse both rooms and optimise the monitoring systems to achieve a listening experience completely tailored to the space – thereby producing mixes that translate

consistently. “The GLM calibration tools are fantastic,” Freegard adds. “We lined up the monitors in these rooms as we usually would, and they just sounded great. We’re all very impressed.”

The stereo setup stands out with its super-smooth low-end response, a testament to the advanced technology at play. The W371 tailors system performance carefully to the room, providing flatter, smoother in-room response with more coherent LF imaging. Offering three different operating modes, the W371 uses GLM





to select and optimise the signal processing for the best LF radiation mode, taking into account both the monitor location and listening position. Highlighting the subjective aspect of the speaker experience, Freegard notes that in demos with various high-end monitoring systems, the consensus with Genelec was, “This just sounds ‘right’ – it goes beyond accuracy in the stereo field and transient response. Sometimes, it’s all about a feeling of rightness.”

Tileyard X has received overwhelmingly positive feedback across various musical styles, with specific appreciation from genres like grime and hip-hop for the smooth LF extension of the W371s and the general punchiness due to the transient response of the system. It was the consistently positive feedback from London’s

Red Studio, used for tracking and overdubbing, that prompted the decision to replicate the experience in Wakefield’s Cotton Mill Studio – for a consistent artist experience across both locations.

Exciting projects are on the horizon for Tileyard X and Genelec, including a compelling masterclass series in the Red Studio, featuring the diverse talents of the Tileyard community. Freegard expresses enthusiasm for collaborating with Genelec, weaving its expertise seamlessly into these educational sessions. “We’re thrilled about the possibility of teaming up with Genelec on this venture – it’s a blend of technical prowess and artistic expression, that’s both enriching and enjoyable for everyone involved.”

THE KIT

London (The Red Studio)

- 2 x 8361A
- 2 x W371A
- 1 x GLM software

Wakefield (The Cotton Mill Studio)

- 2 x 8361A
- 2 x W371A
- 1 x GLM software

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