

GENELEC®

CASE STUDY

Mastering the detail

PAMA RECORDS OPTS FOR THE PERFECT GENELEC COMBINATION FOR ITS MASTERING STUDIO





Maxe Axelsson in Studio 2

All Images Credit: Thilda Rimsäter

GENELEC'S 8351 AND W371 COMBINATION DELIVERS THE IDEAL MASTERING SOLUTION FOR MAXE AXELSSON

With a career spanning over 30 years in the music business, Maxe Axelsson is a popular and well-known figure in the Swedish music scene. He is also the founder of [PAMA Records](#) which works with some of the biggest names in the industry, as well as [EdTech Studios](#) which specialises in e-learning. PAMA has

its own record division in collaboration with Universal Music in Sweden, which has a close relationship with Axelsson's [Stage4you Academy](#); an educational programme designed to develop young, up-and-coming artists, producers and songwriters.

Axelsson's businesses work across three separate multi-purpose recording studios. Genelec monitors feature in every room of

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the building, not only because it is Axelsson's personal preference, but because the results truly speak for themselves.

In fact, there seems barely a Genelec model that Axelsson doesn't use throughout his studios! "Genelec is the standard that we are happy to work around," he explains. "It is our reference wherever we go. The technology surpasses all of our expectations every time, and we are working with an amazing set up at the moment which is by far the perfect solution for us."

The latest addition to PAMA has seen Axelsson select what Genelec believes is the perfect combination for a mastering studio: the 8351 coaxial three-way monitor and the W371 adaptive woofer system. "We had never had this type of combined system in

the studio before and at first we were a bit unsure about the idea," he notes. "But once it was installed, we were completely blown away! The concept of combining the W371 woofer system with 'The Ones' coaxial design of the 8351 allowed a free-standing full range system for us, and we are planning to install that type of hybrid more in the future – it completely fixes every last detail in the room and is therefore at the heart of our mastering process."

The Genelec hybrid system created directivity for Axelsson as well as total freedom from negative room influences. "We originally had the Genelec 1038ACs as mains in the mastering room, and this was a great monitor to use for this. We loved the sound of these three-way centre speakers in a stereo setup and we were really happy with them, but

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then we had a problem with the bass that we couldn't really fix," he explains. "So, we decided to get in the W371s, not really thinking it would be the final solution, but after the second calibration was set up and combined with the back wall reflections, it managed to take care of exactly what we needed it to – we had never seen that type of installation work before. We are not disappointed, we love the system!"

To get the best out of the new setup, Axelsson chose to use GLM loudspeaker management software for both the studio's final configuration as well as for its day-to-day operation. "I always use the GLM setup," he explains. "It's more than a good speaker calibration system, it's great for comparing levels while we're mastering as well as finalising little details. We also use it as a monitor controller, especially

with the new GLM 4 version, and we always have the reference mic and GLM connected which creates a nice flow."

This new mastering suite is just one example of where Axelsson's passion for Genelec can be seen. But away from the mastering suite, Genelec monitoring is also seen everywhere throughout the building. In Studio 1, which is primarily used for EdTech's e-learning projects, 8341 and 1037 three-way studio monitors combine with a 7071 subwoofer. While in Studio 3, PAMA's music studios, Axelsson has opted for 8010, 8351 and 1234 monitoring solutions.

Outside the studio, PAMA's office space also benefits from 8040 and 8030 two-way nearfields, while Axelsson has also made Genelec a part of his home life with a pair



Tobbe Löfqvist in Studio 1



The Genelec collection in Studio 3

of 1032s in his kitchen as well as a 6010 and 5040 subwoofer combination - in the bathroom! He concludes: "It truly is a big part of my life – it's all over the place! I always want good sound around me and Genelec have made that possible."

THE KIT:

Studio 1

- 2 x 8341A
- 2 x 1037B
- 1 x 7071A

Studio 2

- 2 x 8351B
- 2 x W371A

Studio 3

- 2 x 8010A
 - 2 x 8351A
 - 2 x 1234A
-
- 3 x GLM Software



Mankan Sedenberg in Studio 3



The 8351s in Studio 3