

GENELEC®

CASE STUDY

**Combining spiritual
purpose with world-
class design**

GENELEC POWERS
IMMERSIVE AUDIO AT
STUDIO 33:3





WITH GENELEC SMART ACTIVE MONITORS,
STUDIO 33:3 DELIVERS THE ENERGY OF LIVE
WORSHIP SETS THROUGH IMMERSIVE MIXES



Genelec, the global leader in professional loudspeaker systems, is proud to celebrate the creation of [Studio33:3](#), a state-of-the-art recording studio powered in part by [Genelec](#) Smart Active Monitoring and designed to amplify worship and creativity for generations to come. Located in Grand Rapids, Michigan, Studio33:3 was conceived as both a tribute and a mission: to carry

forward the legacy of worship leader Sarah Jannae Rijfkogel, whose passion for music and ministry inspired the vision behind the studio.

Pastors Sam and Brenda Rijfkogel, the studio's creators, were inspired by the life and legacy of their daughter, Sarah. Together, they envisioned creating a world-class studio where Christian artists and worship leaders could develop the next sound of worship music in the immersive listening experience that

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has become a standard. “With Apple Music making Spatial Audio the default listening experience, we wanted to equip our clients to translate the energy of a live worship set or their studio session into immersive mixes that fully surround the listener,” stated Drew McElhenny, Executive Studio Director at Studio33:3.

Designed by Indianapolis, IN-based [Haverstick Designs](#) (who also designed Polyphia founder Tim Henson’s W6rst Studios with Genelec Active Monitors) with gear integration by [Vintage King](#), the studio boasts a 7.1.4 Dolby Atmos mixing environment featuring a full array of Genelec [Smart Active Monitors](#), seamlessly integrated using Genelec’s [GLM](#) calibration software for pristine playback in immersive formats.

“We knew Atmos was no longer optional, it was the future,” says McElhenny. “And Genelec’s

system gave us the consistency, flexibility and accuracy we needed to make that future real. The GLM system was a game-changer in dialing in the room to sound just right.”

Studio33:3 combines spiritual purpose with world-class design, including an SSL Duality console and 10.5 miles of hand-installed cabling, all housed in a stunning, acoustically optimized facility with design contributions from Simplified Acoustics and Acoustic Fulfillment. Every detail, from the floated floor infrastructure to the custom lighting and mic cabinetry, was carefully planned to offer both technical excellence and artistic inspiration.

The Genelec immersive system employs [8350A](#) monitors for L-C-R, [8340A](#) monitors for surrounds and height channels, a [7382A](#) subwoofer and a [9320A](#) Reference Controller. Finished in white to complement the studio’s



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minimalist aesthetic, the system's full-range monitors and a triple 15-inch subwoofer ensure the room not only sounds phenomenal but looks visually striking. “We’ve been absolutely thrilled with the Genelec system,” commented McElhenny. “From the first playback, the clear imaging, detail, and low-end extension stood out. Every guest we’ve brought through the studio has had the same ‘wow’ moment.”

Studio33:3 exists because of Sarah J. Rijfkoel. Even as she faced colon cancer, Sarah was determined to leave a legacy for future faith leaders. After her passing in 2022, her parents, Pastors Sam and Brenda Rijfkoel, brought that vision to life through a state-of-the-art recording studio designed to capture the worship and songs of the next generation. “Studio33:3 opens its doors to artists, churches, and creatives seeking world-class audio production in an atmosphere

defined by excellence, compassion, and lasting influence, and Genelec is an essential part of that vision,” McElhenny said.



THE KIT

3 x 8350A

8 x 8340A

1 x 7382A

1 x 9320A

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