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**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

Press Release

**Genelec seeks ‘creativity and entrepreneurship’**

**for new G Innovation Lab**

**Iisalmi, Finland, July 2021**…..Genelec, the global leader in professional loudspeakers, is establishing the first branch of its new G Innovation Lab in Kuopio, Finland, with the goal of nurturing creativity and entrepreneurship in the Savilahti region of the country, and attracting imaginative professionals to the area. Starting with a Discovery Event Pitch Challenge this August, [Genelec](http://www.genelec.com/) aims to recruit a team of ‘start-up minded’ individuals to further develop the innovative thinking that has helped inspire the company’s technical breakthroughs over the last four decades.

Since 1978, Genelec has combined a deep understanding of its customers with an R&D team unrivalled in the professional audio industry – leading to a stream of technical landmarks that have set the performance bar for professional loudspeakers everywhere. Genelec also understands that the huge changes in the way audio content is produced and distributed, plus developments in machine learning, AI and service based business models means that new and creative ways of thinking will be essential in the future.

Opening this August in Kuopio’s [KPY Novapolis Microkatu](https://www.novapolis.fi/saapumisohjeet/microkatu/), the G Innovation Lab will be the home to talented individuals with complementary skills, but with a deep shared interest in the audio industry, who will begin work this autumn. The Lab’s location is also designed to facilitate even closer co-operation with regional universities and educational institutions, something Genelec has long valued and nurtured.

To kickstart the recruitment process for the G Innovation Lab, the [Discovery Event Pitch Challenge](http://www.pondi.fi/en/discovery-event) takes place on the 23rd and 24th August, and is a hybrid live/online event organised in conjunction with Finnish ‘talent pond’ experts Pondi. At the event, career seekers and entrepreneurs will be given a chance to present their ideas to a panel of senior figures at Genelec. This creates a perfect opportunity for candidates to find out more about Genelec and show the panel how they and their ideas can help make the company’s business, and the pro audio industry in general, stronger.

Genelec Managing Director Siamäk Naghian comments:

“The ongoing transformation in our society, technology, industries, and audio community is profound and extremely exciting. Our own success as a company has always been fuelled by individuals determined to push the boundaries of their imagination, and we see the G Innovation Lab as an essential vehicle for unleashing the hidden creative potential existing in our local community, and attracting new talent to the region.”

Entries for the Discovery Event Pitch Challenge open on July 5th, and to find out more about the event, please visit [www.pondi.fi/en/discovery-event](http://www.pondi.fi/en/discovery-event)

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***About Genelec***

*Since the founding of Genelec in 1978, professional audio monitoring has been at the core of the business. An unrivalled commitment to research and development has resulted in a number of industry firsts and established Genelec as the industry leader in active monitors.*

*Over 40 years later Genelec monitoring products remain true to the original philosophy, offering reliability, neutral sound reproduction regardless of size, as well as the ability to adapt to the acoustic conditions of the listening environment. Genelec customers receive paramount support in the field, from acoustical advice and calibration services to technical service and long product life span. Buying a Genelec product is a secure long-term investment in outstanding and reliable audio monitoring.*

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| For press information, please contact: Howard Jones, Genelec Oy Tel: +44 (0)7825 –570085 email: [howard.jones@genelec.com](mailto:howard.jones@genelec.com) |