**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec Provides Healing Sound for Gaia Nomaya’s Wellness Womb**

— The 7,000-square-foot health and healing spa Gaia Nomaya Wellness Center in Brooklyn understands the therapeutic and restorative power of sound and chose Genelec 4430A Smart IP Installation Loudspeakers for its most intensely salubrious space —

— View a video profile here: <https://youtu.be/H4ECowLOxz4> —

NATICK, MA, May 2, 2023 — [Gaia Nomaya Wellness Center](https://www.gaianomaya.com/) is a 7,000-square-foot music, wellness and arts space in Brooklyn, NY, dedicated to using music as medicine and art as therapy. A social wellness environment where visitors can have fun and hear music, yet also experience a range of healthy self-care options, the space is also used for outside events that support the neighborhood, such as concerts and weddings. “It’s a truly multi-use space with the focus on healthy living,” explains Andrew Goldin, Gaia Nomaya’s Founder and CEO, who launched the venue with his partners Sara Ramirez Loaiza and his brother David Goldin. But the central core of Gaia Nomaya is its Wellness Womb, an island of serenity with a calming, immersive aural ambience created using eight Genelec [4430A](https://www.genelec.com/4430a) Smart IP Installation Loudspeakers.

The installation began as Robert Stern, Account Manager with Guitar Center Professional (GC Pro), had a conversation with audio engineer and designer Silas Drewchin (of the Praxis Audio Design Group), a friend of the founders and the facility, who told Stern he had a client, Gaia Nomaya, with a very unique space and wanted to install immersive audio. “I recently had an exchange with Genelec Inc.’s Senior Technical Sales Manager Paul Stewart, who made me aware of their new IP speakers, the 4430As, which we agreed would be perfect for this installation and use,” stated Stern. “Then I pitched the idea of installing the 4430s to Silas and Gaia Nomaya, who had a lot of questions, so we jumped on a call with Paul Stewart, who offered a comprehensive explanation – soon everyone was super-pumped about the idea. So I ordered and delivered them to Silas, who installed them at the facility.”

The Genelec 4430As are used to play continuous streams of soothing music and sounds that evoke forests, oceans and other tranquil environments. It’s the Genelecs’ ability to faithfully reproduce all of those sonic experiences that make them so valuable to Gaia Nomaya’s mission. “The beauty of the system is that it lets the music transport people to those environments,” says Goldin. “But they’re also excellent for all of the other things we do here, from having a DJ in to hosting jazz and other types of music. The Genelec loudspeakers do it all – and sound great doing it.”

There’s one other aspect that both Gaia Nomaya and Genelec have in common that supports both their missions. “One of the things that makes our location special is that 90 percent of the space is made with repurposed and reusable materials,” Goldin explains, pointing to the venue’s bar and other elements throughout the space that use 100-year-old repurposed Coney Island boardwalk wood. “And if you look around, you’ll see what look like giant crystals all over the space, but they're actually glass rocks, called eco rocks, that were recycled from the ocean. Well, we learned that the vast majority of Genelec loudspeakers are made from recycled aluminum, which is very beneficial for the environment. Once we found out about that — a major brand like Genelec that’s actually thinking about the way they’re constructing their products to actually help the planet — it made so much sense that we connected with the company, because their mission really aligns with ours. Sustainable is beautiful, and so is Genelec’s sound.”

View a video profile here: <https://youtu.be/H4ECowLOxz4>.

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Photo file 1: Gaia\_Photo1.JPG

Photo caption 1: Genelec 4430A loudspeakers have been installed at Gaia Nomaya Wellness Center in Brooklyn, NY

Photo file 2: Gaia\_Photo2.JPG

Photo caption 2: The “Wellness Womb” at Gaia Nomaya Wellness Center in Brooklyn, NY

Photo file 3: Gaia\_Photo3.JPG

Photo caption 3: The “Wellness Womb” at Gaia Nomaya Wellness Center in Brooklyn, NY, featuring Genelec 4430A Smart IP Installation Loudspeakers

Photo file 4: Gaia\_Photo4.JPG

Photo caption 4: Gaia Nomaya Wellness Center in Brooklyn, NY

PDF file: GaiaNomaya\_Genelec\_CaseStudy\_Web.pdf

PDF caption: Gaia Nomaya Genelec case study

Genelec, the pioneer in Active Monitoring technology, is celebrating 45 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/.*