**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

**FOR IMMEDIATE RELEASE**

**Lucy Kalantari and Darius Kalantari bring joyful, immersive performances to Genelec’s Experience Center in Natick, Massachusetts**

The NAMM Show, Anaheim, CA, January 23, 2025 — As part of its ongoing series of connecting with artists and developing dedicated in-house content, the Genelec Experience Center in Natick, Massachusetts, was thrilled to host GRAMMY®-winning children’s artist Lucy Kalantari and her son, cellist Darius Kalantari, for a captivating live performance and interview, showcasing their innovative use of immersive audio technology.

View the videos here:

“The Firefly”: <https://youtu.be/D6l_vGrcWI4>

“Creciendo”: <https://youtu.be/H63-tNP2Y4c>

“Art”: <https://youtu.be/iaothdOfumk>

“Tu Luz”: <https://youtu.be/mk3oS1XrVj4>

Genelc Interview with Lucy: <https://youtu.be/-zq5p_TFF4Q>

Website landing page: [Genelec USA Artist Room Welcomes Lucy Kalantari - Genelec.com](https://www.genelec.com/-/news/genelec-usa-artist-room-welcomes-lucy-kalantari)

Lucy Kalantari is an artist, composer, producer and engineer with two GRAMMY® Awards, one Latin GRAMMY nomination, and a growing list of accolades for her excellence in songwriting. She is also one of the songwriters for the new *Dora* series, now on Paramount+ and internationally on Nick Jr.

Interviewed by Genelec Inc’s Senior Technical Sales Manager Paul Stewart, Lucy reflected on her evolution as an artist, sharing how her music has matured alongside Darius: “I started writing songs for children when Darius was a baby, blending jazz influences with messages of joy, community, and resilience,” she shared. “Now, as his skills have grown, especially on the cello, our collaborations have become even more sophisticated.”

Darius Kalantari, a gifted young cellist, contributed to the performance by showcasing his evolving artistry. Reflecting on his immersive recordings, he described collaborating on complex string arrangements for the track “La Luciérnaga/The Firefly,” stating, “My mom recorded me playing five different cello parts four times, and layered it with my cello teacher playing the same parts four times – so that we sounded like a big, rich string section.”

The event also highlighted Lucy’s groundbreaking work in immersive audio, emphasizing how she arranges music for Atmos®: “I want children to feel like they are part of the song,” Lucy explained, discussing her innovative approach that allows young listeners to engage deeply with the music. To bring these visions to life, she partnered with immersive audio mixer Roger Montejano, and together they have developed a number of imaginative songs for children by various children’s artists.

Looking ahead, Lucy and Darius announced an exciting collaboration with Genelec and the Children’s Museum of Manhattan to present *Atmos Story Circle,* where listeners can experience these songs firsthand. This innovative project will merge the magic of immersive audio with the power of storytelling, inviting children to engage with music in a dynamic, interactive setting.

“We’re so honored to work with Genelec. Their speakers allow us to bring music to life in a way that’s both educational and inspiring for families,” Lucy added.

Lucy and Darius’s dedication to pushing creative boundaries continues to earn recognition. Their latest album, *Creciendo*, which includes the immersive track “La Luciérnaga,” is nominated for a GRAMMY this year, further showcasing their commitment to musical excellence and innovation.

“On behalf of Genelec Inc. and the entire Experience Center staff, we would like to extend our gratitude to Lucy and Darius for an unforgettable performance and look forward to their continued success and future collaborations,” stated Paul Stewart. “Their artistry and dedication continue to inspire both audiences and the music community alike.”

Part of Genelec’s growing network of global Experience Centers, the Boston location offers a peaceful and relaxed environment in which Genelec’s team of friendly experts can help customers find the perfect solution for their room and application. Based at the company’s US headquarters in Natick, Massachusetts, the Center is configured to handle formats from stereo through surround to immersive 9.1.6 through a range of Genelec’s Smart Active Monitors (SAM). The installed monitors demonstrate the breadth of Genelec’s product line, which offers solutions suitable for any size of critical listening space. Three 8351Bs are installed for L-C-R, four 8341As support the left and right side and rear channels, and six more 8341As are located overhead for the front, mid and rear height channels. A 7370 subwoofer handles low-end extension for the overhead speakers, while a 7380 sub supports the LFE channel and manages extension of the center, side and rear channels. Two W371A Smart Active Woofer Systems are located left and right and are paired with the main left and right 8351B monitors.

For more information, please visit [www.genelec.com](http://www.genelec.com). Book a demo at a Genelec Experience Center at <https://www.genelec.com/experience-centres>.

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Photo file 1: LucyKalantari\_Photo1.JPG

Photo caption 1: Lucy Kalantari performs at the Genelec Experience Center in Natick, Massachusetts (photo 1)

Photo file 2: LucyKalantari\_Photo2.JPG

Photo caption 2: Lucy Kalantari performs at the Genelec Experience Center in Natick, Massachusetts (photo 2)

Photo file 3: DariusKalantari.JPG

Photo caption 3: Darius Kalantari performs at the Genelec Experience Center in Natick, Massachusetts

Photo file 4: GenelecTeam\_LucyKalantari.JPG

Photo caption 4: The Genelec Inc. team with Lucy Kalantari and Darius Kalantari at the Genelec Experience Center in Natick, Massachusetts

Genelec, the pioneer in Active Monitoring technology, is celebrating over 45 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 continuing with its 18th year of 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.

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*—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/.*