



## GRAMMY® HOUSE RETURNS TO GRAMMY WEEK WEDNESDAY, JAN. 28 – SATURDAY, JAN. 31, 2026

### GRAMMY® HOUSE EXPANDS TO FOUR DAYS OF PROGRAMMING, FEATURING THE FIRST-EVER GRAMMY U® DAY

**SANTA MONICA, CALIF. (JAN. 16, 2026)** — The Recording Academy®'s Grammy® House is returning during Grammy Week, running from **Wed, Jan. 28, 2026**, to **Sat, Jan. 31, 2026**, in Los Angeles. This year, Grammy House is expanding to four program-packed days with new events and panels, more performers and panelists, and a record number of sponsors to celebrate music's vibrant, diverse and influential voices leading up to the 2026 Grammy Awards® airing Sunday, Feb. 1 on CBS and Paramount+.

Through immersive experiences, interactive installations and digital storytelling, the cultural hub will serve to honor today's dynamic musical landscape, foster innovation, and cultivate meaningful connections between Recording Academy Members, artists, fans, and the broader music community. One of the many firsts at this year's Grammy House is a whole day dedicated to Grammy U®, featuring a Masterclass and first-ever mini music festival, further amplifying emerging voices and talent.

The Grammy Week destination will also feature Grammy Awards merchandise for sale and an Academy Corner, with information about Recording Academy Membership and all Grammy Organization entities including the Grammy Museum®, MusiCares®, Grammy U, and The Latin Recording Academy®.

"After a highly successful debut in 2023, an impactful return in 2024, and a pop-up in New York City last summer, we are thrilled to bring Grammy House back to Grammy Week in Los Angeles, programmed with even more events designed to bring our music community together," said Harvey Mason jr., CEO of the Recording Academy. "The Recording Academy serves as a microphone for the voices of today and tomorrow, and we look forward to honoring and celebrating those voices at Grammy House alongside our incredible sponsors."

#### **GRAMMY HOUSE EVENT SCHEDULE**

*Grammy House events are all by Invitation Only, and invitations are non-transferrable.*

#### **Land Welcoming Provided by the San Gabriel Band of Mission Indians Gabrieleno/Tongva**

**Date:** Wed, Jan. 28, 2026

**Programming:** 10 a.m.

#### **Best New Artist Spotlight**

**Date:** Wed, Jan. 28, 2026

**Programming:** 10:30 a.m. – 1 p.m.

The Recording Academy will spotlight the dynamic array of emerging artists that make up the Best New Artist Category for the 2026 Grammy Awards. Hosted and moderated by five-time Grammy Award-winning artist, Rock & Roll Hall of Fame Inductee and former Recording Academy Board of Trustees Chair **Jimmy Jam**, each



of the eight nominees have been invited to share their journey to the Grammy Awards and offer insights into their artistry.

### **Women In The Mix: In Session®**

*Participating Sponsors: AFEELA, Dove, Redken, and Sharpie*

*Gifting Partner: Stanley 1913*

**Date:** Wed, Jan. 28, 2026

**Programming:** 1 p.m. - 4 p.m.

A celebratory afternoon honoring and amplifying the voices of women in music. Attendees will celebrate all women in music with keynote remarks and panel participation by **Ethiopia Habtemariam, INK, Maggie Rose,** and **Paula Kaminsky**, and a special live performance from Maggie Rose. The event will also feature a performance from violinists from the University of Southern California.

### **A Celebration of Black Creators**

*Participating Sponsor: PATRÓN Tequila*

*Gifting Partner: Coco and Breezy*

**Date:** Wed, Jan. 28, 2026

**Programming:** 7 p.m. – 9 p.m.

Presented by the Black Music Collective, this celebration brings together the next wave of Black creators, talent and professionals impacting today's music industry. Featuring opening remarks by Recording Academy CEO **Harvey Mason jr.** and co-chairs of the Black Music Collective, Grammy Award-winning poet **J. Ivy** and artist and songwriter **Torae Carr**; a performance by Chair of the Board of Trustees **Dr. Chelsey Green** with **Jeremy Green**; and a Jam Session hosted by **Stevie Mackey**, featuring Grammy nominee **Durand Bernarr** and additional performers.

### **Forging Tomorrow's Music Landscape Today**

**Date:** Thurs, Jan. 29, 2026

**Programming:** 11 a.m. – 1 p.m.

With the rise of artificial intelligence, the music industry is ever-evolving, as is the role of the artist. Whether you're a performer, songwriter, or studio professional, this multi-artist panel including musician, producer, tech founder and futurist **will.i.am**, moderated by Recording Academy CEO **Harvey Mason jr.**, explores how AI is changing the craft of music and how the music community is responding.

### **Global Mixtape**

**Date:** Thurs, Jan. 29, 2026

**Programming:** 7 p.m. – 10 p.m.

This showcase provides a platform for rising worldwide stars to shine and celebrate the sounds, creativity and artistry of the next generation of global talent. Featuring **ADÉLA, Hajaj,** and **Paloma Morphy**, and hosted by Grammy Award-winning artist **Tony Succar**.

### **Grammy U Masterclass**

*Participating Sponsors: Mastercard, Sony's Pro Audio Div., Vaseline*

**Date:** Fri, Jan. 30, 2026

**Programming:** 12 p.m. – 2 p.m.



**Livestream:** 1 p.m. PT

A conversation with Grammy nominee **YUNGBLUD** offering insight into his career and advice for the next generation. The event will kick off with a welcome mixer where Grammy U members can connect. Grammy U members are invited to attend this event in-person, and programming will be livestreamed for the public on the Grammys [YouTube](#) & [Twitch](#) channels.

**Grammy U Soundstage**

*Participating Sponsors: Pacsun and Redken*

**Date:** Fri, Jan. 30, 2026

**Programming:** 7 p.m. – 11 p.m.

The first-ever Grammy U festival will feature three stages with live music by Grammy U members, emerging talent and special performances by Grammy nominees **Durand Bernarr** and **Los Wizzards**. Activations all evening will be geared toward uplifting and celebrating the next generation of music creators and professionals. Coca-Cola will debut an exclusive clip from the Coca-Cola Anthem for the FIFA World Cup 26™ released via Real Thing Records.

**A2IM Independent Breakfast**

**Date:** Sat, Jan. 31, 2026

**Programming:** 10 a.m. – 12 p.m.

A2IM will host its Private Annual Independent Breakfast at Grammy House. This annual breakfast is an opportunity for the independent artist community to connect and celebrate during Grammy Week.

**Golden Hour**

*Presented by AFEELA*

*Participating Sponsors: Amazon Music and Gold House*

**Date:** Sat, Jan. 31, 2026

**Programming:** 1 p.m. – 4 p.m.

An afternoon amplifying the Gold Music Alliance and celebrating the incredible cultural milestones achieved by AAPI+ (Asian American and Pacific Islander) music creators, featuring performances by **ARKAI** and **Stephanie Poetri**, and immersive brand activations.

**Academy Proud**

**Date:** Sat, Jan. 31, 2026

**Programming:** 7 p.m. – 10 p.m.

A celebration to support and amplify the voices of the Queer community and its allies in music with special performances by drag icon **Sasha Colby**, Grammy-nominated artist and advocate of the LGBTQIA+ community **Zara Larsson**, singer and songwriter **ZEE MACHINE**, and hosted by **Jus10**.

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

**Experiential & Activation Sponsors:**

- **Coca-Cola** is providing its classic range of beverages, keeping guests refreshed as they enjoy and celebrate iconic music events.



- **Coco and Breezy Eyewear**, the designer eyewear brand founded by Coco & Breezy, will be providing optical frames and sunglasses for talent and attendees.
- **Dove**, as co-founder of the CROWN Coalition, will be celebrating real beauty at Grammy House through onsite activation and sponsorship of key events.
- **LAY'S®** will be supplying guests with their iconic potato chips, bringing a classic bite to the celebratory atmosphere.
- **Pacsun** will be giving away custom collaborative merchandise designed to celebrate the Recording Academy's Grammy U program.
- **PATRÓN Tequila** will be on hand with dedicated bars serving specialty cocktails, including the official cocktail of this year's Grammy Awards, The Golden Record.
- **Redken** will be creating an immersive experience celebrating their Acidic Bonding Concentrate franchise, its best-selling range to repair damaged hair, starring the NEW! Hair Bandage Balm.
- **Sharpie®** will host a "Mark of Fame" photo activation onsite for attendees to engage with.
- **Stanley 1913** will be a gifting partner, providing its innovative drinkware for guests and talent.
- **Sony Honda Mobility** will bring a 28-channel audio-visual experiment in partnership with Robert Glasper to unveil Spatial Code Derivation: The five-time GRAMMY winner and 2026 GRAMMY nominee Robert Glasper will bring to life AFEELA's Immersive Audio technology and debut the "Third Flip" of his album showcasing the electric vehicle as the ultimate spatial music experience.
- **Vaseline** will offer a fast-track Pit Stop powered by our best-performing lotions yet – packed with Hydration Checks, a Wellness Bar, and a celebratory Winners Circle – giving guests a rapid glow-up before they hit the next stage.
- **VOSS Water** will keep guests hydrated with custom, complimentary bottles.
- **WellWithAll Energy** will be providing feel-good energy drinks to keep guests refreshed and ready to celebrate music, culture, and community.

More information can be found at [GrammyHouse.com](https://www.GrammyHouse.com).

## 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, join the Recording Academy's social communities on [Instagram](#), [YouTube](#), [TikTok](#), [Facebook](#), [LinkedIn](#), [Threads](#), and [X](#). For media assets, please visit the [Recording Academy Press Room](#).

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