

*** Please note that this release is embargoed until Thursday 16th April 2020 at 10.00 CET. We'd appreciate your understanding in keeping this information confidential until then.***

Press Release

Genelec G SongLab empowers young music creators

Helsinki, Finland, April 2020.....Genelec is proud to announce the launch of G SongLab, an initiative that forms part of the Genelec Academy and offers young people free access to a safe on-line learning community, through which they can collaborate and engage with others in developing their skills in songwriting and music creation.

Launching in Helsinki, the initiative is a collaboration between Genelec and a number of operators including the Tiuku Public Information Cultural Factory, the City of Helsinki, University of the Arts Helsinki and the ArtsEqual research initiative, all of whom have joined forces to encourage and support young people's active participation in music creation – and the sense of social integration and companionship that this brings.

The G SongLab concept has been developed by a team of songwriters and music educators led by Petter Korkman and Anna Kuoppamäki. The project provides an international online learning community for all young songwriters aged between 13 and 29, allowing them to participate from the comfort of their homes and share their songs with others – which is particularly beneficial in view of the recent COVID-19 outbreak. Also, Genelec themselves will contribute to the educational program by teaching some of the basics of sound and audio monitoring, so participants can learn how to evaluate and improve the quality of their work.

A selection of the music created during the workshops will be shared with the wider public via the Genelec Music Channel on YouTube, along with live performances by workshop participants being broadcast from Helsinki via the Genelec Artist Room in the future.

As a company with an international standing, Genelec have a long tradition of supporting educational programs that help young people realise their dreams through the creation of music. With a partnership already in place with the John Lennon Educational Tour Bus in the US and Europe, and the establishment of the Ilpo Martikainen Audio Visionary Scholarship in conjunction with the Audio Engineering Society, G SongLab is a natural extension of this commitment to global music education.

Genelec's Juho Martikainen explains "This is an excellent way to express our values of enthusiasm and justice. Music creation belongs to everyone, and if we can help young people to learn and find their own way in life, then that is the best prize there is. In the difficult times we currently live in, we believe that music can help create hope, a sense of belonging and a shared determination to support each other and survive."

Petter Korkman and Anna Kuoppamäki add "Anyone can write a song just as anyone can draw a picture. Songwriting is a powerful means of self-expression and connecting with others through music. It's a way of sharing your views, experiences and feelings, and a way of spelling out who you are. We want to be both ears and loudspeakers, as it were, carefully listening but also actively projecting this polyphony of voices out into the world."

To celebrate the launch, Genelec will be staging a G SongLab Songwriting Challenge, inviting young music creators to submit their original songs. The challenge will be open to young people worldwide, with the three most innovative entrants receiving a premium quality home studio recording package, and the chance to perform their song live at the Genelec Artist Room. More details of the Songwriting Challenge will follow very soon.

To register an interest in G SongLab, simply visit www.genelec.com/g-songlab

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About Genelec

Since the founding of Genelec in 1978, professional loudspeakers have 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 loudspeakers. Over forty years later Genelec loudspeaker 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 reproduction.

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