**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec to Host Online Masterclass “Live from the No-Kill Microphone Shelter” with Acclaimed Producer/Engineer Sylvia Massy on Jan. 20**

— As part of Genelec’s Masterclass Sessions series, Genelec’s Paul Stewart will join Sylvia Massy and Chris Johnson as they demonstrate rare and vintage mics from Sylvia’s growing personal collection —

— Access the session [here](https://www.genelec.com/-/event/genelec-masterclass-with-sylvia-massy) —

NATICK, MA, January 14, 2022 — [Genelec](https://www.genelec.com/) is hosting a special Masterclass session, “Live from the No-Kill Microphone Shelter,” on Thursday, January 20, at 1 p.m. EST livestreamed to Facebook, YouTube and LinkedIn. Access the session [here](https://www.genelec.com/-/event/genelec-masterclass-with-sylvia-massy). The conversation, moderated by Genelec Inc. Senior Technical Sales Manager Paul Stewart, will feature acclaimed producer/engineer Sylvia Massy alongside her associate Chris Johnson, demonstrating examples from Sylvia’s growing collection of vintage and rare microphones. Paul will also be fielding live questions from attendees. Sylvia and Chris will be broadcasting live from their studio in Oregon, which also serves as the home base for Sylvia’s collection, which they joking refer to as the “no-kill microphone shelter.” Sylvia is one of the preeminent private collectors of microphones in the recording community. A large portion of her collection was acquired from the late microphone expert Bob Paquette, and recently she retained ownership of several dozen vintage microphones from the Ukraine.

Sylvia Massy is the unpredictable producer and engineer renowned for her work with Tool, System of a Down, Prince and Johnny Cash. She's received over 25 gold and platinum records including awards for her work with the Red Hot Chili Peppers, Sevendust and Tom Petty. She's also an accomplished fine artist, a published columnist, in-demand educator, and relentless entrepreneur. Her recent book, *Recording Unhinged*, dares record-makers to take chances and drastic steps in the studio.

Sylvia was first introduced to Genelec at L.A's Larrabee Sound, where she used Genelec 1038A monitors – recalling them as “the best main speakers I’d ever heard before.” Years later, she still relies on Genelec, and owns a full Genelec immersive Atmos® 7.1.4 system, consisting of 8351B, 8341A, W371A, 7380 and 9301 models, at her personal mix room in Oregon.

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Photo file 1: Genelec\_SylviaMassy\_Masterclass.JPG

Photo caption 1: Genelec will host the online Masterclass “Live from the No-Kill Microphone Shelter” with acclaimed producer/engineer Sylvia Massy on Jan. 20

Genelec, the pioneer in Active Monitoring technology, is celebrating over 40 years of designing and manufacturing active loudspeakers for true and accurate sound reproduction. Genelec is credited with promoting the concept of active transducer technology. Since its inception in 1978, Genelec has concentrated its efforts and resources into creating active monitors with unparalleled sonic integrity. The result is an active speaker system that has earned global acclaim for its accurate imaging, extremely high acoustic output from small enclosures, true high-fidelity with low distortion, and deep, rich bass.

Genelec is also celebrating 15 years of its Smart Active Monitoring™ technology, which allows studio monitors to be networked, configured and calibrated for the user’s specific acoustic environment. Each Smart Active Monitor or subwoofer is equipped with advanced internal DSP circuitry, which tightly integrates with the GLM (Genelec Loudspeaker Manager) software application, running on Mac or PC. GLM’s reference microphone kit allows the user’s acoustic environment to be analyzed, after which GLM’s AutoCal feature optimizes each Smart Active Monitor for level, distance delay, subwoofer crossover phase and room response equalization, with the option of further fine tuning by the user. By minimizing the room’s influence on the sound, Smart Active Monitors deliver an unrivalled reference, with excellent translation between rooms.

Other brand and product names may be trademarks of the respective companies with which they are associated.

*—For more information on the complete range of Genelec Active Monitoring Systems, contact: Genelec Inc., 7 Tech Circle, Natick, MA 01760. Tel: (508) 652-0900; Fax: (508) 652-0909;*

*Web: http://www.genelec.com/.*