

GENELEC®

CASE STUDY

**Pioneering
Potential**

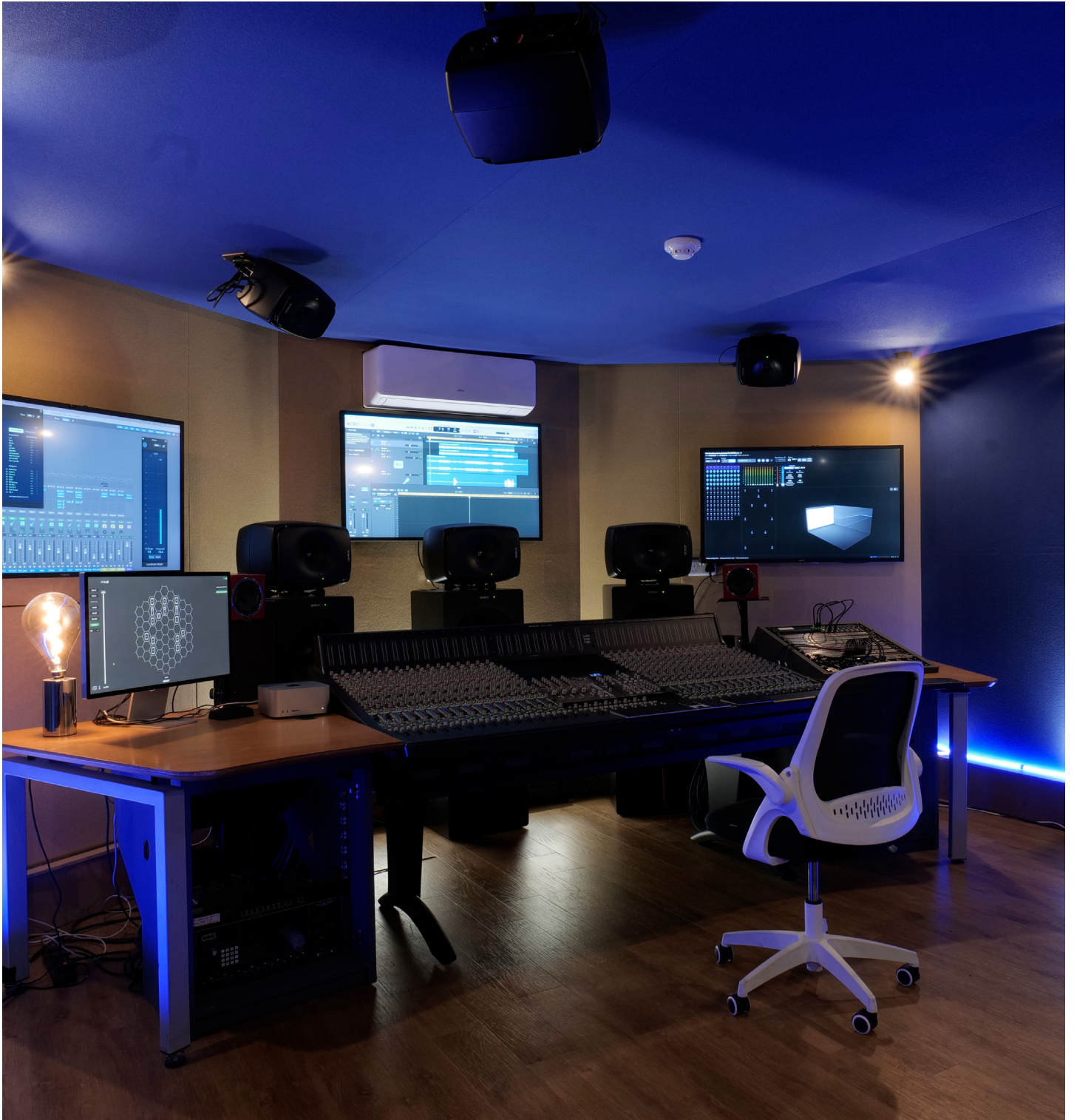
GENELEC PLAYS A PIVOTAL
ROLE IN TRANSFORMING
ST. ALBANS' HISTORIC
PIONEER CLUB



Paul Watson, Founder & CEO of Headliner.



STUDIO SUPPORTS BOTH COMMUNITY-DRIVEN
EDUCATIONAL PROJECTS AND WORLD-CLASS
RECORDING SERVICES



Located just 20 minutes from London, [The Pioneer Club](#) has long been a cornerstone of St. Albans' cultural fabric. Originally founded as a charity in 1941 to support young evacuees during World War II, the club quickly became a local beacon for the arts, with notable '60s bands such as The Zombies and Argent performing at the venue.

Today, it stands as the UK's oldest indoor skate park and has hosted early performances from modern music icons like Enter Shikari and Gallows. Despite its illustrious history, The Pioneer needed a contemporary facelift to ensure its relevance for future generations, and this is where Genelec's partnership with [Headliner](#) made all the difference.

” THIS PROJECT WOULDN'T HAVE BEEN POSSIBLE WITHOUT THE HELP OF OUR FRIENDS IN THE INDUSTRY.

More than just a music venue, The Pioneer Club's mission to support its local community has never wavered. A collaboration between Headliner Spaces and Enter Shikari brought the club into the 21st century, with a Dolby Atmos studio at its core. This was not just a technical upgrade but a statement of commitment to the next wave of aspiring musicians, engineers and producers. Headliner reached out to Genelec, whose dedication to sustainability, community and educational initiatives aligned perfectly with the goals of the project.

Genelec responded by proposing an advanced 7.1.4 immersive monitoring system built around their industry-leading 'The Ones' family of three-way coaxial monitors. The system includes three

[8351Bs](#) paired with [W371A](#) woofer systems for the L/C/R positions, complemented by additional [8341A](#) and [8331A](#) monitors for the surround and overhead channels, respectively. Low end performance is supplemented with a [7380A](#) subwoofer, and the entire system has been configured and calibrated using Genelec's [GLM](#) software. This world-class system ensures that the studio delivers the pristine, immersive sound needed for Dolby Atmos productions, enabling everything from music mixing to post-production and live recordings.

The upgraded studio is proving to be more than just a space for professionals; it's a resource for the entire community. The Pioneer Club has always been about giving back, and the new



” IT’S EXCITING TO BE PART OF A PROJECT THAT SO CLOSELY ALIGNS WITH OUR VALUES.

Dolby Atmos facility expands its potential to do just that. With an emphasis on accessibility and education, the studio is poised to host workshops, masterclasses and recording sessions for young and aspiring artists in the area, helping them learn the craft in a world-class environment.

Genelec’s Regional Business Development Manager, Andy Bensley says: “The new setup not only preserves the legacy of this legendary venue but enhances its future, bringing cutting-edge technology to the local community and fostering the next generation of musicians and producers. It’s exciting to be part of a project that so closely aligns with our values of supporting education, culture, and innovation in music.”

In addition to regular studio use, future plans include the launch of two Academies; a Music Academy for young children starting at age five and a Pro Academy for students interested in careers in music production and pro-audio. Both will utilise the Dolby Atmos studio as a central teaching tool, ensuring that students not only learn technical skills but also gain hands-on experience in a professional environment.

Designed to be as versatile as possible, the studio’s integration of Dante networking allows for seamless live recording across the site’s multiple performance spaces, enabling immersive Dolby Atmos mixes of live events. This setup makes The Pioneer a truly unique venue, capable of



hosting live gigs while simultaneously capturing the performances for future production work.

Paul Watson, Headliner Founder and CEO, reflects on the impact: "This project wouldn't have been possible without the help of our friends in the industry, including Genelec, who saw the potential in our vision and helped bring it to life. The Pioneer has always been about community, and this new studio ensures that we'll continue to support local talent for many years to come."

By combining cutting-edge technology with a deep-rooted commitment to the local music scene, Genelec has not only equipped the space with world-class audio capabilities but has also ensured that the local community, especially young and aspiring creatives, can benefit from a high-quality, future-proofed environment. The Pioneer Club is now more than a historical site; it stands as a forward-looking hub for creativity and innovation, carrying its charitable mission well into the future.



THE KIT

- 3 x 8351B
- 3 x W371A
- 4 x 8341A
- 4 x 8331A
- 1 x 7380A
- 1 x GLM Calibration Kit

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