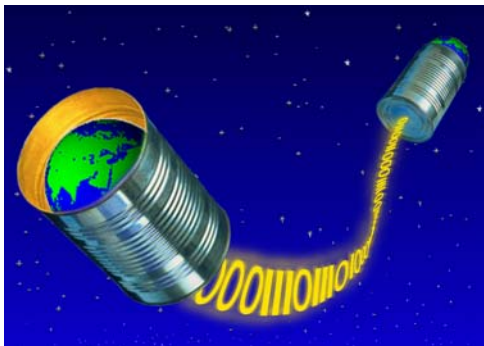


studio spotlight



New Cups 'N Strings Studios from Industry Leader Bruce Maddocks offers Surround Mixing, Mastering, Post-Production and Digital Transmission



Photo: David Goggin

Producer Charles Fisher recently completed the debut album by Thibault Durand at the new Cups 'N Strings studios in Los Angeles. The album will be released on Epic/Sony Music France. (L-R) Durand, studio owner/chief engineer Bruce Maddocks, and Fisher.

Recording industry leader 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. Calling on his 30-year experience as chief engineer at top studios nationwide, Maddocks' new studio is located in the Media Ventures entertainment complex, creative center of Academy Award-winning composer Hans Zimmer. Combining the best of cutting edge digital technology with vintage analog gear, Cups 'N Strings offers a critical listening environment and the tools for today's high performance audio delivery. The studio is available with Maddocks at the board, or as technical guarantor of projects booked.

The Studio

The spacious 300 sq. ft. 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 2-inch 8-track analog multitrack system or any type of digital multitrack, MO drive, or hard drive recording system. Utilizing the TC electronics Model 6000 "unwrap" software, surround mixes can be easily created from 2-track masters. Mixes can be encoded into Dolby digital (AC-3), DTS, or DVD-A bitstreams.

Cups 'N Strings provides real time audio access to production and post-production companies, recording studios, producers, directors, and talent through a network of over 400 North American sites, and 200 sites internationally. Three-way ISDN sessions can be set up in remote locations for the review of recording or final mix approvals. Video playback is also available with sync locked via SMPTE time code for picture scoring dates. An overdub suite allows voice talent to record live in sessions worldwide.



Asset Digitization

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.

Amenities

Clients have full use of the Media Ventures rooftop patio and stylish Art Deco indoor lounge and kitchen facilities



Bruce Maddocks

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.

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.