

Case Study:

IAC Acoustics Accutone2™ Studio

BMG
New York City



The Problem

BMG, an international music publishing and recording company, moved New York operations into a sprawling space in the heart of the city in early 2020. All their other offices are outfitted with space and technologies for songwriters and artists to write, perform and record music, and it was only fitting that this new location would afford these same amenities and opportunities. To that end, they enlisted the help of **QuietStar Industries**, an IAC Acoustics (IAC) Exclusive Representative, to consult and deliver a custom fabricated music studio that would become both a working space and focal point in this contemporary office environment.

Through a detailed exchange to understand the scope and requirements of the project, **QuietStar's Steve Dutton and BMG project manager Dale Roadcap**, worked with an architect to devise the drawings of the room, and a plan for integrating IAC products and solutions into the space and the building systems including electricity and HVAC. Adding to the complexities, BMG was located on the eighteenth floor of a Manhattan hi-rise, and the location of the music room was located within inches of priceless musical art and mid-century architecture.

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The Solution

IAC Acoustics Accutone2 Studio was chosen for its proven performance, modularity and flexibility. Specped out at a Noise Isolation Class (NIC) of 53, the space ensures that the artists do not disturb workers in the office space and vice versa. Of note are the internally sloped glass window and STC-51 Noise-Lock® Door, two ways in which the room is made to feel more open. In addition to being clear on his desired acoustic needs, Roadcap had strong opinions on aesthetic finishes, all of which Dutton was able to deliver on. Tapping into the offerings of **Sound Seal, fellow member company of Catalyst Acoustics Group**, one interior wall was covered in sleek acoustical wall panels while another was faced in a dramatic WoodTrends acoustical wood wall product. The exterior of the studio was powder-coated in BMG red, to ensure that the space is as visually appealing as it is acoustically effective.

The Results

Jason Hradil, Executive Vice President, Recorded Music / Senior Vice President, Global Repertoire at BMG is "...very excited about the potential that [BMG has] with the studio space here now. Providing service for our artists and songwriters is everything we do, so [IAC Acoustics Accutone2 Studio] is another great resource."



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