



Sony – 11 Madison Avenue

Architect: Studios

Client: Sony Corporation of America

Completion: 2016

Sony Corporation of America's moved their headquarters from 550 Madison Avenue to 11 Madison Avenue including the relocation of many specialty spaces with significant acoustical requirements. These spaces included a screening room, artist lounges, multipurpose rooms, and studios as well as many conference rooms and offices that function as listening rooms for record industry senior executives.

Our first step in providing Sony with acoustical guidance was to meet with their team to understand the various types of spaces they had and learn how each of the record labels use these spaces. The spaces also had to meet the needs of Sony Corporate and Sony Pictures. The acoustical environment we encountered was unique—typical offices have sound systems for playing recorded music and some offices and conference rooms have robust sound systems with subwoofers. Balanced with the desire to hear music in the background of each space, a certain level of sound isolation was expected that befits this global entertainment brand.

During this project we worked with the design team to outline noise control measures appropriate to achieving Sony's expectations. We created custom solutions to special spaces such as the screening room, multipurpose rooms, and studio to enhance the room acoustics as expected by these experienced listeners.