**WSDG Expands West Coast Business Presence**

*Partner Pietro Gennenzi relocates to the Greater Los Angeles Area*

**LOS ANGELES, CA JUNE 16, 2025 –** [**WSDG**](http://www.wsdg.com/) **announces that Partner, Project Manager Pietro Gennenzi is relocating to the greater Los Angeles area as part of the firm’s wider business initiatives on the American West Coast. Gennenzi – a major contributor to many of the firm’s recent high-profile projects in Los Angeles including the** [**Spotify at Mateo Content Campus**](https://www.latimes.com/entertainment-arts/business/story/2021-12-17/spotify-unveils-podcast-hub-in-downtown-l-a) **and the new** [**Sony Music Publishing Studio Compound**](https://variety.com/2024/music/news/sony-music-publishings-state-of-the-art-new-office-studio-compound-1236236048/) **– will be spearheading WSDG’s latest projects in the area as well as strengthening the firm’s ongoing collaborations with respected LA-based architectural firms.**

“The growing momentum of our work on the West Coast—especially in collaboration with incredible architectural teams like RIOS and Gensler, and our continued partnerships on recording studio, entertainment, religious, and educational projects—made relocating to Los Angeles a natural next step,” said Gennenzi. “ Being here allows us to be more embedded in the design process and continue strengthening the relationships that are driving some of our most exciting work.”

“Pietro has been one of the primary drivers of our work in the Los Angeles area for quite some time now,” added WSDG Partner, COO Joshua Morris. “His relocation there is a boon for WSDG’s current and future clients, and a major indication of how much our project work on the West Coast has continued to blossom in recent years.”

For more information about WSDG and its projects, please visit: <http://www.wsdg.com/>

**ABOUT WSDG, LLC**  
WSDG (Walters-Storyk Design Group) is an 13-time TEC award-winning international firm specializing in architectural acoustic consulting and media systems engineering. Pioneering architect/acoustician, John Storyk (AIA), founded the company in 1969 with the creation of Jimi Hendrix’s Electric Lady Studios in New York City’s Greenwich Village. WSDG provides a wide portfolio of design and consulting services that support architectural projects throughout all phases of project development. Our international team of consultants have provided timely, detailed and cost-effective advice on highly sensitive and complex architectural construction and renovation projects, from small but critical retrofits to challenging ground up construction projects. WSDG has extensive experience with sensitive architectural issues including historical renovations, additions and new construction projects in media production, corporate, government, transportation, education, broadcasting and cultural / entertainment sectors.

Past clients include Jay-Z, Bruce Springsteen, Alicia Keys, J Cole, and Jack Antonoff; corporate entities such as Spotify, Sony, CBS, Novartis, and IBM; global governmental AV installations as well as educational institutions, including Berklee College of Music, UCLA, NYU, Drexel, and USC.

**Contact:**

Stephen Bailey

Hummingbird Media, Inc.

+1 (508) 596-9321

[steve@hummingbirdmedia.com](mailto:steve@hummingbirdmedia.com)