

GENELEC®

CASE STUDY

Democratising music

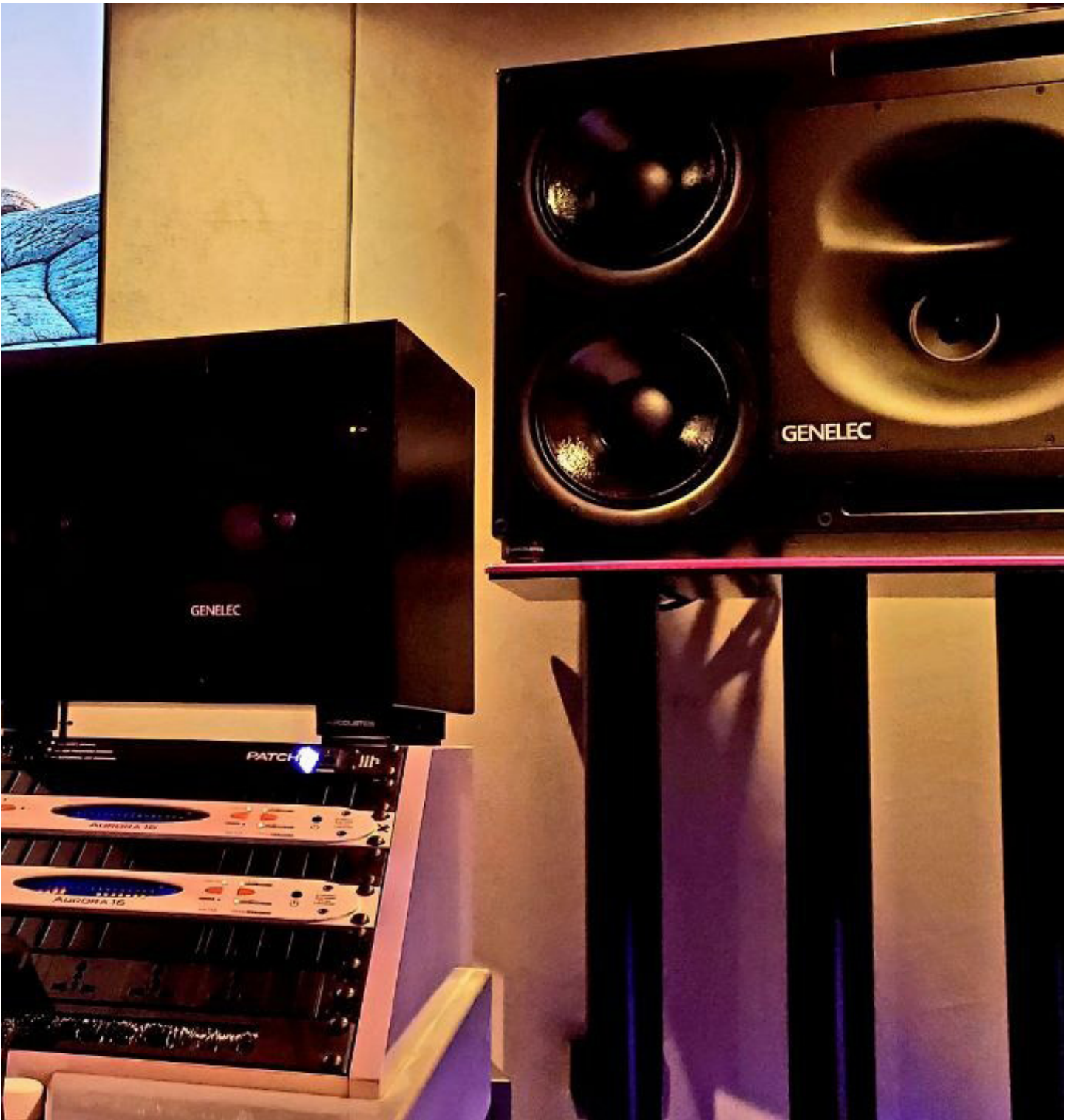
GENELEC MONITORS
HELP TO CREATE
STATE-OF-THE-ART
RECORDING SPACE IN
DOWNTOWN DUBAI



Studio Owner Aziz Abdo and Sound Engineer Hosni Abu Zahra



DUBAI STUDIO AIMS TO BE GO-TO DESTINATION FOR YOUNG ARTISTS TO EXPERIMENT



The glamorous area of Downtown Dubai is known for its high-end retail and hospitality environment as well as a stunning skyline. The opening of the Dubai Opera House created a destination for music lovers in the area, and now the arrival of Soul Sound Music Art Production has done the same for music creators.

The new Soul Sound studio is a passion project

of Lebanese singer and songwriter [Aziz Abdo](#). "I wanted to create a professional studio set-up in a space that will allow me to further my skills and talent – and take my musical career to the next level," he explains. "I wanted to give a 'facelift' to today's typical music studio in Dubai, since most of them are located in remote areas or have an old, worn out feel to them. I want to provide an experience, making it an 'instagrammable' space which can inspire musical artists and influencers,

” GENELEC MONITORS ARE KNOWN FOR THEIR EXCEPTIONAL AUDIO QUALITY AND ACCURACY.

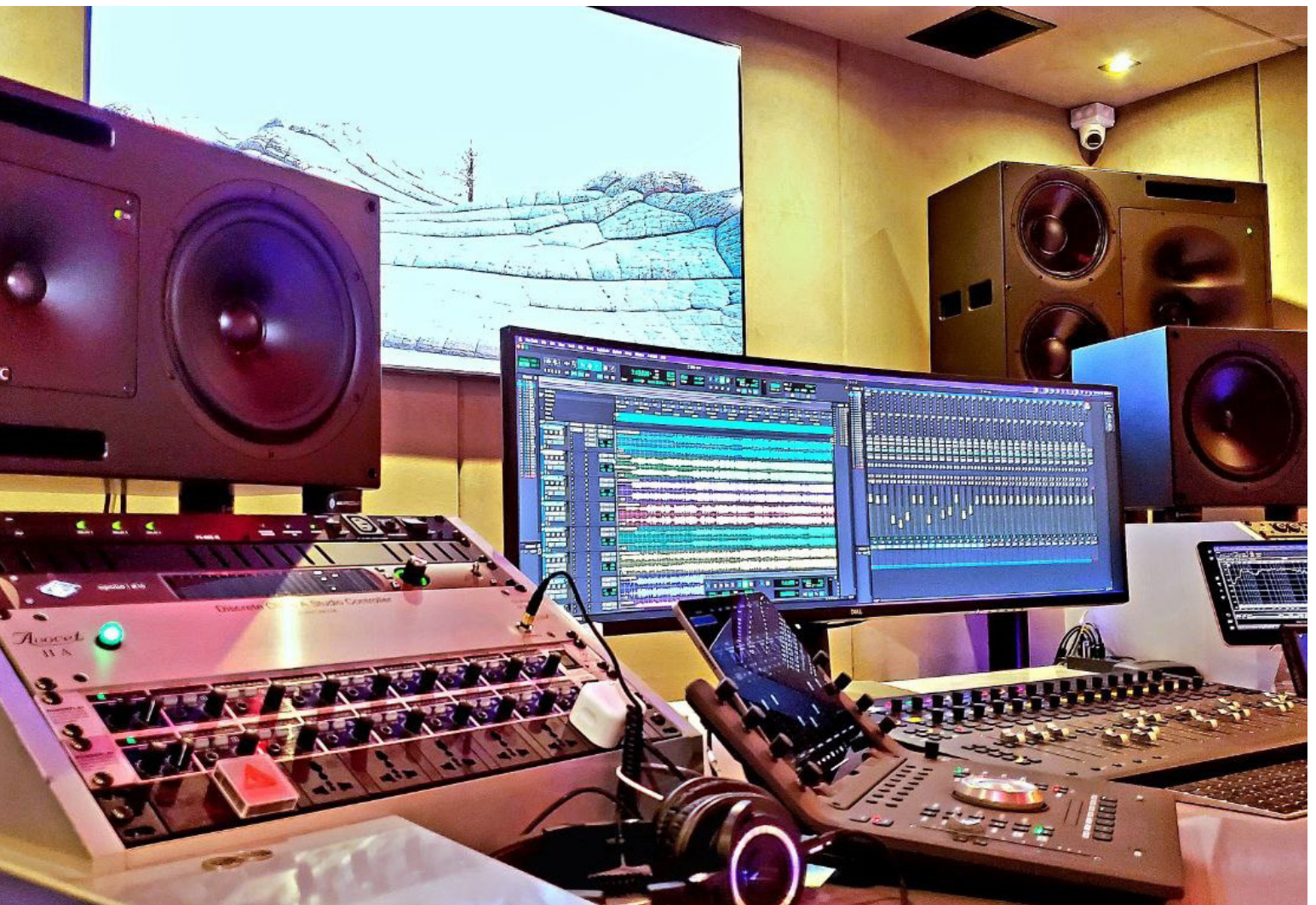
and turn it into the most visited and travel-worthy destination. Having a passion for both musical technique and powerful technology, I wanted to democratise the creative process – allowing anyone to have access to everything that they would need to create music.”

To achieve this, Abdo turned to audio engineer Hosni Abu Zahra to help him create the best possible recording environment. Abu Zahra has a deep understanding of acoustics, which when combined with his technical expertise, led to an exacting standard being set for the recording setup.

“I chose high-quality audio equipment, including microphones, preamps, compressors, EQs

and monitors to meet the specific needs of the project, and combined this with a proper wiring and cabling infrastructure to minimise signal degradation and interference,” recalls Abu Zahra. “I designed the studio with appropriate dimensions to avoid standing waves and resonances that can affect sound quality. I also ensured proper sound isolation and minimised unwanted reflections through the use of materials like diffusers, absorbers and bass traps.”

When it came to the monitoring solution, Abu Zahra knew that Genelec would be the right option. “Genelec monitors are known for their exceptional audio quality and accuracy,” he states. “They deliver transparency and accuracy



” GLM CHANGED MY LIFE BY FIXING THE FREQUENCY CURVE WHERE NEEDED.

and have a wide frequency response. They are also reliable, with a fantastic build quality, and their performance can be adapted to the room with [GLM software](#). On top of all of this, they have an established international reputation as the best studio monitors available.”

The solution installed by Abu Zahra features a pair of [1234s](#) as the main studio monitors complemented by a pair of [1032](#) nearfield models. Low frequencies are handled by a [7382](#) subwoofer, with a supplementary pair of [8030s](#) employed as nearfield monitors at the secondary listening position for guests in a separate area away from the main mix position.

“Having both 1234s and 1032s in the studio provides several benefits,” reasons Abu Zahra. “They provide excellent frequency response and balance, as well as transparency of the reproduced sounds when recording and mixing. The two solutions also provide different listening perspectives for artists and engineers, and I positioned the 1234s and 1032s in an optimal configuration to achieve accurate and balanced audio reproduction.”

With the control room used as a single space to handle mixing, recording and mastering, the use of GLM calibration software has been key to the project. “GLM changed my life by fixing the frequency curve where needed,” states Abu Zahra.





The end result is something that both the owner and the designer are very happy with. “I’m extremely happy, as I have personally planned each and every corner of the studio,” reflects Abdo. “Being a music artist myself, I kept in mind what would create a positive working environment to help musicians feel at ease in the studio and keep the mood upbeat. This helps to keep momentum, and keep the artists focused. Plus working in a high-quality studio that has the latest technology allows musicians to be innovative and experimental.”

While Abdo will be using the facility for his own music, he also sees its potential as a successful long-term business. “Recorded music market revenues in the Middle East and North Africa grew

by 35% in 2021, making it the fastest-growing music region in the world,” he states. “Music trends start with young people, making Gen Z and young millennials the biggest consumers of music. I want to bridge the gap between them and the more traditional and well established classical music industry.”

With Soul Sound Music Art Production now open for business, Abdo feels that the new facility has lived up to his initial dream. “We have created a state-of-the-art recording space – with hi-tech equipment that meets international standards – right in the heart of glamorous Downtown Dubai. I want this to be the go-to recording studio that allows young artists to experiment with their music.”

THE KIT

- 2 x 1234A
- 2 x 1032C
- 1 x 7382A
- 2 x 8030A
- 1 x GLM Software

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