



BOILER ROOM & GENELEC TO CELEBRATE THE FINNISH AUDIO BRAND'S 40TH ANNIVERSARY

WITH LORENZO SENNI, CATERINA BARBIERI, PEDER MANNERFELT & MORE

FOR MORE INFO, HEAD TO — [BLRRM.TV/GENELEC](https://blrrm.tv/genelec)

Boiler Room & Genelec are celebrating the legendary Finnish loudspeaker manufacturer's 40th birthday with a series of events, films and community contests — ft. **Lorenzo Senni**, **Caterina Barbieri**, **Not Waving**, **Rian Treanor** and **Peder Mannerfelt**.

SCIENCE of SOUND | The project will launch with *Science of Sound*: a series of 16mm shorts exploring essential production techniques & debuting new music by Senni, Barbieri & Not Waving. Inspired by warped cult cinema & experimental motion graphics, each piece is a disruptive reimaging of the archetypal production tutorial.

MONITORING 101 | The *Science of Sound* series will be punctuated with *Monitoring 101*: a video guide to studio monitoring loudspeakers created in conjunction with Genelec's audio engineering team.

EVENT in HELSINKI | On June 7th, BR & Genelec will host a live-broadcast event at Helsinki's Ääniwalli: a towering celebration of the next generation of forward-thinking electronic music, ft. pointillist trance icon Lorenzo Senni, modular synth doyenne Caterini Barbieri, UK upstart Rian Treanor, audio iconoclast Peder Mannerfelt, & Diagonal's Not Waving.

COMPETITION | In celebration of Genelec's 40th anniversary, BR & Genelec are launching an open competition to aspiring producers worldwide. The winner? An opening set at the launch event in Helsinki & a pair of Genelec's flagship 8331 monitors. (Five runners up will also win a pair of Genelec 8020D monitors). Head to blrrm.tv/genelec for information on entering.

LIMITED EDITION MERCH | The partnership will be crowned with a limited edition run of bespoke Genelec x Boiler Room 8020D monitors released in small quantities & made available to the public this summer.

About BOILER ROOM | Boiler Room started with a webcam taped to a wall, broadcasting from a warehouse in London, opening a keyhole to the city's underground. DIY at its finest; raw, uncut, homemade. As an independent music platform and cultural curator we remain true to that history. Connecting club culture to the wider world, on screen and IRL through parties, film and video.

Since 2010, BR has built a unique archive; featuring over 4,000 performances, by more than 5,000 artists, spanning 150 cities, enabling everyone regardless of where they live to enjoy the freedom it stands for. BR's remit is to platform music in new ways — sound on for the voices and stories of the fringes of the mainstream.

About GENELEC | Since 1978 Genelec has developed high quality studio monitors and active speaker systems. Over the years and based on customer requirements, the Genelec R&D team's technical ambition has led to numerous innovative technologies and revolutionary designs which have refined every product to set a benchmark in the industry. Four decades later, Genelec monitoring products remain true to the original philosophy, offering reliability, neutral sound reproduction regardless of size, as well as the ability to adapt to the acoustic conditions of the listening environment.

Genelec products are made to last, with pride and care by their own production staff in Finland. Many of Genelec's very first products are still in active use and they continue to maintain their strong commitment to provide service and spare parts for all products, even many years after their discontinuation.