



**MEDIA ALERT FOR SATURDAY, JULY 26**



**Focusrite Group brands Focusrite, Novation, ADAM Audio and Martin Audio to hold takeover at Create-it Studios in Franklin, TN, on July 26**

**WHO**: Focusrite Group brands Focusrite, Novation, ADAM Audio and Martin Audio are hosting an exciting and informative audio event on Saturday, July 26, featuring an afternoon of live music, hands-on learning, and immersive sound. Register [here](https://info.focusrite.com/en-us/create-it_takeover?utm_campaign=Scarlett%204th%20Gen&utm_medium=email&_hsenc=p2ANqtz-9l1sTeUAxuQ5k0CjXfnsc6Ml-CkxV4V2CMgvftTUeLR82RVnAqE5c93j9mzX537nMocKKbUO_V929Beisox5Bbrv4QKg&_hsmi=370633878&utm_content=370610116&utm_source=hs_email).

**WHAT**: Focusrite Group brands Focusrite, Novation, ADAM Audio and Martin Audio have teamed up to take over the brand-new Create-it Studios, tucked inside the lobby of the Walmart Supercenter in Franklin, Tennessee!

Catch live performances and live sound demos on the main stage throughout the day, featuring the Martin Audio TORUS constant curvature array P.A. system in action.

Meanwhile, all six cutting-edge studios will host sessions covering the following:

* Recording Guitar: Techniques, mic placement, and tone-shaping
* Recording Vocals: Capturing emotion, clarity, and presence
* Podcast Production: From recording to promoting your show
* Dolby Atmos Demos: Step inside the future of immersive audio
* Product Demos: Hands-on with gear from Focusrite, ADAM Audio, and Novation
* Ask Me Anything Zone: Bring your questions, leave inspired
* Refreshment and Networking Reception: relax in front of the main stage with fellow creators, artists, and audio professionals.

Bonus: All registered attendees will be automatically entered to win a prize bundle of top recording/content creation gear, including a Focusrite Scarlett 2i2 Studio 4th Gen, a Novation Launchkey 49 MK4, and a pair of ADAM Audio T5Vmonitors. (must be present to win)

**WHEN**: Saturday, July 26, from 2–7pm CDT

**WHERE**: Create-it Studios

3600 Mallory Ln, Franklin, TN 37067

(Inside the lobby of Walmart Supercenter)

Whether you're a musician, engineer, podcaster, or audio enthusiast, you won’t want to miss this event; register now and secure your FREE spot in this truly one-of-a-kind studio space.

Register [here](https://info.focusrite.com/en-us/create-it_takeover?utm_campaign=Scarlett%204th%20Gen&utm_medium=email&_hsenc=p2ANqtz-9l1sTeUAxuQ5k0CjXfnsc6Ml-CkxV4V2CMgvftTUeLR82RVnAqE5c93j9mzX537nMocKKbUO_V929Beisox5Bbrv4QKg&_hsmi=370633878&utm_content=370610116&utm_source=hs_email).

Photo file: Focusrite\_CreateItStudios.JPG

Photo caption: Promotional graphic for event at Create-it Studios on Saturday, July 26, hosted by Focusrite Group brands Focusrite, Novation, ADAM Audio and Martin Audio

For further information, head to [www.focusrite.com](http://www.focusrite.com) or contact:

USA: Dan Hughley +1 (310) 341-7265 // [daniel.hughley@focusrite.com](mailto:daniel.hughley@focusrite.com)

Frank Wells +1 (615) 585-0597 // [frank.wells@clynemedia.com](mailto:frank.wells@clynemedia.com)

**About Focusrite**

The Focusrite brand offers audio interfaces and other solutions for recording musicians, producers, podcasters, and audio professionals alike. Today the company is famous for offering unprecedented sonic performance at every price point, notably the ubiquitous Scarlett range of USB interfaces. Focusrite relentlessly pursues opportunities to inspire creativity through technology, constantly seeking new ways to eliminate technological barriers, without compromising on sound quality.

**About ADAM Audio**

ADAM Audio monitors have had a reputation for sonic excellence and unrivaled quality ever since the company was founded in 1999. With the development of the X-ART and S-ART tweeters, which are characterized by an extended frequency range and a higher efficiency compared to dome tweeters, this unique tweeter design has become the embodiment of a transparent, highly defined and authentic sound that is the most defining development of ADAM Audio’s proprietary designs today. Being made and tested painstakingly by hand in the Berlin factory, ADAM Audio’s high frequency driver is a rare exception in these days of automated mass production. ADAM Audio is represented worldwide through a global network of distributors and dealers in more than 75 countries. ADAM Audio is a member of the Focusrite Group, a global music and audio products group whose products and solutions facilitate the high-quality production of recorded and live sound.