September 2021



**\*\*\*Please note that this release is embargoed until Wed 15th September at 10.00 CEST.**

**We’d appreciate your understanding in keeping this information confidential until then. \*\*\***

Press Release

**Genelec monitors deployed throughout**

**Rome’s ‘secret’ new post facility**

**Rome, Italy, September 2021…** 3Cycle, a new 1,000m2 post-production facility created completely in secret, has opened its doors in the bustling industry hub of Rome. [Studio Sound Service](http://www.studiosoundservice.com/en) in Florence was on hand for the design and installation while Andy Munro provided acoustic consultancy for the facility, which has relied heavily on Genelec monitors and subwoofers.

As a company, [3Cycle](https://3cycle.it/) had a history of using various studio facilities around Rome for dubbing work. But strong growth, combined with client support led to the decision to create a dedicated space of their own. While it was important that the dubbing element was catered to, the team wanted to expand the business further and took the opportunity to create a post-production hub that could offer much more. As a result, 3Cycle features seven ADR dubbing rooms, a pair of 5.1 QC rooms, two 7.1.4 Dolby Atmos Home Entertainment rooms and a Dolby Atmos theatrical room.

The design work was carried out by Studio Sound Service’s team of designers made up of Donato Masci, Cecilia Torracchi and Giulia Bondielli, alongside Munro’s work on the acoustics. “We have designed a lot of studios together and created a sort of standard for post-production and dubbing, which is recognised and appreciated by numerous broadcasters,” says Donato Masci from Studio Sound Service. “3Cycle wanted to reach an international level and therefore we decided to also involve Andy.

“3Cycle’s studios have been designed and built following the latest R&D in acoustics,” he continues. “In particular, the acoustics of the recording rooms have been given a neutral balance with the reduction of colouration and artifacts that can affect the final mixing of voices in all forms of media. The control rooms and mixing environments have been given a different approach, to match established international standards and Dolby certification requirements.”

Alongside the cutting-edge acoustics, Genelec Smart Active Monitors feature prominently throughout the facility. Each of the seven ADR rooms feature L-R [8330](https://www.genelec.com/8330a) monitors with an [8340](https://www.genelec.com/8340a) for the centre channel. The QC rooms are both equipped with 8340 monitors and a [7380](https://www.genelec.com/7380a) subwoofer for the 5.1 setup. Finally, the two Dolby Atmos Home Entertainment rooms have been installed with flush-mounted L-C-R [S360](https://www.genelec.com/s360a) monitors, 8340s for the surrounds and overheads, and a [7382](https://www.genelec.com/7382a) subwoofer delivering the low frequencies.

“Genelec monitors were the right choice for 3Cycle because they are a standard for post-production facilities around the world,” states Masci, explaining the reasons behind selecting the studio monitors. “In addition to this, the [GLM loudspeaker manager](https://www.genelec.com/glm) software helps a lot for the fine tuning, even if the rooms already sound really good.”

With Munro’s assistance, the team managed to create perfectly floating rooms that were mechanically decoupled from the structure. “All the recording rooms have been isolated using floated, room-within-room construction with vibration isolation throughout,” explains Masci. “Control rooms have also been given appropriate isolation, to avoid interference and also to allow accurate monitoring of the recordings themselves.”

Reflecting on the overall project, Masci is proud of the end results. “The 3Cycle facility is the largest post-production facility that we’ve designed. It was a challenge but in the end it gave us great satisfaction. 3Cycle’s partners Marco Guadagno and Laura Ciafaloni, and CTO Simone Nobili, believed in us from the beginning and this was very important for us. Of course, during the implementation phases there were difficult moments, especially linked to respecting deadlines which were affected by the pandemic, but the 3Cycle guys have always shown a great and sincere sense of satisfaction.”

This reaction has been mirrored by the local industry, particularly following the secrecy around its creation. “Obviously when the facility opened, it was a big surprise for the city, and talent and producers are still talking positively about the first experiences they had,” says Masci. “It seems they really appreciate the acoustics, but also the general comfort of the rooms that have a particularly refined design.”

For more information please visit [www.genelec.com](http://www.genelec.com)

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***About Genelec***

*Since the founding of Genelec in 1978, professional audio monitoring has been at the core of the business. An unrivalled commitment to research and development has resulted in a number of industry firsts and established Genelec as the industry leader in active monitors. Over 40 years later Genelec monitoring products remain true to the original philosophy, offering reliability, neutral sound reproduction regardless of size, as well as the ability to adapt to the acoustic conditions of the listening environment. Genelec customers receive paramount support in the field, from acoustical advice and calibration services to technical service and long product life span. Buying a Genelec product is a secure long-term investment in outstanding and reliable audio monitoring.*

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