

GENELEC®

CASE STUDY

Teaching assistance

TAG INSTITUTE
INSTALLS GENELEC 1237
MONITORS IN FLAGSHIP
MUMBAI STUDIO





SMART ACTIVE MONITORS AND GLM HELP TO CREATE A TEACHING ENVIRONMENT BUILT TO THE HIGHEST SPECIFICATIONS

The Audio Guys (TAG) Institute in Andheri West, right in the heart of Mumbai's busy studio sector, has been a long-term dream of Jayakrishnan Nalinkumar, Anupam Sathe and Omkar Tamhan. As you would expect from any audio education environment, when you walk into TAG Institute you are greeted by technology from a variety of manufacturers across the facility's studios

and classrooms. When your role is to educate the next generation of audio professionals, they need to experience the full range of gear that they could come across in their working lives, and TAG Institute is set up to do exactly this. However, there is one room that offers the very best that the recording industry has to offer. And it is in this flagship Studio C where you will find Genelec 1237 Smart Active Monitors.

” GENELEC 1237s WERE THE BEST FIT CONSIDERING THEY ARE KNOWN TO BE ROCK SOLID WITH GOOD LOW END PERFORMANCE.

With a variety of spaces to equip, TAG Institute turned to Shiv Sood of [Sound Team](#) to assist. “I have known the partners at TAG for a while, so when they planned their facility, they called me to discuss possible solutions for monitoring and other equipment,” recalls Sood. “They were looking for a pair of main monitors that could be flush mounted, but due to the size restriction of the room they were looking for something small in size but powerful. Genelec 1237 were the best fit considering they are known to be rock solid with good low end performance.”

The decision to go with Genelec for Studio C was an easy one for the TAG team. “All the founding partners have been long-time users of Genelec systems in their respective studios and homes,” reveals Sood. “So they were very confident to go for Genelec systems when they decided to build their large stereo control

room. Genelec was the obvious choice due to their familiarity with the sound that they produce.”

A further advantage of selecting the 1237 monitors is Genelec’s [GLM](#) calibration software. “GLM has been very helpful in their setup. The rooms, even though beautifully built, had minor acoustical challenges,” says Sood. “GLM has helped to flatten a few problematic frequencies to get a near flat response.”

Equally important has been the way the software has been used to enhance the engineer’s workspace. “They invested in the first SSL Origin console to come to India for Studio C,” explains Sood. “Having a large format analogue desk is a great thing for TAG but also brings some challenges. GLM’s multi-point

” GLM HAS HELPED TO FLATTEN A FEW PROBLEMATIC FREQUENCIES TO GET A NEAR FLAT RESPONSE.

calibration proved to be really helpful as it was able to widen the sweet spot across the desk.”

Officially opened a matter of weeks before India went into a national lockdown, the TAG Institute team have already needed to overcome more than their fair share of challenges. This has seen innovations such as the move to online teaching, and the decision to hire out the studios for professional use while they are not being used for education. Combined, these have helped to see the fledgling educational institute through a difficult first year.

With the system now fully installed, and the move towards face-to-face teaching becoming more of a reality, TAG Institute can look forward to a bright future. As it looks to welcome the first students through its doors, the decision to use Genelec monitors

for the flagship space is one the founders are clearly happy with.

“We have been constantly in touch with the team at TAG and they are extremely happy with the pair of 1237s in the room,” says Sood. “After we finished the final round of calibrations, the founders specifically commented on the great and tight low end response of the 1237s and the high SPL they pack into such a small form factor.”

With facilities created to this kind of standard, India’s next generation of recording engineers can be assured that they will be getting a fine education.

THE KIT:

- 2 x 1237A
- 1 x GLM Software





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