

GENELEC®

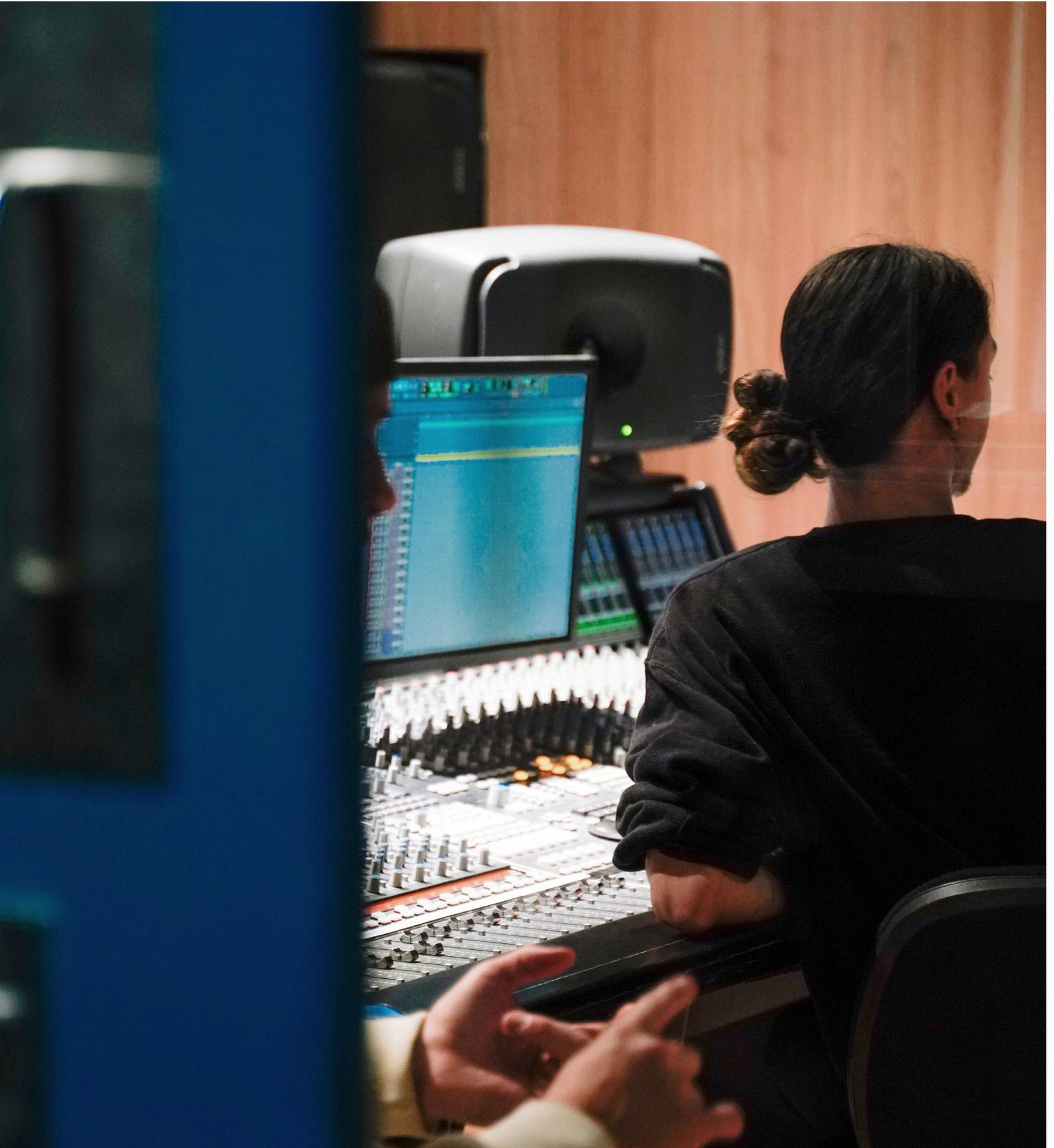
CASE STUDY

**Learning the
sonic truth**

SYDNEY-BASED JMC ACADEMY
CHOOSES GENELEC FOR ITS
RECENT STUDIO RENOVATION



GENELEC MONITORS HELP CREATE A FULLY INDEPENDENT SURROUND SYSTEM FOR MULTIFUNCTIONAL STUDIO AND VIDEO MIX STUDIO





To allow a new generation of musicians to connect, collaborate and create in training spaces, it's crucial to use best-in-class technology. The experience of running a session in a high-end studio should not only enhance key learning objectives, but should also give students an insight into the sector they are preparing to work in – and subsequently raise standards for their own projects.

Above all, working with professional equipment should stimulate passion for the industry, which, thanks to an investment in Genelec studio monitors, has been fully recognised in the new studio renovations at [JMC Academy](#).

Established in 1982, JMC Academy was formed to meet the demand of qualified professionals in the entertainment technology

” BEING ABLE TO AUTOMATICALLY CALIBRATE THE MONITOR TO SOUND NEUTRAL WITHIN ANY GIVEN ROOM IS A REAL BENEFIT.

industry, while inspiring unique talent and individuality. Today, courses range from game design to songwriting and audio engineering across the Sydney, Melbourne and Brisbane campuses, all of which are state-of-the-art facilities that enable creative student learning.

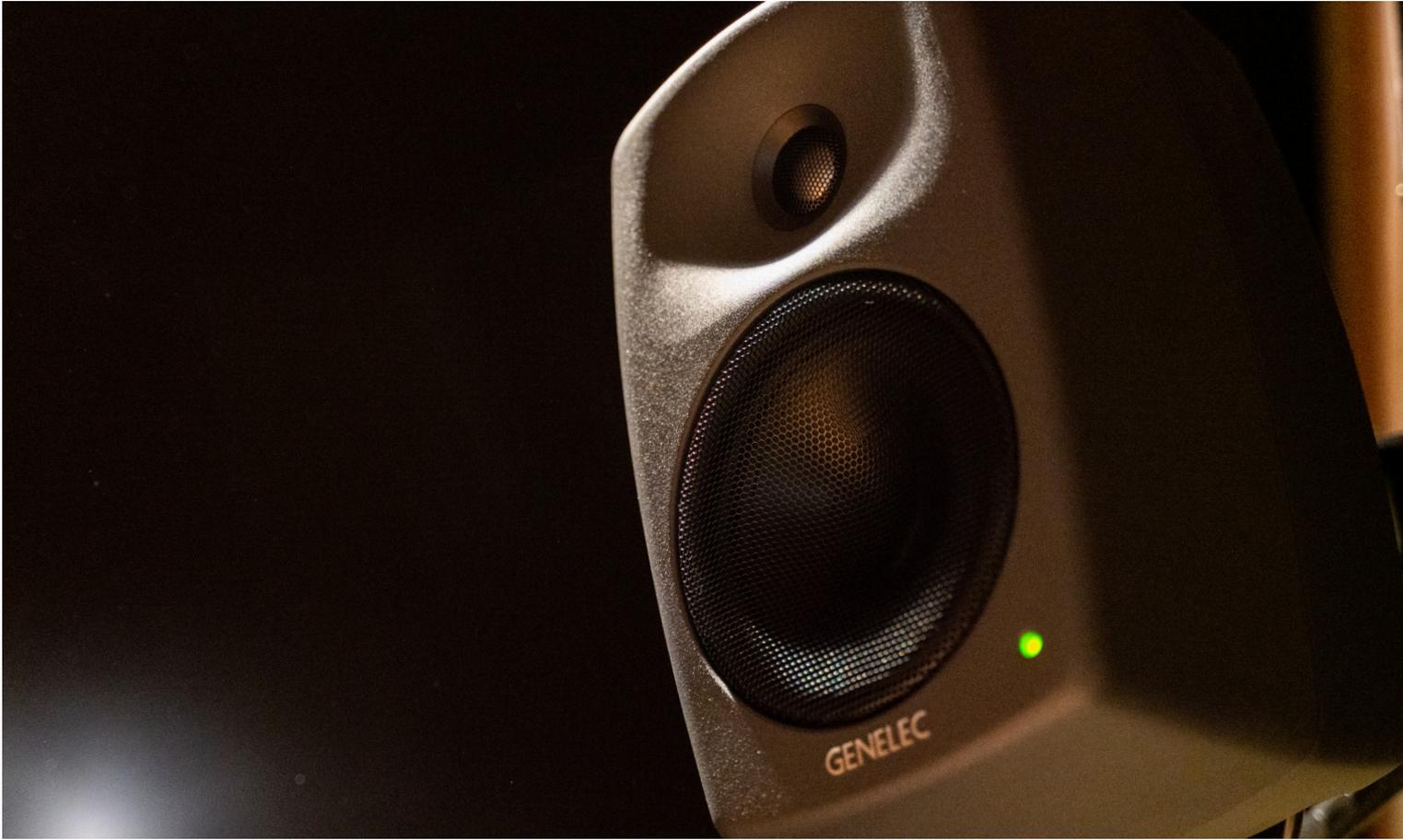
A recent audio revamp involved two of JMC's Sydney campus studios being fully redesigned from the ground up. Designed by architect Shaun Carter and interior designer, Julie Niass from architectural firm [Carter Williamson](#), the renovation required the multifunction Studio A and the adjacent Studio C to have both surround and stereo monitoring configurations. Acoustic engineer, Glenn Leembruggen of [Acoustic Directions](#) specified Genelec's 'The Ones' series for the

studio redesign and, with the help of Genelec's Australian distributor [Studio Connections](#), was able to deliver a quality design solution.

Having previously relied on a pair of 20-year-old [1034As](#) in Studio A, JMC was aware of Genelec's longevity. Centring around a 48 channel SSL Duality Console, the design team opted for [8361A](#) monitors to be soffit-mounted into the wall in the LCR positions, with a pair of [8351Bs](#) straddling the console bridge as stereo nearfields. Supporting these are [8340As](#) for the rears and a [7360A](#) for the sub, resulting in a fully independent 5.1 surround system. "For students to work on post-production video mixes or record a full band, Genelec monitors offer an amazing sonic performance," says Paul Newcomb, Business Development Manager at Studio Connections.



” JMC HAVE PROVIDED THEIR STUDENTS WITH A GREAT OPPORTUNITY TO LEARN THEIR CRAFT USING MONITORS WHICH TELL THE TRUTH, SONICALLY.



At the time of the renovation project, Genelec's Flush Mount Kits were not yet available for the 8361A model, and so the 8351B kit was used as an alternative template to build their own custom kits. Studio C was ultimately fitted out with a pair of Genelec 8351Bs, also seamlessly soffit-mounted into the wall and reproducing every subtle nuance of the music being heard in incredible detail. "The music seemed to float mid-air like a transparent three-dimensional puzzle," adds Newcomb. "Robust and durable, they were able to perform at their breath-taking best and sounded fantastic."

Due to the diversity of mixes and applications in each studio, the design team calibrated the entire installation with Genelec's GLM loudspeaker management software, fully optimising every monitor for the room and allowing users to switch between monitors and maintain precise control

of listening levels in each studio. "GLM always plays a major role in the sound of the monitors," Newcomb explains. "Each space is different and being able to automatically calibrate the monitor to sound neutral within any given room is a real benefit. The flexibility to set up and store groups, settings and listening positions is extraordinary – Genelec is definitely in a class of its own with this technology."

The final result has impressed the team at JMC as they're now able to offer a space that audio engineers and producers are happy to work in. The studios boast an inspiring, world-class atmosphere, allowing students to access real-world experiences of audio engineering and production during their training.

"For students, facilities like JMC Academy are often the first time they get to experience a professional recording environment,"

Newcomb concludes. "JMC have provided them with a great opportunity to learn their craft using monitors which tell the truth, sonically. We're confident that their

experience will be a positive one and that working with Genelec will become a partnership that they can trust in for many years to come."



THE KIT

Studio A

- 2 x 8351B
- 3 x 8361A
- 2 x 8340A
- 1 x 7360A
- 1 x GLM Software Kit

Studio C

- 2 x 8351B
- 1 x GLM Software Kit

GENELEC OY OLVITIE 5 | 74100 | IISALMI, FINLAND | TEL. +358 17 83881 | ENQUIRIES@GENELEC.COM | WWW.GENELEC.COM