



## THE RECORDING ACADEMY®'S GRAMMY® HOUSE, PRESENTED BY MASTERCARD®, RETURNS THURS, FEB. 1 – SAT, FEB. 3, 2024

### THE IMMERSIVE POP-UP EXPERIENCE INCLUDES THE THIRD ANNUAL #GRAMMYSNEXTGEN PARTY

**SANTA MONICA, CALIF. (JAN. 24, 2024)** — The Recording Academy®'s GRAMMY® House is returning for a second consecutive year for music makers, culture creators and rising industry leaders to participate in three program-packed days leading up to the [66th Annual GRAMMY Awards®](#) airing Sun, Feb. 4, on CBS and Paramount+. GRAMMY House is presented by Mastercard and runs from **Thurs, Feb. 1, 2024**, to **Sat, Feb. 3, 2024**, in Los Angeles. As a longtime sponsor of the GRAMMY Awards, Mastercard is committed to connecting consumers to their passion for music and continues to be a dedicated supporter of the music industry, artists, fans as well as programs for emerging artists.

"I am so excited for this second installment of GRAMMY House," said [Harvey Mason jr.](#), CEO of the Recording Academy. "The response last year from younger fans and artists just starting their relationship with the Recording Academy was overwhelming, and we're a better organization because of the increased engagement with them. I'm grateful for the amazing artists and partners who are helping make this year's GRAMMY House an even bigger success."

The dynamic GRAMMY Week destination is carefully curated to honor and inspire a diverse community of music creators and professionals. Programming kicks off with a celebration of [Women In The Mix®](#) and continues with an independent music panel, an emerging artist showcase, a [GRAMMY U®](#) Masterclass presented by Mastercard, and the third annual #GRAMMYSNextGen party. GRAMMY House concludes with the debut of Academy Proud – the Recording Academy's new initiative dedicated to uplifting the LGBTQIA+ community. Additionally, to commemorate the 25th anniversary of the [annual Latin GRAMMY Awards](#), [The Latin Recording Academy](#) will exhibit a time capsule that showcases important and memorable moments of Latin GRAMMY history, which will be available for guests to visit throughout the duration of GRAMMY House.

#### **GRAMMY HOUSE PROGRAMMING**

*\*All events are invite-only.*

##### **A Celebration of Women In The Mix Presented by PEOPLE and Sephora**

**Date:** Thurs, Feb. 1, 2024

**Time:** 11 a.m. – 2 p.m.

The Recording Academy has teamed up with long time partner, PEOPLE, and Sephora to present an event honoring and amplifying the voices of women in music. Event programming includes a luncheon, panel discussion on the road to success, GRAMMY-nominated guests, and live performances by Sephora Sounds artists **Rawan Chaya**, **Beth Million**, and **Dounia**, who will DJ the event. PEOPLE and Sephora aim to serve



as megaphones for women in music, creating pathways to professional success. Sephora will provide make-up touch-up stations and a music-infused photo booth. Dyson, a participating sponsor, will provide styling stations for hair touch-ups and curate an immersive listening experience with the Dyson Zone™ noise-cancelling headphones. The Hartford is also a participating sponsor and will activate an interactive, augmented reality graffiti wall.

The Recording Academy launched [Women In The Mix](#) in 2019 to drive representation and provide opportunities for studio professionals, artists and beyond. Sephora Sounds is a music collective to support and amplify underrepresented, emerging artists through Sephora's social platforms.

### **Growing Wild Independent Music Community Panel**

**Date:** Thurs, Feb. 1, 2024

**Doors:** 2:45 p.m.

**Time:** 3:30 p.m. – 5 p.m.

Leading professionals in the independent music community including Stan Founder and CEO **Denisha Kuhlör**, independent recording artist **Cocoa Sarai**, Splice CEO **Kakul Srivastava**, and SymphonyOS Co-Founder and CEO **Megh Vakharia** will discuss key trends and predictions for 2024 and beyond, moderated by Vydia VP of Label & Artist Relations **Chris Maltese**.

### **Beats & Blooms Emerging Artist Showcase**

**Date:** Thurs, Feb. 1, 2024

**Time:** 8 p.m. – 11 p.m.

An emerging artist showcase, hosted by comedian **Matt Friend**, featuring performances by Sephora Sounds Artists **Aint Afraid**, Mastercard's Artist Accelerator Artist **Cocoa Sarai**, and rising stars **BETWEEN FRIENDS**, **Teezo Touchdown**, and **Tiana Major9**. PEOPLE will amplify the showcase and Sephora will provide make-up and touch-up stations.

### **GRAMMY U Masterclass with Halle Bailey**

**Presented by Mastercard**

**Date:** Fri, Feb. 2, 2024

**Doors:** 11 a.m.

**Livestream:** 1 p.m.

An exclusive masterclass with GRAMMY-nominated artist **Halle Bailey**, presented by Mastercard. GRAMMY U members are invited to attend this event in person and programming will be livestreamed for the public on the GRAMMY Awards [YouTube](#) & [Twitch](#) channels.

### **#GRAMMYsNextGen Party & Red Carpet**

**Date:** Fri, Feb. 2, 2024

**Red Carpet:** 7:30 p.m. – 9:30 p.m.

**Doors:** 8 p.m.

The third annual #GRAMMYsNextGen Party for leading creators and professionals who are shaping the future of music, presented by Mastercard and Dyson. The party will feature live performances by first-time GRAMMY nominee **Romy**, **Blaqbonez**, **Cyanide Beats**, and **DJ Yasmin**. As guests arrive on the red carpet they will experience music amplified by Sonos, and enjoy photo opportunities, light bites, food trucks, and refreshments. Guests can visit the Mastercard Secret Garden and Bloom House Speakeasy to learn more about their



Priceless Planet Coalition initiative. Dyson will provide a pure, immersive listening experience, with opportunities to trial and capture content of the brand's first audio technology, the Dyson Zone™ noise-cancelling headphones. In addition, Dyson styling stations will be available for on-site touch ups and hands on access to its full range of haircare technology.

### **#GRAMMYsNextGen Ambassador Power Brunch**

**Date:** Sat, Feb. 3, 2024

**Time:** 1 p.m. – 3 p.m.

The Recording Academy will honor the 2024 Class of #GRAMMYsNextGen Ambassadors and Advisors with a private Power Brunch to celebrate the year's successes. Sonos will celebrate their contributions by gifting the Era 300, its revolutionary new spatial audio speaker.

### **Academy Proud: Celebrating LGBTQIA+ Voices**

**Date:** Sat, Feb. 3, 2024

**Time:** 3 p.m. – 5 p.m.

In partnership with GLAAD and OUTLOUD, the Recording Academy is launching Academy Proud – a new initiative aiming to support and amplify LGBTQIA+ voices and drive queer representation at the Recording Academy and the music industry at-large. The debut mixer will feature photo opportunities, a live DJ and remarks from leaders in the LGBTQIA+ community.

**Media RSVPs for GRAMMY House events are mandatory, and space is limited. Please email [GRAMMYAwards@rcpmk.com](mailto:GRAMMYAwards@rcpmk.com) to RSVP.**

### **Additional Participating Sponsors:**

- **Smirnoff** will be on hand with specialty bars serving specialty cocktails and its new Smirnoff SMASH vodka soda cans.
- **CELSIUS®** will provide Essential Energy to all attendees through their Cosmic Vibe activation.
- **FIJI Water** will keep guests hydrated with Earth's Finest Water® in their 500mL and 330mL bottles, made from 100% recycled plastic (rPET). *\*Bottle Only*

### **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 GRAMMY Awards and the Recording Academy, please visit [GRAMMY.com](https://www.GRAMMY.com) and [RecordingAcademy.com](https://www.RecordingAcademy.com). For breaking news and exclusive content, follow @RecordingAcad on X, "like" Recording Academy on Facebook, and join the Recording Academy's social communities on Instagram, YouTube, TikTok, and LinkedIn. For media assets, please visit [the Recording Academy's Press Room](#).



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**Rogers & Cowan PMK**

For Media RSVPs

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