

GENELEC®

CASE STUDY

**Pioneering Audio
Excellence in the
Heart of NYC**

GENELEC SMART ACTIVE
MONITORS™ CHOSEN BY
BRONX AUDIO POST





BRONX AUDIO POST FEATURES THREE
IMMERSIVE ROOMS OUTFITTED WITH GENELEC.



Genelec, the leader in active monitoring technology for 45 years, is proud to be the studio monitor of choice for the boutique audio post-production facility [Bronx Audio Post](#), located in the heart of the Flatiron district of New York City (NYC). Known as “Mr. Bronx” since its inception in 2011, and under the direction of founder and senior mixer David Wolfe, the facility has been pioneering a fresh

approach to audio post-production within the bustling landscape of NYC. With a staff made up of some of the most talented and progressive sound designers and mixers on the scene, this unique facility has garnered accolades for its creation of captivating soundscapes across diverse mediums such as ad campaigns, feature films, television series, immersive installations and even theme park attractions. Offering a comprehensive suite of services encompassing mixing,

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sound design, ADR, voiceover recording and casting, Mr. Bronx has become a go-to destination for industry professionals seeking unparalleled audio solutions. Their work includes the creation of notable campaigns for Adidas, Coca-Cola, American Express, LG, Sephora, Kia and the ACLU. Additionally, the studio has contributed to all of Beyoncé’s musical films since *Lemonade* (2016).

Spanning an impressive 12,500 square feet, the facility boasts state-of-the-art 7.1.4 Dolby Atmos rooms with [Genelec](#) Active Monitors, a striking 160-inch projection screen (Studio A) and a spacious 145-square-foot ADR stage, which all three studios are connected to via Dante®. Fusing cutting-edge audio technology with meticulously tailored spaces, Mr. Bronx seamlessly caters to the exacting demands of leading advertising and production companies, providing an unmatched

environment for creative excellence.

“I actually started off in the music industry working for Sony BMG and eventually took an apprenticeship at an audio post house, where I gave up recording music and went headlong into television and film,” stated David Wolfe. “The post house I was apprenticing at had speakers from another manufacturer that I really did not like working on. So I went on a bit of a journey to find the speakers that worked for my ears. I ended up borrowing a pair of 8030s from a friend of mine to put in the small studio at that old space, and kind of fell in love with them. They just helped me cut dialogue better than anything else that I had been working on, and I fell in love with the Genelecs.”

Mr. Bronx has three creative rooms (two large and one smaller space), all outfitted with Genelec. “Studio C is our smallest room. It’s



” IT’S A VERY WIDE VARIETY OF WORK AND THAT’S WHY OUR MONITORING ENVIRONMENT IS SO IMPORTANT.

5.1 and it’s connected to our ADR booth. It’s built for an engineer, a director and a producer to sit comfortably and calmly to direct the talent or actors in general. It’s our most mild room,” commented Wolfe. “Studio B is an Atmos room, with a much lighter color scheme built for our commercial clients. It’s very friendly and inviting. A little less aggressive than A, which we built as our theater room. In our old space we kept winning these TV shows and films, and then when it came time to final mix, we needed to up our game a bit. So we built A to do just that. And it’s a brilliant space. It’s a ‘knock-your-socks-off’ room!”

Studio C is configured with Genelec [8240As](#) for L-C-R, [8330As](#) for L & R surrounds and a [7060B](#) for the subwoofer. Studio B is an Atmos room and is outfitted with Genelec [8351Bs](#) for L-C-R, four [8040Bs](#) for side and rear surrounds, four [8030Cs](#) for height speakers

and a [7380A](#) subwoofer. Additionally, there is a pair of 1030As for stereo playback. Studio A is also an Atmos room and employs [S360As](#) for L-C-R, 8351Bs for L & R side surrounds, four [8341As](#) for height speakers and a [7382A](#) subwoofer. The ADR stage has a pair of Genelec 8030Cs. Additional equipment includes Avid S1 Control Surfaces, John Hardy M-1 preamps into Empirical Labs Distressors, a Dante network for talkback at three different control room positions (front of room, producer’s desk and mix position), Focusrite RedNet interfaces and more. The design of the studios enables clients to swiftly connect their laptop audio to the speaker system, with wired and wireless talkback remotes and microphones located at all three listening positions in the control rooms.

”As a whole, Bronx Audio Post is about 80% commercial work and half a dozen



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documentaries and narrative films a year,” stated Wolfe. “We probably crank out about 1000 commercials a year at least. And we work with everything and everyone from Pepsi to Nike, Adidas to Lay’s to Supercell’s Clash of Clans. We’re doing everything from sound design to mixing for broadcast/web/cinema to VO to podcasting and obviously immersive. It’s really a wide variety of work, and that’s why our monitoring environment is so important. But I never have to think twice, because of Genelec, and that’s one less thing for me to worry about.”

THE KIT

Studio A

3 x S360A
4 x 8351B
4 x 8341A
1 x 7382A

Studio C

3 x 8240A
2 x 8330A
1 x 7060B

Studio B

3 x 8351B
4 x 8040B
4 x 8030C
1 x 7382A

