

News

Veteran Engineer Bruce Maddocks Launches Cups 'N Strings Studio

Page 1 of 1

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Control Room with Sony DMX-R100

After 30 years as Chief Engineer at some of the nation's top studios, Bruce Maddocks has launched Cups 'N Strings, a full service Santa Monica recording center — featuring surround mixing, mastering, post-production, and high speed delivery via T1 lines and ISDN. Maddocks' new studio is located in the Media Ventures entertainment complex, creative center of Academy Award-winning composer Hans Zimmer.

Combining cutting-edge digital technology with vintage analog gear, Cups 'N Strings offers a critical listening environment and the tools for high performance audio delivery. The studio is available with Maddocks at the board, or as technical guarantor of projects booked.

The 300-square-foot control suite houses Sony's DMX-R100 automated digital console, Maddock's custom-built monitor system, Hafler Trans NOVA power amplification, and calibrated Bass Management system. The console has been configured to create 8 channels of digital and analog outputs simultaneously. Mixes can be made to the studio's Through a secure FTP site, users can download or upload audio files of any type from anywhere in the world, including gigabytes of ProTools files and other DAW proprietary formats. If a mix is needed for instantaneous review, audio data can be converted to the MP3 format and sent to an email address. Cups 'n Strings offers direct machine-to-machine transfers for analog safeties, or format conversion transfers between digital machines, such as DA-88 TDIF to AES or ProTools. Any combination of analog machine format (8-, 16-, 24-track), noise reduction (Dolby A, SR, DBX, K9, Telefunken) or digital recorder (Pro Tools, Nuendo, Logic Audio, etc.) can be configured. Digital recordings can be made at bit depths of 16 to 24, and sample rates of 44.1K to 96K. Cups 'n Strings creates digital storage archives for entire catalogues or single masters. During the archival process, Maddocks' staff evaluates the condition of the tape, and make repairs or restoration as needed. Virtually any analog tape track configuration is available: mono, stereo, 3-track, 4-track, all analog tape widths, quarter inch (1/4 track or half-track), half-inch, 1-inch, and different EQ settings: NAB, AES, CCIR, and AME. Analog tapes are played back on a refurbished Ampex ATR-104 recorder/reproducer. Analog-to-digital conversion is done through an Apogee PSX-100 Special Edition Converter. The digitized asset can be recorded in any format (AIFF, WAV, SD-2), at any bit depth, and on most digital storage media. Clients have full use of the Media Ventures rooftop patio and stylish Art Deco indoor lounge and kitchen facilities. Maddocks began his career in New York at A&R Recording, studying the art of multitrack recording and mixing under such luminaries as Phil Ramone and Elliot Scheiner. His next stop was The Hit Factory, working with a top roster of rock and roll artists and engineers, where he shifted his focus to the technical side of the music industry. It was there that Bruce had his first exposure to the new "surround sound" while doing the technical setups for the music mixes on Paul Simon's *One Trick Pony* motion picture. In 1980, Maddocks moved to LA and took on technical responsibilities at LA's Record Plant. In addition to his studio responsibilities, Maddocks recorded tours across America in Record Plant's recording trucks and supervised the complete rebuilding of the Scoring Stage M at Paramount Pictures. It was there that Maddocks ventured into audio for film, television, and motion picture scoring, ADR and Foley technology, incorporating both control room and loudspeaker design. Stage M gave sound to many award-winning features such as *Star Trek*, *Out of Africa*, and *Back to the Future*, to name a few. During this period, he developed a line of monitor systems for which he received a TEC Award nomination. His speakers have been featured in installations by Dolby Labs and Solid State Logic, as well as the respected Sony Pictures Scoring Stage. Moving from recording studios to the sound stage, Maddocks joined Sony/Culver Studios where he designed and developed several innovative modular sound and video recording packages for use in both sitcom and motion picture location work. In the mid-90s, Maddocks joined Capitol Recording Studios as chief engineer, where he redesigned and rebuilt the Mastering Suites, the vintage Studio "B" control room, updated the audio paths of all 12 studios, and refurbished the legendary underground live echo chambers. During his tenure at the nation's top recording studios and post-production centers, Maddocks has participated in numerous Oscar and Emmy Award-winning projects. By integrating his extensive knowledge of sound and music, motion picture/television scoring, and studio design, he has utilized his diverse engineering background to its entirety in the creation of the innovative Cups 'n Strings. For more information,

www.cupsnstrings.com.

Source: Cups 'N Strings