



## RECORDING ACADEMY® AND CBS PRESENT GRAMMY HOUSE: *WHERE THE STARS ALIGN*, AN IMMERSIVE POP-UP EXPERIENCE

**THE THREE-DAY EVENT WILL CONCLUDE WITH THE SECOND ANNUAL #GRAMMYSNEXTGEN PARTY ON FRI, FEB. 3, 2023**

In celebration of the 65th Annual GRAMMY Awards® airing on CBS and Paramount+ on Sun, Feb. 5, at 5 p.m. PT/8 p.m. ET., the Recording Academy® and CBS present GRAMMY House, a pop-up experience for music makers, culture creators and rising industry leaders. Produced by ANTHEMIC Agency, in collaboration with Warner Music Group's Global Catalog Division, the house opens on Wed, Feb. 1, 2023, and culminates on Fri, Feb. 3, 2023. Programming includes an emerging artists showcase, a producer panel and the second annual #GRAMMYSNextGen Party.

The first-of-its-kind destination features a dedicated space honoring the monumental anniversary of hip-hop with *Universe Of Hip-Hop*, a special exhibit celebrating 50 years of hip-hop music and culture through the lenses of legendary photographers that were there from the '70s to now, documenting the artists and moments that changed music history forever: **Janette Beckman, Michael Lavine, Danny Clinch, B+ (Brian Cross), Greg Noire, and Gunner Stahl**. Designed and curated by renowned artist **Cey Adams** — the founding creative director of Def Jam Recordings — the space will feature iconic imagery from dozens of artists from Run-D.M.C. and LL Cool J, to Biggie and Tupac, to Kendrick Lamar and 21 Savage. In addition, hip-hop records from Warner Music Group's catalog will feature prominently during the exhibition.

There will also be a merch pop-up featuring an exclusive, [limited-edition GRAMMY capsule collection](#) designed by **Mark Braster** (Rolling Loud, SZA, the Los Angeles Lakers, Jack Harlow, Kodak Black, H&M, Lil Wayne, Neiman Marcus, Rick Ross, Young Thug, and more).

### **GRAMMY HOUSE PROGRAMMING:**

Curated in partnership with The Revels Group and Coup D'Etat Music.

### **CELESTIAL SESSIONS**

**Date:** Wed, Feb. 1, 2023

**Event Time:** 6 p.m. – 8 p.m.

Emerging Artists Showcase featuring artists **Stephen Sanchez, Oxlade, JELEEL!, Jenevieve, Lakeyah, and TiaCorine**, with guest host, social comedy star **Desi Banks**.

### **#GRAMMYSNextGen POWER BRUNCH**

**Date:** Thurs, Feb. 2, 2023

**Time:** 11 a.m. – 1 p.m.

Inaugural brunch for a new class of [35 official #GRAMMYSNextGen Ambassadors and Advisors](#).



### **STARMAKER STUDIO**

**Date:** Thurs, Feb. 2, 2023

**Time:** 2 p.m. – 4 p.m.

Producer panel featuring prolific producers in hip-hop today, including **London On Da Track, Larrance "Rance1500" Dopson, ATL Jacob, Jozzy, Tommy Parker, Tommy Brown, Ojivolta, and Murda Beatz.**

### **#GRAMMYsNextGen Party**

**Date:** Fri, Feb. 3, 2023

**Time:** 4 p.m. – 7 p.m.

Second annual #GRAMMYsNextGen Party for leading young artists, tastemakers and the next generation of music executives.

**All events are invite-only.**

**Media RSVPs for GRAMMY House events are mandatory, and space is limited. Please email [daniela.tellechea@recordingacademy.com](mailto:daniela.tellechea@recordingacademy.com) / [folashade.omosheyin@recordingacademy.com](mailto:folashade.omosheyin@recordingacademy.com) to RSVP.**

### **ABOUT THE RECORDING ACADEMY**

The Recording Academy represents the voices of performers, songwriters, producers, engineers, and all music professionals. Dedicated to ensuring the recording arts remain a thriving part of our shared cultural heritage, the Academy honors music's history while investing in its future through the GRAMMY Museum®, advocates on behalf of music creators, supports music people in times of need through MusiCares®, and celebrates artistic excellence through the GRAMMY Awards® — music's only peer-recognized accolade and highest achievement. As the world's leading society of music professionals, we work year-round to foster a more inspiring world for creators.

For more information about the Academy, please visit [www.grammy.com](http://www.grammy.com). For breaking news and exclusive content, follow [@RecordingAcad](https://twitter.com/RecordingAcad) on [Twitter](#), "like" Recording Academy on [Facebook](#), and join the Recording Academy's social communities on [Instagram](#), [YouTube](#), [TikTok](#), and [LinkedIn](#).

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### **CONTACTS**

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