**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**s5studio Opens Its Midnight Blue Room and Stays Genelec All the Way**

— s5studio is quickly becoming a major stop on New York City’s recording circuit, with clients there benefiting from an array of Genelec monitors, including the 1234A, 1238A, 8320A and 8331A, all of which have satisfied the bassiest demands of its clients across all genres, even hip-hop, without subwoofers! —

NATICK, MA, December 9, 2021 — s5studio moved into its current space in Manhattan’s west side last May, but the business, founded by Sonny Carson, goes back almost a decade, to its first iteration in Brooklyn. Zukye Ardella joined the enterprise later, helping the Brooklyn location flourish and helping oversee the move to the Manhattan space. Carson and Ardella serve as business partners, sharing chief engineer titles. The studio now occupies a large space in the Chelsea neighborhood, an area long known as a hub of legendary music recording studios over the decades. This new home of s5studio, once the private facility for the Scissor Sisters (and originally designed by Horacio Malvicino of the Malvicino Design Group), has just opened its own third studio, the Midnight Blue Room, which joins its Crimson Room and the Black Room. What they all have in common is active monitoring from [Genelec](https://www.genelec.com/): a pair of [8331A](https://www.genelec.com/8331a) Smart Active Monitors™ are the near-field solutions for the Crimson Room — the facility’s largest studio — while two [1234A](https://www.genelec.com/1234a) Smart Active Monitors are used for main monitoring there; the Black Room uses the [8320A](https://www.genelec.com/8320a) Smart Active Monitors as near fields; and the newest studio, the Midnight Blue Room, designed primarily by Carson, has a pair of 8331As for close-in listening and a pair of [1238A](https://www.genelec.com/1238a) Smart Active Monitors for mains.

Notice anything missing here? “We are doing everything at this point without subwoofers in any room, and it’s blowing people’s minds!” states Ardella, a native New Yorker well known and liked in the city’s music-production community and whose engineering and production credits include Ne-Yo, WizKid, A$AP Ferg and Flipp Dinero. “The Genelec speakers all have incredible low-frequency power. The lows are big, even for hip-hop. But what’s really amazing is that those lows are also so clear and clean. Engineers and artists come here and tell us that they can push the bottom but they can still hear lyrics very clearly, which is very important. With Genelec, we can get the full range of sound and hear everything on the track.” Ardella says the acquisition of subs for some of the studios is planned for, but she and her clients have been completely satisfied with the low-frequency response they’ve been getting from this array of Genelec monitors.

Genelec came with other benefits, too. For instance, all of the speakers utilize Genelec’s proprietary GLM™ and AutoCal™ software, which automatically controls and calibrates the monitors for the room response, level and time of flight and allows for multiple calibration locations as group presets. “The calibration system is very easy to use and very precise in how it tunes the speakers perfectly to each control room,” Ardella explains. “It got us up and running that much faster, and everyone remarks on the accuracy of the sound. Their mixes sound the way they expect them to. It’s why we stand by Genelec. I’m a proud Genelec user.”

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Photo file 1: s5\_Genelec\_Photo1.JPG

Photo caption 1: The Crimson Room at s5studio in Manhattan, featuring Genelec 8331A Smart Active Monitors™ as near-fields and two Genelec 1234A Smart Active Monitors as the mains

Photo file 2: s5\_Genelec\_Photo2.JPG

Photo caption 2: The Crimson Room at s5studio in Manhattan, featuring Genelec 8331A Smart Active Monitors™ as near-fields and two Genelec 1234A Smart Active Monitors as the mains

Photo file 3: s5\_Genelec\_Photo3.JPG

Photo caption 3: Vocal setup in an isolation booth adjacent to the Crimson Room at s5studio in Manhattan, with the control room visible through the glass, featuring Genelec 8331A Smart Active Monitors™ as near-fields and two Genelec 1234A Smart Active Monitors as the mains

Photo file 4: ZukyeArdella.JPG

Photo caption 4: Zukye Ardella, s5studio chief engineer

Photo file 5: SonnyCarson.JPG

Photo caption 5: Sonny Carson, s5studio founder and chief engineer

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;*

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