**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec powers immersive audio at Studio33:3**

— Studio33:3 is a world-class facility built on community and legacy, catering to worship leaders and other faith-based music makers —

*Natick, MA, September 9, 2025* — [Genelec](http://www.genelec.com/), 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 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](https://clynemedia.com/genelec/TimHenson/Genelec_TimHenson.html) 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 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. Rijfkogel. 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 Rijfkogel, 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.

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Photo file 1: 33\_3\_ControlRoom1.JPG

Photo caption 1: Control room at Studio33:3, featuring a 7.1.4 Dolby Atmos mixing environment featuring a full array of Genelec Smart Active Monitors (photo 1).

Photo file 2: 33\_3\_ControlRoom2.JPG

Photo caption 2: Control room at Studio33:3, featuring a 7.1.4 Dolby Atmos mixing environment featuring a full array of Genelec Smart Active Monitors (photo 2).

Photo file 3: 33\_3\_LiveRoom.JPG

Photo caption 3: Live room at Studio33:3.

Photo file 4: 33\_3\_SJR.JPG

Photo caption 4: Studio33:3 carries forward the legacy of worship leader Sarah Jannae Rijfkogel, whose passion for music and ministry inspired the vision behind the studio.

PDF file: Studio33-3\_Genelec\_CaseStudy\_Web.PDF

PDF caption: Genelec Studio33:3 case study

Genelec, the pioneer in Active Monitoring technology, is celebrating over 45 years of designing and manufacturing active loudspeakers for true and accurate sound reproduction. Genelec is credited with promoting the concept of active transducer technology. Since its inception in 1978, Genelec has concentrated its efforts and resources into creating active monitors with unparalleled sonic integrity. The result is an active speaker system that has earned global acclaim for its accurate imaging, extremely high acoustic output from small enclosures, true high-fidelity with low distortion, and deep, rich bass.

Genelec is also continuing with its 18th year of Smart Active Monitoring™ technology, which allows studio monitors to be networked, configured and calibrated for the user’s specific acoustic environment. Each Smart Active Monitor or subwoofer is equipped with advanced internal DSP circuitry, which tightly integrates with the GLM (Genelec Loudspeaker Manager) software application, running on Mac or PC. GLM’s reference microphone kit allows the user’s acoustic environment to be analyzed, after which GLM’s AutoCal feature optimizes each Smart Active Monitor for level, distance delay, subwoofer crossover phase and room response equalization, with the option of further fine tuning by the user. By minimizing the room’s influence on the sound, Smart Active Monitors deliver an unrivalled reference, with excellent translation between rooms.

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*—For more information on the complete range of Genelec Active Monitoring Systems, contact: Genelec Inc., 7 Tech Circle, Natick, MA 01760. Tel: (508) 652-0900; Fax: (508) 652-0909;*

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