

GENELEC®

CASE STUDY

**Creative powerhouse
unifies monitoring
across all studios**

ELECTRIC FEEL
ENTERTAINMENT EXPANDS
WITH NEW NASHVILLE
RECORDING STUDIO





THE NASHVILLE SPACE BUILT IN 1920
AS BAYOU RECORDING STUDIO, AND THEN LATER
CATCH THIS MUSIC, WAS ACQUIRED BY ELECTRIC
FEEL IN 2024 AND REVIVED AS A CUTTING-EDGE
CREATIVE HUB.



Electric Feel Entertainment, the influential music company which houses a lineup of A-list artists, producers, songwriters, brands and partners, has expanded its footprint with the opening of a new cutting-edge recording studio in Nashville, TN. Located in the heart of historic Music Row at 1008 17th Avenue South, the facility marks [Electric Feel](#)'s second U.S. studio, joining its flagship Los Angeles location and

complementing international and upcoming additions including Miami and New York – expanding the footprint of the company behind some of today's biggest hits. At the core of the Nashville studio is [Genelec](#)'s world-leading active monitoring technology, which has become the monitor of choice for Electric Feel and a favorite of Nick Mac, Electric Feel's Chief Of Engineering / Studio Technical Director, whose engineering credits include Post Malone, The Kid Laroi, 24kGoldn, Machine

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Gun Kelly, Travis Barker, YG, Future and more.

The Nashville space carries a storied history, dating back to 1920, when it was the home to Bayou Recording Studio, which was destroyed in a 1987 fire. The property later became home to Catch This Music, which consisted of recording studios, a publishing company and boutique record label, before being briefly converted into a wellness spa during the pandemic. Electric Feel acquired the building in 2024 and transformed it back into a cutting-edge creative hub.

The transformation of the Nashville property into a modern, high-performance recording studio was a collaborative effort led by Danielle Engen, Electric Feel’s Director of Facilities & Studios, and Nick Mac. Engen oversaw the interior design, restoring the building’s creative spirit while introducing modern

amenities, while Mac handled the technical integration, designing custom wiring plans, fabricating panels and meticulously outfitting the rooms with Mogami cabling and Neutrik connectors. Acoustician [Gavin Haverstick](#) and construction firm Built by Rosetone further refined the facility with custom-built soffits, isolation and room treatments, ensuring that every detail supports the precision and performance demanded by today’s top artists. The newly renovated facility features two primary studios, multiple writers’ rooms and production suites, all equipped with Genelec systems to provide a consistent monitoring experience and defining part of Electric Feel’s studios’ identity across its global network.

Studio A features soffit-mounted Genelec [1234A](#) monitors with a [7382](#) subwoofer, while Studio B is outfitted with [1238DF](#) monitors paired with a [7370](#) subwoofer. A



” GENELEC HAS BECOME SUCH A CORNERSTONE OF OUR SOUND AND WORKFLOW.

third production suite houses Genelec [8361A](#) monitors, ensuring every creative environment is backed by the accuracy, reliability, and translation that Genelec is known for.

“Genelec has become such a cornerstone of our sound and workflow that it doesn’t feel like an Electric Feel studio unless Genelecs are in the room,” said Danielle Engen. “From L.A. to Nashville and beyond, having that consistency allows our artists, producers, and engineers to move seamlessly between facilities and trust what they’re hearing. It’s not just about great sound; it’s about building a creative ecosystem where talent can collaborate across cities and genres without ever losing their reference point. That reliability inspires confidence in every session, and it’s a big part of why our teams can focus purely on the music, knowing that the monitoring environment will always deliver exactly what they need.”

Nick Mac added, “As an engineer, I need monitors that reveal everything and give me confidence in my decisions, whether I’m mixing, tracking or producing. With Genelec, I know exactly what I’m working on, as the detail, accuracy and translation are second to none. That reliability means I can push creative boundaries without second-guessing how things will sound outside the studio. Over time, Genelec has become not just a tool, but a defining part of the Electric Feel workflow. They’ve become essential to how we define our brand and maintain the highest standard across all of our studios, while also giving our producers and artists a consistent monitoring environment no matter which facility they walk into.”

Electric Feel Nashville is already making an impact, hosting sessions for major projects including Post Malone’s forthcoming country



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album, collaborations with BigXthaPlug, and the Quavo/Luke Bryan/Teddy Swims single “Georgia Ways.” Beyond its technical capabilities, the studio was designed to foster collaboration, with inviting common spaces, outdoor areas and amenities that encourage creativity.

As Electric Feel continues to expand, with upcoming facilities in Miami and New York, the company remains committed to creating world-class spaces where artists can thrive, all unified by an unmistakable Genelec monitoring environment.

Watch the studio tour video by Haverstick Designs on YouTube by clicking [here](#).



THE KIT

2 x 1234A

2 x 1238DF

2 x 8361A

1 x 7382A

1 x 7380

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