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**Audio-Technica’s TECHNICA HOUSE – New York: a Collaboration Space for Creatives**

New York, October 1, 2024— Audio-Technica, a producer of innovative audio experiences for more than 60 years, recently opened [TECHNICA HOUSE – New York](https://www.technicahouse-nyc.com/), a unique marketing salon dedicated to connecting the various artistic communities — music, art, fashion, cuisine, and more — that make the city sing. This one-of-a-kind collaboration space, located in the heart of SoHo, sparks creativity by celebrating both the Japanese aesthetic and Audio-Technica’s human-centered “Always Analog” philosophy.

Inside TECHNICA HOUSE, guests will discover the AT-ONE Studio, home to [AT-ONE Radio](https://www.audio-technica.com/en-us/press/audio-technica-launches-at-one-radio-podcast-from-its-technica-house-new-york-marketing-salon), an original podcast series for and about creators. Specially designed to foster authentic human connections, the studio is equipped with Audio-Technica’s BP40 broadcast microphones and critically acclaimed ATH-M50x professional monitor headphones. The studio is isolated from the bustling SoHo neighborhood with a wall-to-wall and ceiling-to-floor sound treatment, providing an ideal recording environment for podcasts.

Invited guests are also welcome to enjoy a well-appointed listening lounge, which features a large vinyl library along with a variety of Audio-Technica headphones, turntables, and even the company’s high-end NARUKAMI headphone amplifier. Visitors can unwind with others by listening to records through room speakers or use any of the Audio-Technica headphones for a more personal experience.

Less expected for many, no doubt, will be the salon’s AT-ONE Kitchen, a demonstration space for Audio-Technica’s sushi machine brand — AUTEC, a leading manufacturer of commercial sushi robots. Starting with the turntable-inspired ASM50 Nigirikko, the world’s first automatic sushi maker for home use, AUTEC has grown to produce a full line of robotic devices to meet the needs of sushi businesses throughout the world.

Collectively, these energizing spaces seek to bring diverse, creative people and ideas together as one — AT-ONE, a name derived from Audio-Technica’s original product, the AT-1 phono cartridge. Just as that product revolutionized the music industry in 1962, TECHNICA HOUSE aims to cultivate a new era of collaboration among NY creatives.

Currently open to invited guests only, the recently inaugurated TECHNICA HOUSE – New York plans to offer rental opportunities in the future. To learn more about this singular marketing salon, please visit [technicahouse-nyc.com](https://www.technicahouse-nyc.com/).

Photo file 1: TECHNICA\_HOUSE\_01.JPG

Photo caption 1: Listening lounge at TECHNICA HOUSE – New York

Photo file 2: TECHNICA\_HOUSE\_03.JPG

Photo caption 2: Audio-Technica turntable, part of the gear complement at the listening lounge at TECHNICA HOUSE – New York

Photo file 3: TECHNICA\_HOUSE\_05.JPG

Photo caption 3: AT-ONE Studio recording space at TECHNICA HOUSE – New York

**About Audio-Technica**

Audio-Technica was founded in 1962 with the mission of producing high-quality audio for everyone. As we have grown to design critically acclaimed headphones, turntables and microphones, we have retained the belief that great audio should not be enjoyed only by the select few, but accessible to all. Building upon our analog heritage, we work to expand the limits of audio technology, pursuing an ever-changing purity of sound that creates connections and enriches lives.

—For more information on Audio-Technica products, contact Jamie Bobek, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600; Fax: (330) 688-3752; Web: [www.audio-technica.com](https://www.audio-technica.com/en-us/)

—For inquiries regarding TECHNICA HOUSE New York, please visit <https://www.technicahouse-nyc.com/contact/>