



Sennheiser and Latin GRAMMY® collaborate for first ever Brazilian Premiere ceremony
Exclusive Facebook live stream with winner announcements and performances

December 9, 2020 – In 2020, the Latin Recording Academy hosted its first ever Premiere ceremony for Brazilian audiences. Broadcast before the 21st Latin GRAMMY awards on November 19, the Premiere ceremonies were powerful openings to the Biggest Night in Latin Music, combining exciting music programmes with the announcement of a large majority of the winners. For its Brazilian Premiere ceremony, live-streamed via Facebook, the Academy had partnered with Sennheiser to provide all microphone needs for the music performances. “Sennheiser was a key partner for us to deliver at the same level as the Grammy Awards in its other editions,” said Dilson Laguna, artistic director of the Brazilian Premiere for the Latin GRAMMY 2020.

Emicida won in the Best Portuguese Language Rock or Alternative Album category

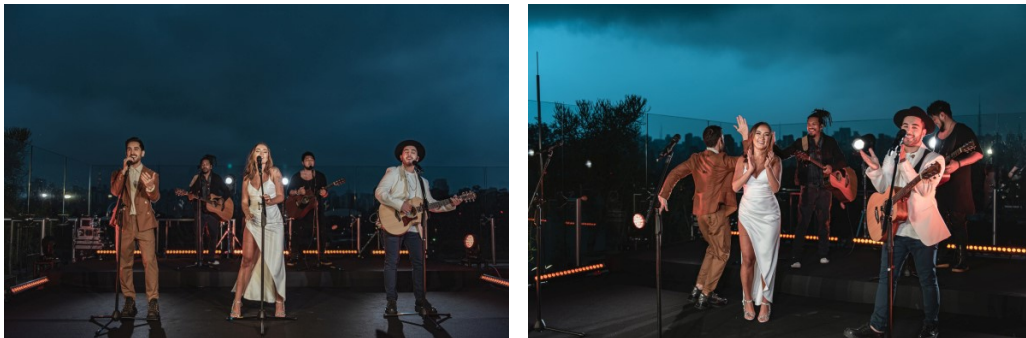
Photo credit: Leo Sang



The Brazilian edition of the Premiere ceremony, where all winners in the Portuguese language categories were honored, was hosted by model Lais Ribeiro, who presented live from Los Angeles. The event featured two compelling music acts: a duet from Emicida (who won in the Best Portuguese Language Rock or Alternative Album category and was nominated for Best



Song in Portuguese) and singer and composer Marcos Valle, plus a performance by the band Melim who sang “Eu Feat. Você” from their eponymously named album, which was nominated for Best Portuguese Language Contemporary Pop Album. Sennheiser provided state-of-the-art equipment for both performances.



Melim performed “Eu Feat. Você” in a spectacular rooftop setting, using SKM 9000/MD 9235 combos and evolution wireless IEM G4 monitors. Photo credit: Leo Sang

Melim performed in a spectacular rooftop setting. The band and two guitarists, who also provided the backing vocals, all used evolution wireless IEM G4 monitors. While Melim’s vocalists sang with wireless SKM 9000 handhelds with MD 9235 heads linked to an EM 9046 receiver, two wired e 945 were used for the backing vocals. In addition, two MKE 600 shotgun microphones captured the ambience of the rooftop location.

For their duet, Latin Grammy winner Emicida and Marcos Valle chose a studio. Both artists used ew IEM G4 monitors and sang with SKM 9000 handhelds topped with super-cardioid MD 9245 capsules. Their mics were linked up to two EK 6042 dual-channel camera receivers.



Latin Grammy winner Emicida and Marcos Valle performed their duet in a studio – both used SKM 9000 transmitters with MD 9245 microphone heads and G4 in-ears. Photo credit: Leo Sang



Caroline Medeiros, Marketing Communications Manager from Sennheiser's Brazilian country partner CMV.SeBR, commented: "It was an incredible honor for us to be involved with the first ever Brazilian Premiere ceremony, and to be working with Emicida, Marcos Valle and Melim. The strict safety principles and guidelines did not make our task easier but we were thrilled to be able to help provide a music show that gave some normalcy to millions of Latin Music fans."

For more information, visit the official website of the [Latin Recording Academy](#).

The images accompanying this press release can be downloaded [here](#).

About Sennheiser

Founded in 1945, Sennheiser is celebrating its 75th anniversary this year. Shaping the future of audio and creating unique sound experiences for customers – this aim unites Sennheiser employees and partners worldwide. The independent family company, which is managed in the third generation by Dr. Andreas Sennheiser and Daniel Sennheiser, is today one of the world's leading manufacturers of headphones, loudspeakers, microphones and wireless transmission systems. In 2019, the Sennheiser Group generated turnover totaling €756.7 million. www.sennheiser.com

Press Contacts

Caroline Medeiros
caroline.medeiros@sebr.com.br
+55 11 3038-0571

Stephanie Schmidt
stephanie.schmidt@sennheiser.com
+49 (0) 5130 600 – 1275