**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Electric Feel Entertainment expands with new Nashville recording studio featuring Genelec active monitors**

— Global creative powerhouse standardizes its monitor environment across all facilities with Genelec —

NATICK, MA, October 7, 2025 — Electric Feel Entertainment, the influential music company which houses a lineup of A-list artists, producers, songwriters, brands and partners, has expanded its footprint with the opening of a new cutting-edge recording studio in Nashville, TN. Located in the heart of historic Music Row at 1008 17th Avenue South, the facility marks Electric Feel’s second U.S. studio, joining its flagship Los Angeles location and complementing international and upcoming additions including Miami and New York – expanding the footprint of the company behind some of today’s biggest hits. At the core of the Nashville studio is Genelec’s world-leading active monitoring technology, which has become the monitor of choice for Electric Feel and a favorite of Nick Mac, Electric Feel’s Chief Of Engineering / Studio Technical Director, whose engineering credits include Post Malone, The Kid Laroi, 24kGoldn, Machine Gun Kelly, Travis Barker, YG, Future and more.

The Nashville space carries a storied history, dating back to 1920, when it was the home to Bayou Recording Studio, which was destroyed in a 1987 fire. The property later became home to Catch This Music, which consisted of recording studios, a publishing company and boutique record label, before being briefly converted into a wellness spa during the pandemic. Electric Feel acquired the building in 2024 and transformed it back into a cutting-edge creative hub.

The transformation of the Nashville property into a modern, high-performance recording studio was a collaborative effort led by Danielle Engen, Electric Feel’s Director of Facilities & Studios, and Nick Mac. Engen oversaw the interior design, restoring the building’s creative spirit while introducing modern amenities, while Mac handled the technical integration, designing custom wiring plans, fabricating panels and meticulously outfitting the rooms with Mogami cabling and Neutrik connectors. Acoustician Gavin Haverstick and construction firm Built by Rosetone further refined the facility with custom-built soffits, isolation and room treatments, ensuring that every detail supports the precision and performance demanded by today’s top artists. The newly renovated facility features two primary studios, multiple writers’ rooms and production suites, all equipped with Genelec systems to provide a consistent monitoring experience and defining part of Electric Feel’s studios’ identity across its global network.

Studio A features soffit-mounted Genelec 1234A monitors with a 7382A subwoofer, while Studio B is outfitted with 1238DF monitors paired with a 7370A subwoofer. A third production suite houses Genelec 8361A monitors, ensuring every creative environment is backed by the accuracy, reliability, and translation that Genelec is known for.

“Genelec has become such a cornerstone of our sound and workflow that it doesn’t feel like an Electric Feel studio unless Genelecs are in the room,” said Danielle Engen. “From L.A. to Nashville and beyond, having that consistency allows our artists, producers, and engineers to move seamlessly between facilities and trust what they’re hearing. It’s not just about great sound; it’s about building a creative ecosystem where talent can collaborate across cities and genres without ever losing their reference point. That reliability inspires confidence in every session, and it’s a big part of why our teams can focus purely on the music, knowing that the monitoring environment will always deliver exactly what they need.”

Nick Mac added, “As an engineer, I need monitors that reveal everything and give me confidence in my decisions, whether I’m mixing, tracking or producing. With Genelec, I know exactly what I’m working on, as the detail, accuracy and translation are second to none. That reliability means I can push creative boundaries without second-guessing how things will sound outside the studio. Over time, Genelec has become not just a tool, but a defining part of the Electric Feel workflow. They’ve become essential to how we define our brand and maintain the highest standard across all of our studios, while also giving our producers and artists a consistent monitoring environment no matter which facility they walk into.”

Electric Feel Nashville is already making an impact, hosting sessions for major projects including Post Malone’s forthcoming country album, collaborations with BigXthaPlug, and the Quavo/Luke Bryan/Teddy Swims single “Georgia Ways.” Beyond its technical capabilities, the studio was designed to foster collaboration, with inviting common spaces, outdoor areas and amenities that encourage creativity.

As Electric Feel continues to expand, with upcoming facilities in Miami and New York, the company remains committed to creating world-class spaces where artists can thrive, all unified by an unmistakable Genelec monitoring environment.

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Photo file 1: ElectricFeelNashville\_Photo1.JPG

Photo caption 1: Studio A at Electric Feel Nashville, featuring soffit-mounted Genelec 1234A monitors with a 7382A subwoofer.

Photo file 2: ElectricFeelNashville\_Photo2.JPG

Photo caption 2: Studio B at Electric Feel Nashville, featuring 1238DF monitors.

Photo file 3: ElectricFeelNashville\_Photo3.JPG

Photo caption 3: Studio A at Electric Feel Nashville, featuring soffit-mounted Genelec 1234A monitors with a 7382A subwoofer (alternate angle, closeup).

Photo file 4: ElectricFeelNashville\_Photo4.JPG

Photo caption 4: Studio A at Electric Feel Nashville, featuring soffit-mounted Genelec 1234A monitors with a 7382A subwoofer (alternate angle).

Photo file 5: ElectricFeelNashville\_Exterior.JPG

Photo caption 5: Electric Feel Nashville

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

PDF caption: Genelec Electric Feel Nashville case study

About Electric Feel Entertainment:

Established in 2013 by CEO & Founder Austin Rosen, Electric Feel is a globally recognized entertainment company at the forefront of innovation across music, brands and culture.

With an unmatched ability to scout raw talent, Electric Feel invests in talent development and collaboration at the highest level ensuring that clients are supported and empowered to achieve their dreams and the full scope of their creative vision.

In the last ten years, Electric Feel has expanded to take on roles as a label, studio and publishing company, and in 2020 launched a venture vertical. The label, management company, and studio embody a unique paradigm where everything is cultivated and handled in-house— a vision built by CEO Austin Rosen.

The Electric Feel Entertainment catalog has impressively exceeded 19 diamond records, 726 platinum records, 450 billion streams and over 40 records inducted into the Spotify Billions Club. Today, Electric Feel has earned itself a hitmaker reputation with a roster featuring artists like Post Malone, Quavo, and the Kid Laroi, as well as songwriters and producers including Louis Bell, Billy Walsh, Nick Mira, El Guincho and more. Electric Feel is also behind some of the biggest songs from artists like Taylor Swift, Justin Bieber, Doja Cat, and many more.

About Genelec:

Genelec, the pioneer in Active Monitoring technology, is celebrating over 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 continuing with its 18th year of 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;*

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