



**FOR IMMEDIATE RELEASE**

**PLEASANTRY LANE STUDIOS GOES RETRO  
WITH AURALEX ACOUSTICS AND SUFFOLK STUDIO DESIGN**

**DALLAS, TX, MARCH 10, 2009** – Pleasantry Lane Studios, a residential multi-track recording studio located in the Lower Greenville/Downtown area of Dallas, Texas, recently turned to Auralex Acoustics and Suffolk Studio Design to acoustically retrofit its control room, by giving it a classic 70's design with a modern, superior quality sound.

So as not to interrupt any of Pleasantry Lane's scheduled studio projects, Suffolk Studio Design, a premier custom studio designer, lead the expansion by working within a six-week time frame and incorporating its own innovative custom acoustical retro design ideas with several best-selling lines of products from Auralex Acoustics, the industry leader in innovative sound control solutions. Integrated Auralex products include the company's Mineral Fiber sound isolation, SheetBlok Sound Isolation Barriers, Pyramid StudioFoam and SonoFiber panels.

In terms of surface treatments that met the 70's-style mandate of Pleasantry Lane owners Salim Nourallah and Rip Rowan, Bob Suffolk, owner of Suffolk Studio Designs, created a series of custom wood and fabric complete wall treatments that complimented the retro décor. Shag carpet over bamboo floors, for instance, lent itself to a retro yet acoustically pristine environment.

“As with any studio project we take on at Suffolk Studio Design, every last aspect of the project is customized to not only fit the acoustical qualities that are sought by our client but also to adhere to the aesthetic value of the design of the room in terms of color, fabrics and the décor as a whole,” says Suffolk. “We are a huge advocate of Auralex Acoustics and are confident that every time we spec their products into a design, they not only sound great, but they look great!”

“At Auralex, we enjoy working with studio designers that understand the importance of acoustics from the very beginning of the project,” says Dave Paxton, director of operations at Auralex Acoustics. “We are proud to be a part

*(more)*

## PLEASANTRY LANE STUDIOS GOES RETRO WITH AURALEX ACOUSTICS AND SUFFOLK STUDIO DESIGN/PAGE 2

of Pleasantry Lane Studios' acoustical design and we look forward to working with Suffolk Studio Design on future projects."

**Auralex's SheetBlok Sound Isolation Barrier** is a dense, limp-mass vinyl material that is about 6dB more effective than solid lead at stopping the transmission of sound. It acts as a thin, dense sound barrier layer in walls, ceilings or floors and is most effective when used as one component of a multi-layered construction scheme. SheetBlok helps in decoupling floors and walls. **Auralex's Mineral Fiber** sound insulation is the best way to tighten up a room's sound. It is much denser than standard insulation and is specifically designed for acoustical usage. It yields much better bass trapping, overall absorption, thermal characteristics, moisture absorption and sound transmission loss than any other product on the market.

Auralex's **Pyramid StudioFoam** was incorporated into the dropped ceiling while its **SonoFiber** panels were installed on the back walls of the control room. Auralex's **Studiofoam Pyramids** treat small- to medium-sized areas including ISO booths, control rooms and sound studios. They effectively kill standing waves and flutter echoes. Auralex's SonoFiber is a thick, charcoal gray natural fiber acoustic absorptive panel that offers the perfect solution for projects requiring a Class A fire rating.

### **About Pleasantry Lane**

Pleasantry Lane Studios is owned and operated by Salim Nourallah and Rip Rowan, with combined 30-plus years of experience recording and playing music. The studio was created in an effort to provide a practical and relaxed alternative to Dallas' numerous, slick, high-dollar studios. Instead of feeling like you've just stepped onto the flight deck of the Starship Enterprise, Pleasantry Lane feels like home. Its philosophy is simple: It's the ear, not the gear. It doesn't try to dazzle its clients with cool gadgets, tasty cookies, or comfy couches. The studio simply lets the recordings it makes speak for themselves.

### **About Suffolk Studio Design**

Suffolk Studio Design was founded by Bob Suffolk, a former musician and recording artist. Suffolk's background and experience in the field of music helps him understand the frustrations and complications that arise during recording sessions and has provided him with the proper tools for designing world-class

## PLEASANTRY LANE STUDIOS GOES RETRO WITH AURALEX ACOUSTICS AND SUFFOLK STUDIO DESIGN/PAGE 3

studios. Bob Suffolk and his staff work closely with their clients to produce a studio design that meets their clients' personal needs and wishes. Whether you want a humble home studio or a world-class professional room, Suffolk Studio Design will work with you from conception to completion. Regardless of size, specialized acoustics and sound are our priority. Suffolk Studio Design also offers personal interior designed furnishings and vintage furniture for those with a taste for the past. We will help outfit your studio down to the last fitting. Located in the Dallas area, call us at 214.826.2264 to set up an appointment.

### **About Auralex Acoustics, Inc.**

Located in Indianapolis, Auralex Acoustics was founded in 1977 with a mission to provide top-performing acoustical treatment products at the best value. Since then, thousands of satisfied Auralex customers have experienced improved acoustics, expert advice and exceptional customer service. Auralex products enjoy widespread use among prominent artists, producers, engineers, corporations, celebrities and government agencies.

Auralex Acoustics has become the industry leader in innovative sound control solutions and continues to enjoy rapid growth through an international network of authorized dealers. Visit the Auralex Web site at [www.auralex.com](http://www.auralex.com). Auralex can be reached via email at [auralexinfo@auralex.com](mailto:auralexinfo@auralex.com) or by calling 1.800.959.3343.

# # #

### **CONTACTS:**

Dave Paxton  
Director of Operations  
Auralex Acoustics  
6853 Hillside Court  
Indianapolis, IN 46250  
317.842.2600  
[dpaxton@auralex.com](mailto:dpaxton@auralex.com)

Nicole Smith  
Account Executive  
D. Pagan Communications  
175 Pinelawn Road, Suite 215  
Melville, NY 11747  
631-659-2309 ext. 22  
[nicoles@dpagan.com](mailto:nicoles@dpagan.com)