



Case Study



Property Owner

Gimlet Media



Main Contractor

Nucor Construction Corp.



Architect

TPG Architecture, LLP



Acoustic Consultant

WSDG – Walters Storyk Design Group

OVERVIEW

When Gimlet Media – the award-winning podcast production company behind hit podcasts like ‘Reply All’ and ‘Homecoming’ – decided to move into a new headquarters last year, the company took over 28,000 square feet of space in the Pioneer Building, a converted storage building in Downtown Brooklyn (NY) that has undergone a \$30 million makeover.

In addition to the 12 podcast spaces, the production facility also boasts a traditional recording studio with extra noise isolation and a 375-sq-ft live room.

With space at a premium, there was no way for Gimlet Media to isolate the spaces with distance between the rooms. However, because multiple projects are going on simultaneously, robust noise and vibration isolation between studios was an absolute must.

Stravifloor Mount

- Discrete isolators for maximum performance and few contact and support points.
- Pre-cut batt insulation with cutouts.
- Flexible system for all load ranges.



SOLUTION

A [Stravifloor Mount](#) engineered floating floor system with discrete isolators, pre-cut batt insulation and perimeter isolation was installed to decouple Gimlet Media's live room and control room, used for music production and more complex projects.

AT A GLANCE

CHALLENGES

- Impossible to isolate the spaces with distance between the rooms
- Podcast studios in buildings with low ceilings have to be quieter than traditional recording studios
- Decoupling a in-house music recording studio

BENEFITS

- Quick and easy installation
- Maximizing the use of the available space while providing acoustic comfort

531
sq-ft
Stravifloor
Mount

