**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec to Host Online Masterclass with Acclaimed Engineer Zukye Ardella on April 26**

— As part of Genelec’s Masterclass Sessions series, Genelec’s Paul Stewart will join Zukye Ardella as she shares her practical knowledge on the process of tracking and producing hip-hop vocals, the relationship between producer and vocalist, and much more —

— Access the session [here](https://www.genelec.com/-/event/genelec-masterclass-producing-vocals-with-zukye-ardella) —

NATICK, MA, April 22, 2022 — [Genelec](https://www.genelec.com/) is hosting a special Masterclass session on Tuesday, April 26, at 1 p.m. EDT livestreamed to Facebook, YouTube, LinkedIn and the Genelec USA Twitch page. Access the session [here](https://www.genelec.com/-/event/genelec-masterclass-producing-vocals-with-zukye-ardella). The conversation, moderated by Genelec Inc. Senior Technical Sales Manager Paul Stewart, will feature acclaimed engineer and Genelec user Zukye Ardella, who will be sharing her practical knowledge on the process of tracking and producing hip-hop vocals, the relationship between producer and vocalist, and much more. The session will feature real-time tracking with 17-year-old singer Mia Bucks, live from The Crimson Room at Ardella’s s5studio in New York City.

Ardella is a native New Yorker well known and liked in the city’s music-production community and whose engineering and production credits include Ne-Yo, WizKid, A$AP Ferg and Flipp Dinero. Years back she joined founder Sonny Carson in the s5studio enterprise, which moved to its current space in Manhattan’s Chelsea neighborhood in 2020. The facility features three studios (Midnight Blue, Crimson and Black), all decked out with active monitoring from [Genelec](https://www.genelec.com/): a pair of [8331A](https://www.genelec.com/8331a) Smart Active Monitors™ are the near-field solutions for the Crimson Room — the facility’s largest studio — while two [1234A](https://www.genelec.com/1234a) Smart Active Monitors are used for main monitoring there; the Black Room uses the [8320A](https://www.genelec.com/8320a) Smart Active Monitors as near fields; and the newest studio, the Midnight Blue Room, designed primarily by Carson, has a pair of 8331As for close-in listening and a pair of [1238A](https://www.genelec.com/1238a) Smart Active Monitors for mains.

This setup is unique for hip-hop production: “We are doing everything at this point without subwoofers in any room, and it’s blowing people’s minds!” states Ardella. “The Genelec speakers all have incredible low-frequency power. The lows are big, even for hip-hop. But what’s really amazing is that those lows are also so clear and clean. Engineers and artists come here and tell us that they can push the bottom but they can still hear lyrics very clearly, which is very important. With Genelec, we can get the full range of sound and hear everything on the track.” Ardella says the acquisition of subs for some of the studios is planned for, but she and her clients have been completely satisfied with the low-frequency response they’ve been getting from this array of Genelec monitors.

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Photo file 1: Genelec\_ZukyeArdella\_Masterclass.JPG

Photo caption 1: Genelec will host an online Masterclass with acclaimed engineer Zukye Ardella on April 26

Genelec, the pioneer in Active Monitoring technology, is celebrating over 40 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.

Other brand and product names may be trademarks of the respective companies with which they are associated.

*—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/.*