

## Guitar Center Puts Pro Audio In Times Sq.

New York, NY (August 8, 2014)—Staging its grand opening yesterday, Guitar Center opened a new 28,000-square-foot flagship store in the heart of New York City's Times Square. To help enhance the experience expected by the millions of tourists that flock to the neighborhood each year, Guitar Center's Pro Audio division, GC Pro, helped with audio and visual installs throughout the new store.

Upon entering Guitar Center at 218 West 44th Street, guests descend down escalators decorated to give the illusion of entering onto a stage at a concert, with a QSC loudspeaker system projecting the sounds of a cheering crowd, controlled by QSC's Q-Sys system.



Guitar Center's new Times Square location includes the Platinum Club, seen here, which features a small stage (to the left) for performances and recording.

"The idea is to give the illusion that you're entering onto a stage," said Rick Plushner, vice president, GC Pro. "We wanted to create a crowd noise that completely surrounds you."

From a Pro Audio standpoint, the most impressive part of the new store is in the Platinum Club, a customized room that houses a number of specialty and vintage guitars, and also acts a performance space and recording studio for musicians passing through. For the room design, GC Pro hired Horacio Malvicino of Malvicino Design Group as a consultant for the room acoustics, to make sure the sound was as isolated as possible for performance and recording purposes.

"This will be a functional live sound club," said Plushner. In the main space, an Avid S3L controls the FOH, with a set of JBL VRX speakers installed for the club. For recording, the S3L sends the mix to an Avid S6 controller in a separate studio control room that includes a set of Adam S3X studio monitors and a variety of outboard gear including a Manley Pultec, Universal Audio LA-2A, and Empirical Labs Distressor.

The store's pro audio section includes a powered speaker wall, where visitors can test out the PAs on site before a purchase, as well as walls of microphones, production/recording software, and more. Beyond the expected walls of guitars, drums, keyboards and other musical instruments for sale, the new store also houses nine customized lessons rooms, each treated with Auralex acoustic panels for soundproofing.

And to give the music history enthusiast a reason to stop by, the new Guitar Center store will be the permanent home to two of Eric Clapton's guitars, including his famed "Blackie" Fender Stratocaster. In 2004, Guitar Center bought the guitar for US\$959,500 at a Christie's auction held to raise money for the drug and alcohol rehab center founded by Clapton, the Crossroads Center. At the time, the bid set the record for the world's most expensive guitar.

Guitar Center

[www.guitarcenter.com](http://www.guitarcenter.com)



## GCPro Goes Green For Green Road Studio

02.01.2011

New York (February 1, 2011)--Guitar Center Professional recently supplied audio equipment to Green Road Studio, a new recording facility constructed from eco-friendly materials, located in Costa Rica.

The new studio, designed by Horacio Malvicino of the Malvicino Design Group, features a Solid State Logic Matrix console with an Avid Pro Tools|HD3 system, together with a selection of new and vintage signal processing equipment and microphones.



**Federico Hencker**

The modestly sized facility is designed to handle audio post production, sound design and jingle recording for radio and television in addition to music production.

Hencker and Malvicino met with Account Manager Michael Yorkey at the GC Pro showroom in New York City to discuss equipment options for the studio. "He gave me lots of ideas about what kind of equipment to have in Green Road," says Hencker. "His insight was very useful; if I had any technical doubts or other issues, I would just call Michael and he would resolve them for me." Malvicino Design Group a New York-based studio design and integration firm, is also a GC Pro Affiliate program member.

The studio's microphone preamplifier complement includes a four-channel SSL Xlogic Alpha VHD Pre, an API 3124, and units from Millennia Media. A Manley Labs SLAM! and an Avalon VT-737SP provide additional mic preamplification with dynamics processing. A classic Teletronix LA-2A compressor and an Empirical Labs Distressor are also available.

Hencker's go-to vocal mic is an AKG C12. The studio's mic locker also includes a Microtech Gefell UMT 70S, which he says is fantastic for miking guitars, as well as several models from Shure, Sennheiser, AKG and others, which he uses to record drums.



"I am very happy with all my equipment," comments Hencker. "With the SSL, for example, I have greater headroom so my mixes sound louder." According to Hencker, Green Road is the only studio in Central America to feature an SSL console.

Hencker, who met Malvicino while attending a university lecture in Bogotá, Colombia, wanted the studio to be as eco-friendly as possible. The facility was designed as a "room within a room" and is constructed with floors and wall resonators of bamboo, a sustainable wood, and is finished with environmentally friendly paints and fabrics. The acoustically isolating doors and insulation are made out of recycled plastics. "Obviously, there are limitations if you want to build a studio that is 100 percent green, but we did it as green as possible," Malvicino reports.

The studio comprises a control room, a live room (or "master suite," as Hencker refers to it) and an isolation booth partly constructed from stone that is intended for vocal overdubs and other instruments. "I have been experimenting with all the rooms that I have," says Hencker of the newly completed facility. "The iso booth, for instance, has a very live sound that is great for guitar amplifiers."

Hencker hopes to leverage Costa Rica's tourist attractions – rainforest, beaches and agreeable climate – to bring business to Green Road Studio. "My idea is to let people know that they can work here Monday through Friday, and then on the weekend, go to the beach. People can come to Costa Rica and enjoy all the things that this beautiful country has to offer while working in a professional, state-of-the-art studio," he says.

For his part, Malvicino, who managed the studio integration process, states that his plan was simple. "We tried to make the studio as flexible as possible. Even though it is small, we followed the same guidelines that we use when building a world-class studio anywhere in the world. In Central America, there are very few studios and, to be honest, many of these are very low quality. With Green Road, we wanted to raise the bar a little bit."

Guitar Center Professional/Guitar Center

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## NY Studio Volant Launches

by Kelleigh Welch, On June 27, 2013 12:34 EDT

New York, NY (June 27, 2013)-Volant Studios has installed an SSL AWS 948 hybrid console/controller at its newly rebuilt, Horacio Malvicino-designed space in the Tribeca area of Manhattan.

"The thing I wanted most for the studio was versatility and the AWS delivers," says Brian Donnelly, owner, Volant Studios, which includes both a DAW and two-inch tape. "SSL is most famous for pop and hip-hop applications and is associated with countless hits around the world. It has a big, clean, professional sound.

The A Room, as the first studio in the complex is known, will eventually be joined by three other rooms on another floor to provide services encompassing music recording, music production and post production for video and film.

"Artists love being in front of a console because it makes the creative experience real and professional," says Angelo Vasquez, head engineer/operations manager for Volant Studios. "The name SSL speaks volumes to potential clients as representing the best quality available, no matter what music they are creating. The AWS lets them know they are in a top-notch facility. People are comfortable sitting at this board because they know they will get the results they need to make a project work. The AWS definitely helps to sell the room."



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## SSL DUALITY TAKES LA MANSIÓN RECORDING STUDIOS TO NEXT COMMERCIAL LEVEL

"SSL was always the number one option because of the incredible sound and powerful workflow options"

October 30, 2014



[http://d2tqs0ajy7k9au.cloudfront.net/SSL%20Duality%20at%20La%20Mansion\\_lrg.jpg](http://d2tqs0ajy7k9au.cloudfront.net/SSL%20Duality%20at%20La%20Mansion_lrg.jpg) SSL Duality at La Mansion

**MONTERREY, MEXICO** – Originally built 15 year ago as a world-class private recording studio, **La Mansión Recording Studios** has become one of Mexico's premiere commercial recording facilities with an SSL Duality leading the way forward. Built from the ground up by the Malvicino Design Group, La Mansión is a destination multi-room facility serving the likes of Gordon Raphael, producer for The Strokes and Regina Spektor, 15-time Grammy winning sound engineer Benny Faccone and a long list of top music groups and artists including Intocable, Pablo Montero, Zurdok, PXNDX and Jumbo.

Situated on a hilltop overlooking the city, with breathtaking views of the mountains, La Mansión offers four different recording/creative environments, with Duality in Studio A, the largest studio, deluxe hotel-level bedrooms, a kitchen and dining room, with private offices, rehearsal rooms and a home theater entertainment area. The facility is fancied with hand-laid marble, salam wood floors and mahogany-lined walls to provide an elegant creative and living space. Studio owner, Victoria Morales-Kühne, took charge of the facility and opened to the public two years ago.

"The studio was first built by my family and we used it as a private studio for 13 years," explains Morales-Kühne. "This studio was world-class in every respect, with very pricey, but not very commercial, digital consoles in each room, and, while a creative haven for us and our musician friends, we didn't really have to consider a client's needs. After asking for ways to improve our offerings as a commercial studio, SSL was always the number one option because of the incredible sound and powerful workflow options. That is what led us to Duality being installed in our largest room."

The industry-leading sound of Duality was apparent on the initial recordings of Morales-Kühne's new project. "In the first week with Duality, I recorded the vocals for my upcoming single with Alejandro Rosso from Plastilina Mosh producing and we were both very excited about the workflow of the console. The second week saw Latin Grammy nominees A Band of Bitches recording and mixing their new single and they were extremely happy with the sound. We also had the opportunity to playback previously recorded material from our high grade digital console, and the quality difference was immediately obvious. The sound through Duality was noticeably tighter, wider and it really packed a punch."

While having a great console is a necessity, equally important is having the manufacturer at the ready to back up the purchase. This is a hallmark service of SSL. "We were keenly aware of buying a product that not only moved us forward on the sonic front, but that was hands down backed by the manufacturer. SSL came highly recommended by everyone we spoke to and working with them has been a complete pleasure. All our clients are very anxious to use our Duality room."

convenient flexibility of Duality, we are able to switch very fast back-and-forth between our analogue and the digital workstations. Working with Duality pulls my brain from looking at music on a computer screen to actually interfacing with the console, like we did 20 years ago. The concentration is on 'listening' again, and not 'seeing' the music so much. That's an important characteristic to the creative flow."

The choice of Duality has paid immediate dividends as LIVE went to work recording its forthcoming album. "We had a bunch of tracks in a rehearsal state that had been recorded through various preamps," Dahlheimer says. "We got a very polished sound through the Duality very fast. I was thrilled with that. Duality helps outboard equipment shine, but we found ourselves using a lot of the onboard preamps in tracking. In fact, we recently re-recorded existing drum tracks to take advantage of Duality's sonic signature. There was definitely clarity, presence and dimension to the new tracks."

Taylor also recalls having previously owned an SSL G+ console. "The format and feel of the Duality remind me of the G," he says. "While it simultaneously moves into a new-world environment of, essentially, Pro Tools® control and interface, but one that still has the markings of a traditional analogue console. I'm glad we stayed in the SSL family."

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## Music News

## MULTI-PLATINUM ROCK GROUP 'LIVE' CHOOSES SSL DUALITY FOR THINK LOUD STUDIOS

"Part of our 'signature sound' is the sound of SSL"

May 20, 2014



(<http://sslwebsite.solidstatellogic.com/SSL%20Duality%20at%20Think%20Loud.jpg>) SSL Duality at Think Loud

**YORK, PA** – When founding members of the multi-platinum band LIVE established Think Loud Studios in their hometown of York, Pa., a 48-channel Solid State Logic [Duality](http://www.solid-state-logic.com/music/duality/) Analogue Console/Controller was the only choice for the world-class facility's expansive Studio A. The extensive experience that the group and their engineers have with classic SSL analogue consoles led them directly to Duality.

Known for classic albums including *Throwing Copper*, *Secret Samadhi* and *The Distance to Here*, the members of LIVE have returned to the community in which they grew up and launched the studio. In addition to the band's own projects, Think Loud Studios serves the artists on its record label, Think Loud Entertainment, and friends of the group, including the band Everclear. The vaulted ceilings and abundant natural light of the 53,000-square-foot building's fourth floor made it a natural setting for Think Loud, which was designed by Horacio Malvicino, says bassist Patrick Dahlheimer. "This is inspirational," he remembers thinking. "This is going to be the studio that we always wanted to build and is driven to be songwriter and musician friendly."

"Part of the LIVE 'signature sound' is the sound of SSL," says guitarist Chad Taylor, noting that Tom Lord-Alge, who has mixed the majority of the band's recordings, works exclusively on an SSL 4000 G Series console. After Taylor and Lord-Alge spent a day evaluating Duality, the decision was easy. "There's a convenience factor and a history of the SSL that exists through Duality. In the studio, I'm predominantly focused on the performance of the musicians and the arrangement of the song, and less on the technical aspect of the engineering. I found that those worlds got married very conveniently through the Duality."

"My immediate reaction was that there's a dimension and a spatial factor to the Duality," Dahlheimer adds of SSL's SuperAnalogue™ sound. "Perceptively, it was really very clear. There's definitely a punch and a clarity, especially to the drum tracks. One of the other qualities is the bus compressor. Once you are in it, there's cohesiveness to the songs that jumps out."

Duality's unparalleled sonic characteristics, analogue/DAW hybrid approach and historic lineage made it the only choice for Think Loud Studios, say its principals. "It has a front-end signature, in particular with the mic pres and the EQs, that really plays into that soundscape," says Dahlheimer. "That definitely helps our creative process."

The console's hybrid approach, combining a traditional analogue path and processing with DAW control in a single hardware surface, allows the creative process to flourish as it did in the pre-DAW era, Taylor says. "One thing we took into consideration was that we still like to work in analogue," he adds "With the



# SOLUTIONS

## LIVE Knows How to Live

1990s HITMAKERS RETURN WITH NEW MUSIC AND A BASE OF OPERATIONS THAT BATMAN WOULD ENVY



The concept of a rock 'n' roll band as an enterprise dates back to the days of the Grateful Dead, which aside from creating the jam-band category also acted as a kind of development house for companies like Alembic and Furman Sound. The concept of an entrepreneurial band has remained a robust thread, right through figures like U2's Bono, a principal in Elevation Partners, a private equity firm that invests in intellectual property and media and entertainment companies.

The next chapter in that esoteric business book is being written now, in York, Penn., where the members of the recently reconstituted Live, the '90s hitmakers behind tracks like "Lightning Crashes," which stayed at the top of the Billboard Hot Mainstream Rock Tracks chart for 10 consecutive weeks, have built their own distinctive hive. York Street is their home for a four-story, 53,000-square-foot, former printing factory turned multi-room recording studio, rehearsal facility, high-tech clubhouse and office warren for the band and their corporate spin-offs. And while they were there finishing the last tracks for the newest Live album, bassist Patrick Doherty underscored the pragmatism that allowed the band to maintain its bonds even as it undergoes a less-than-amicable divorce from original lead vocalist Ed Kowalczyk and to finish a summer tour before starting the new album.

"[Guitarist] Chad Taylor, [drummer] Chad Gracey and I went to look at this building thinking it would be an investment, as we had tenants in another building for some of the companies we're partners in," he recalls. As they began exploring the vast, empty four-story space, they realized that this could be an even bigger kind of investment. "We got up to the top floor and saw the vaulted ceiling and Chad and I said to ourselves, 'This might be just what we need.'"

It's what any band would need and want, and fortunately, thanks to smart stewardship of the band's earnings over the years, Live also had the means to achieve it. The turn-of-the-century former factory structure offered them plenty of room to execute a broad vision, with each of the 40,000-square-foot levels dedicated to various elements of a long-term strategy. The first level houses Think Loud Development (the band's land, lease and development company) and rental tenants, providing the venture with an extra income stream. The second floor is occupied by United Fiber & Data, a tech startup that's in the process of running dedicated fiber-optic transmission lines between New York City and Washington, D.C., prompted in part by watching what Google has done in cities like Kansas City and Austin (the band's three founding members are equal shareholders along with their business partner, Bill Hynes).



## LIVE Knows How to Live



#### Multiple Levels

"We actually went to Kansas City and saw what Google was doing there," notes Dahlheimer, who says they were fascinated not just by the technology and its possibilities but also by the fact that entire new entrepreneurial communities are springing up along the route the fiber is taking, a phenomenon he compares to how the U.S. expanded westward by following burgeoning railroad lines in the 19th century. It's something the band feels is already helping stage a high-tech comeback for their hometown of York, which like many manufacturing centers of the last century was hit hard by outsourcing and the recession.

By the third level, visitors get a sense that it's not all work and no play here. There is a workout gym complete with spa, dry and wet saunas, and a home theater. There is also a vault for Chad Taylor's guitars, and two high-end hotel-style producer's suites.

The top level is home to the studios. Exposed brick, wood beams, and the vaulted ceiling with huge windows (letting in tons of natural light) are the architectural flourishes that cosset a world-class recording facility. Studio A's huge 30-by-25-foot control room features an SSL Duality console and an Avid Pro Tools HDX3 System with Antelope Isochronous clocking, in addition to a monitoring system consisting of Ocean Way HR2 mains and a Meyer Sound UMS-IP subwoofer paired with Yamaha NS-10M nearfields. Six racks house over 50 pieces of outboard gear such as a Bricasti M7 Model 7 Stereo Reverb Processor, Neve PL31073-CV channel amplifier and PL31084-CV mic preamp/ EQ. Out in the 50-by-45-foot recording room, you'll find Aviom System A360 personal mixers and a microphone cabinet holding treasures such as AKG C12, Bock Audio 251 and Sterling ST6050 mics.

Studio B is smaller but quite capable. A Pro Tools HDX3 system with Avid Artist Series Mix & Control is complemented by Ocean Way AS-1 main monitors. Processing includes Radial Powerhouse with assorted 500-series mic pre, EQ and compression modules from API, Neve, Purple Audio and other manufacturers. But Studio B has an interesting trick up its sleeve: all of the equipment is designed to be easily unplugged, using Elco connectors, and all three racks are on casters, ready to be a studio on wheels for recording live performances.

A vital piece of this remarkable undertaking is GC Pro, which not only provided virtually every single item on the studio's equipment lists but also brought the band and the designer together, through GC Pro's Affiliate Program, which connects clients with design, integration and construction specialists and services. Billy Walker, Account Manager based in GC Pro's Wilmington, Delaware office, correctly felt that GC Pro Affiliate Malvicino Design Group would be a good fit. "We all hit it off immediately," recalls acclaimed designer and consultant Horacio Malvicino (President, Malvicino Design Group), who

designed the studios and much of the rest of the facility. "We each understood where the other was coming from. The band wanted a place that really encouraged not just creativity but also business and the desire to be there every day, so it had to be beautiful and comfortable. And they shared my vision that you can have both beauty and great acoustics. And with GC Pro, we had access to every piece of gear we wanted."

Additionally, both studios share access to a lounge and professional kitchen with plenty of stainless steel and granite, but the piece de resistance is a spiral staircase that leads to the building's rooftop terrace, where band members can unwind after a long stint in the studio with barbecue fare from a massive outdoor pit and a dip in a Jacuzzi with a glass of wine.

#### The Designer

That wine was likely recommended by Malvicino, whose epicurean tastes are reflected in everything from the finishing touches in the kitchen to the way he converted several spaces in the building's basement into live reverber chambers complete with vintage Altec Lansing Big Red speakers at one end and Neumann U-67 and U-87 condenser microphones at the other, with tie lines to the control rooms. Just as the Liguria, Italy, native required that the kitchen spice rack has plenty of oregano, he made sure the studio can go from cutting-edge digital via the Pro Tools systems to a touch of vintage analog with a custom-modified MCI JH-24 multitrack deck.

"This place is one-of-a-kind, and that's how we designed it," says Malvicino, whose portfolio includes studios for such clients as Soundtrack, Noise Match Studios, Scissor Sisters, Kanye West and Demk International, as well as recording and broadcast facilities in Europe, Latin America and the Middle East. "The guys in the band were entirely and deeply committed to making an amazing creative space, that goes for everything from the studios to the tenant spaces. They gave me so much support and latitude to implement the design, which made the process particularly enjoyable. You just don't see facilities like this in this day and age."

If York Street is a fantasy come true for Live, it's also a solidly reasoned investment, one they intend to manage as well as they have every other aspect of their careers. What's as important to them, though, is that it keeps much of the bounty of their success in their hometown. "York is the classic story of a small town where you grow up thinking that you can't wait until you can get away, then you grow up and have a family and realize that it's actually the perfect place to live and raise your kids," Dahlheimer muses. "I'm glad we were able to make this work in York. It reminds us all of where we came from and how we started."