

GENELEC®

CASE STUDY

Bespoke fit

GENELEC MONITORS
SUPPORT JAY JAY
WITH CUSTOM-FIT
MUSIC PRODUCTION



Jared Meier-Klodt, Co-founder of jay jay.



8351 MONITORS PROVIDE THE PERFECT MIX
OF OPENNESS AND BASS FOR BERLIN STUDIO



Imagine going to get a custom-made suit at the tailors – that's what we do for music," states Jared Meier-Klodt, co-founder of [jay jay](#) in Berlin. The studio and production company is the brainchild of Meier-Klodt and business partner Johannes Stegemann, who played in a band together in their teenage years and soon began working together as composers and producers for the group. The pair kept working

together as they honed their skills in agencies and through academia, and following the conclusion of Stegemann's master's degree the pair were ready to start their own business. So jay jay was born.

The production company focuses on creating music for the advertising industry. "Essentially, it's mixing the world of composition, music production

” GENELEC GIVES ME THE CONFIDENCE THAT THE WORK WILL TRANSLATE.

and studio work with the world of scoring,” explains Meier-Klodt. “We aim to create tracks that don’t really sound like your regular advertising music, but something much more original. The next step is to shape the music to support the story’s key moments and emotional beats.”

This approach has proved highly successful for Jay Jay. It has earned countless credits for music, sound and production for a variety of high-profile brands, such as Under Armour, BMW, Vinted and Volkswagen.

The company began life at Stegemann’s home studio in 2017, but within a year the pair had built enough of a reputation and network to be able to move into their own dedicated studio. “We found a space that was already set up as a studio, but the landlord had retired,” recalls Meier-Klodt. “We

were lucky that we could just move in here and not have to construct the studio layout. Then, very incrementally, we started putting in our own equipment.”

As part of this process, the pair started listening to a variety of monitors at local dealer JustMusic to find the right solution for their space. “We had this vision of what we want a speaker to reproduce, and it’s a certain spaciousness,” explains Stegemann. “There are some records that we know, and depending on what system you listen on, you could either hear certain details or you couldn’t. And there’s this one specific record, Friday Morning by Khruangbin, and with the Genelecs, the details were so good. There was a certain quality of tape hiss, and the room of the barn where they recorded the track that you could just hear a little better.”



” GLM IS A HUGE FACTOR BECAUSE ROOMS ARE NEVER PERFECT.

Having decided on the right brand for their monitors, the pair then met with Eric Horstmann at Genelec's [Berlin Experience Centre](#) to select the correct model. This took them to the coaxial three-way monitors of [The Ones](#) family, and specifically a pair of [8351s](#). “The mid-range was good, but we chose this size because we wanted bass,” explains Meier-Klodt. “We wanted to avoid the need for a subwoofer initially.”

“We liked the 8351s because of the low frequency performance and transparency, it's a perfect mix of openness and bass,” adds Stegemann. “I think that's what the Genelecs can really do, and of course they have balanced mids. It's just a really round spectrum.”

While the jay jay team used their 8351s without [GLM](#) calibration for a while, they have noticed the

difference since using the software. “GLM is a huge factor because rooms are never perfect,” states Stegemann. “Sometimes without the system we could hear a little frequency stacking when we sat at the back on the sofa. But we always knew that one day we would work with GLM.”

Since employing GLM, Meier-Klodt and Stegemann have used the software to optimise the 8351s for three different listening positions; a working position, a client position on the couch and a general position for when they are standing in the room producing with instruments. This provides them with calibrated listening conditions for every aspect of their work.

Having tuned their system to the space, the pair can feel the difference the Genelec system is making to their work. “Genelec gives me the



confidence that the work will translate,” says Meier-Klodt. “There’s also something about the sound quality too. I remember an epiphany on the Genelecs, feeling like I was hearing the reverb tails around signals much more.” While Stegemann adds: “I feel I can hear pretty high in the frequency spectrum and there’s nothing more satisfying than catching some hiss that you might miss on another speaker. It’s a good tool to make sure there’s nothing going on that you don’t want.”

Having invested in the space and equipment over time, the jay jay team now want to take their studio on to a wider range of activities in addition

to their core advertising music business. This covers everything from bringing in musicians to use the facility as a full recording studio, to opening it up to the public as a listening space to help educate people about sound. “We want to build a community space for music loving people that just want to come over and have an amazing experience with sound,” confirms Stegemann.

As these growth plans come to fruition, you can be sure that jay jay’s Genelec monitors will continue to play a key role in giving even more people the bespoke musical fit they require.



THE KIT

- 2 x 8351B
- 1 x GLM Calibration Kit

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