



RECORDING ACADEMY® TO FURTHER ITS MISSION SERVING MUSIC CREATORS WITH GRAMMY® HOUSE GIZA IN 2026

GIZA, EGYPT (OCT. 22, 2025) — The Recording Academy® announced that its immersive pop-up experience, GRAMMY® House, will expand globally in 2026 with the launch of GRAMMY House Giza, marking a milestone in the Academy’s mission to connect music creators worldwide.

Set against the awe-inspiring backdrop of the Great Pyramids, GRAMMY House Giza will unite artists, producers, songwriters, and industry leaders from around the world for several days of programming in October 2026. The event will feature live performances, cultural exchanges, educational panels, and collaborative sessions designed to inspire creativity, foster understanding and strengthen the global music community. Previous GRAMMY House activations have occurred in Los Angeles and New York.

“It is a thrill to expand the GRAMMY House experience globally, and to see it come to life at one of the world’s most iconic locations,” said Harvey Mason jr., CEO of the Recording Academy. “GRAMMY House Giza represents the spirit of the Recording Academy’s vision to amplify music people worldwide and create meaningful gathering places for our entire music community. Next year’s event will be a beacon of collaboration, discovery and inspiration, and will continue to connect us to the creators, innovators, and fans who are shifting and shaping culture.”

The announcement was made during a celebration at the Great Pyramids of Giza that honored Egypt’s rich musical heritage with captivating performances by acclaimed composer Omar Khairat and regional pop star Carole Samaha. In attendance were leaders from the GRAMMY organization, Taitan Capital Japan and Global Entertainment Holdings, the Academy’s official partner for staging GRAMMY House Giza in 2026.

The GRAMMY House logo was displayed during the event with the Great Pyramid in the background, signaling a new chapter in the Academy’s global story. A photo from the event is available [here](#).

GRAMMY House Giza is part of the Recording Academy’s global expansion initiative, [first announced in 2024](#), which aims to celebrate and support the people and ecosystems shaping music across borders. In the coming years, additional GRAMMY Houses will launch in key international regions, serving as gathering places for creators to collaborate, learn, and celebrate the shared power of music.

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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](#) and [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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