

**FOR IMMEDIATE RELEASE**

**Focusrite Group in Education event presents successful masterclass by GRAMMY® winners Carlos Vives and Rafa Sardina for Muevete Colombia**

*Event presented with the Inter-American Development Bank took place on Wednesday, January 25, 2023, in Bogotá, Colombia*

Los Angeles, CA, January 31, 2023 – On Wednesday, January 25, 2023, [Focusrite Group](https://focusriteplc.com/) presented a special masterclass featuring Carlos Vives and Rafa Sardina for Muevete Colombia in Bogotá. Muevete Colombia is a program of the Inter-American Development Bank, which co-presented the event in conjunction with the Colombian government and delivered by Bogotá-based DNA Music. To celebrate Colombian youth and the Muevete Colombia program, Focusrite Group and one of its close professional artist-customers and friends – multi-GRAMMY® and Latin GRAMMY®-winning producer, engineer, and musician [Rafa Sardina](https://rafasardina.com/bio-1) – asked Colombian music icon and GRAMMY winner [Carlos Vives](https://www.carlosvives.com/biografia/) to participate in this virtual masterclass, which took place live from Vives’s studio.

Vives and Sardina discussed their musical careers, inspirations and passion for music-making, and took questions from thousands of Muevete Colombia program participants from throughout the country. The event ran for 90 minutes. David Najera, head of Muevete Colombia, served as host, and Gustavo Sacchetti, Product Specialist, Focusrite Latin America, served as moderator.

Vives and Sardina went into depth on their lifelong inspiration to be music-makers; the ins-and-outs of their careers, including what it means to write, record, produce and perform music and the business of it; advice on skills required for young people aspiring to work in the music industry; and much more. The event ended with an open Q&A.

The purpose of the Inter-American Development Bank is to engage teens and twenty-somethings in a multi-month next-generation skill development program, including business, entrepreneurship, digital media, music, and more. The program pilot has been underway since September and is engaging thousands of Colombian young people in 6 locations throughout Colombia. As a member of the Inter-American Development Bank’s [21st Century Learning Skills Coalition](https://clic-skills.iadb.org/en/coalition), Focusrite Group has donated 4,000 [Novation Launchpads](https://novationmusic.com/en/launch), grid-based electronic creative instruments — one for each program participant. Focusrite Group is a leader in music and audio technology throughout Latin America and the world, and cares deeply about next-generation professionals and music makers.

Photo file 1: Focusrite-Group-in-EDU\_1.JPG

Photo caption 1: Pictured L-R: music icon and GRAMMY® winner Carlos Vives; multi-GRAMMY and Latin GRAMMY®-winning producer, engineer, and musician Rafa Sardina; and Gustavo Sacchetti (Product Specialist, Focusrite Latin America), pictured at Vives’ studio on Wednesday, January 25, 2023, as Focusrite Group presented a special masterclass for Muevete Colombia.

Photo file 2: Focusrite-Group-in-EDU\_4.JPG

Photo caption 2: Pictured L-R: music icon and GRAMMY® winner Carlos Vives; multi-GRAMMY and Latin GRAMMY®-winning producer, engineer, and musician Rafa Sardina; and Gustavo Sacchetti (Product Specialist, Focusrite Latin America), pictured at Vives’ studio on Wednesday, January 25, 2023, as Focusrite Group presented a special masterclass for Muevete Colombia.

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

Robert Clyne +1 (615) 662-1616 // robert@clynemedia.com

**About Focusrite**

Focusrite Audio Engineering has pioneered professional audio recording technology spanning four decades. Starting from the delivery of 12 sonically unrivalled music-recording consoles, Focusrite has gone on to become the leading name in music recording products. The Focusrite brand offers audio interfaces and other solutions for recording musicians, music producers 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.