

GENELEC®

CASE STUDY

The Immersive Influence

DUBLIN-BASED
WINDMILL LANE PICTURES
UPGRADES ITS IMMERSIVE
MEDIA PRODUCTION
STUDIOS WITH GENELEC



Mick Creedon, Head of Audio at Windmill Lane.



THE AWARD-WINNING STUDIO UTILISES
DOLBY ATMOS AND GENELEC MONITORS,
ENHANCING MIXING CAPABILITIES FOR INDUSTRY GIANTS



Situated in the heart of beautiful Georgian Dublin, [Windmill Lane Pictures](#) is a renowned creative production hub specialising in Commercials, Film, TV, VFX, and Animation. With a long and colourful history, Windmill has developed into Ireland's leading picture and sound post-production, VFX and content creation studio – collaborating with many industry giants including Netflix, HBO,

Universal and Sony Pictures.

At the forefront of Windmill's audio department is [Mick Creedon](#), a seasoned sound engineer with over 25 years of experience. Creedon's expertise in recording and mixing has been instrumental to Windmill's success, and has been showcased in the recent Amazon Prime reality show 'Last One Laughing' and the Sky Documentaries 'Right Here, Right Now' (Fatboy Slim's Big Beach Boutique II).

” THESE KINDS OF INNOVATIVE UPGRADES PAVE THE WAY FOR INCREDIBLY DYNAMIC STORYTELLING.

With immersive storytelling gaining greater significance in today’s creative landscape and guided by a mission to ‘Make Great Stories,’ Windmill acknowledged the critical role of staying at the forefront of audio technology – and therefore opted for a studio and equipment upgrade. New consoles have been integrated into two state-of-the-art mixing rooms designed to support post-production services, with Studio One now equipped with a Genelec 7.1.4 monitoring system for Dolby Atmos immersive mixing.

“We began fielding inquiries about immersive audio capabilities,” Creedon notes. “Previously, when clients inquired about mixing audio in Atmos, we had to reluctantly decline. Now, with this setup, we’re fully equipped to meet all the needs of clients and streamers alike.”

Windmill moved to their current building in 2009, engaging the services of [White Mark](#) to design and build three Genelec-equipped 5.1 audio post-production studios there, with local Genelec distributor [Big Bear Sound](#) supplying, installing



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and commissioning the monitoring systems. Studios One and Two were similar in size, both with VO booths, complemented by the slightly smaller Studio Three. Since then, the facility has expanded to include 5 post studios, 5 edit suites, 2 presentation rooms and a grading room – deploying a grand total of over 55 Genelec monitors.

When Windmill decided recently to upgrade Studio One from 5.1 to Dolby Atmos, they also took the opportunity to standardise the facilities

in all five audio post studios, enabling a seamless transition for engineers moving between rooms. Studio One’s transformation to Atmos involved significant changes, including a complete re-wire of the AV cable infrastructure, modification to the existing studio furniture and the replacement of the acoustic fabric. These efforts were supported by Big Bear Sound who played an integral role in the installation and commissioning of the rooms. “It wasn’t an easy job transforming our studios, but the results really do speak for themselves,” Creedon confirms.



Studio One's newly upgraded immersive system comprises the original [1038B](#) three-way monitors in the LCR positions, with an additional two [8050A](#) two-way models supplementing the original pair of 8050As in the side and rear positions. Four new [8030C](#) compact two-way models have been deployed for the overhead channels, with low frequencies handled by the room's original [7073A](#) subwoofer. This fusion of older and newer Genelec models has resulted in a streamlined workflow, allowing more time for creativity in the mix and expediting file exporting for remote approval – which is particularly beneficial post-COVID.

Creedon describes the challenges and intricacies of finessing each element of the studio. “A lot of hard work is needed to blend and mould everything together, and it can take a bit of trial and error – but that’s all part of the job. “You’re always striving to get the best possible sound – and the accuracy and detail of Genelec monitoring helps us achieve that,” he adds.

“If there are noises, clicks, or background sounds, we can easily clean them up with our plug-ins and tools. Genelec’s like having a built-in perfectionist, always nudging us to make things sound just right and when the final product leaves the room, you know it’s going to sound spot on.”

Looking ahead, Windmill Lane is poised to meet the evolving demands of the streaming industry, dominated by series and dramas. Utilising their newest upgrades during the completion of season three of BBC’s ‘Smother,’ Windmill Lane remains dedicated to serving clients across multiple genres, and thanks to Genelec’s involvement, they are more than prepared to set new standards in immersive mixing. Creedon concludes: “These kinds of innovative upgrades pave the way for dynamic storytelling and we’re thrilled to be a part of where it will go next.”



THE KIT

Studio One (7.1.4)

- 3 x Genelec 1038
- 4 x Genelec 8050
- 4 x Genelec 8030
- 1 x Genelec 7073

Studio Two (5.1)

- 3 x Genelec 1038
- 2 x Genelec 8050
- 1 x Genelec 7071

Studio Three (5.1)

- 5 x Genelec 8030
- 1 x Genelec 7060

Studio Four (5.1)

- 5 x Genelec 8020
- 1 x Genelec 7050

Studio Five (5.1)

- 3 x Genelec 1032
- 2 x Genelec 8040
- 1 x Genelec 7070

2 x Presentation Rooms (5.1)

- 5 x Genelec 8040
- 1 x Genelec 7070

Grading Room (5.1)

- 5 x Genelec 8030
- 1 x Genelec 7060

5 x Edit Suites (Stereo)

- 10 x Genelec 8020

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