

## The Soraya Announces New Sound System By L-Acoustics

The debut of the organization’s new audio system enhances the acoustic capabilities of the venue.

*The Soraya’s new sound system was made possible in part by generous support from the Ahmanson Foundation.*

**(Los Angeles, CA) April 15, 2024** — On April 30 The Soraya will unveil an all-new sound system by L-Acoustics, the industry leader in premium sound technologies used around the world in the largest festival stages and venues, such as NFL Super Bowl Performances, Coachella, and prominent local performance venues such as the Hollywood Bowl. Made possible by generous support from the Ahmanson Foundation, the new audio system’s debut will ensure continued acoustic excellence for future artists and audiences.

“When The Soraya opened in 2011, it was immediately apparent that the raw acoustics were unparalleled for amplified performances such as the many orchestras who come to The Soraya from all corners of the world. The venue also housed state-of-the-art audio equipment of that era. Not surprisingly, technology has changed considerably since then, and Soraya audiences and artists deserve the best audio quality available and possible,” said Executive and Artistic Director Thor Steingraber.

“Audio technology is a lot like a home computer, it depends on both software and hardware, and the ability to make ongoing updates provided by the manufacturers. Eventually, just like all technology, one reaches the end of the technology’s reasonable life. I am extremely grateful to the Ahmanson Foundation for this major contribution to our ongoing quality control.”

L-Acoustics is recognized for pioneering the line source array and has “adopted a scientific approach to revolutionizing sound design, enabling performance prediction” that allows them to contribute to a unique and broad combination of expertise that helps shape the future of sound.

The Soraya's new sound system will unofficially launch on April 30, at The Soraya's Sound Test concert for select, invited members and guests. The concert will feature acclaimed jazz and adult contemporary vocalist Jane Monheit who will be accompanied by the Cal State Northridge (CSUN) Jazz "A" Band. The award-winning CSUN Jazz "A" Band is recognized as one of the finest college jazz bands in the nation, and its recordings are heard on jazz radio stations around the world.

**What to expect at future performances:**

- The latest in loudspeaker, amplifier, processing, and networking technology that will meet the demands of artists, patrons and staff for years to come.
- Increased audio fidelity throughout the venue with renewed system calibration and tuning by L-Acoustics.
- A new balcony-level specific system that will increase fidelity across the entire level without increasing total volume.
- A continued commitment to sustainability by reducing total power consumption, heat output, the reuse and repurpose of materials wherever possible, and a long support life with frequent software and firmware updates to equipment.

**For more information and interview requests, please contact:**

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**About the Younes and Soraya Nazarian Center for the Performing Arts (The Soraya)**

The Younes and Soraya Nazarian Center for The Performing Arts (The Soraya) is an award-winning, state-of-the-art 1,700-seat theatre designed and built by HGA Architects and Engineers and opened in January 2011 as the Valley Performing Arts Center (VPAC). Through a transformative gift by Younes and Soraya Nazarian the venue was renamed as The Soraya in 2017. Vibrant programming has served to establish The Soraya as the intellectual and cultural heart of the San Fernando Valley and its 1.8 million residents, and as one of the top arts and culture venues in Southern California. Since its inaugural season, The Soraya has presented over 500 artists and companies across the genres of music, dance, theater and film and is a highly in demand location for filming and rental events.

The Soraya's 2023/2024 Season boldly advances the expansive sound of orchestras both traditional and contemporary; the freestyle vibe of jazz; an array of dance luminaries, and a cultural bounty drawn from the musical well of global voices. The Soraya continues its vigorous commitment to innovating, excelling, and amplifying access by offering a wide variety of performances that reflect Los Angeles' many distinctive communities and featuring new and original work and artists from the local region as well as nationally and around the world.

Located on the vibrant campus of California State University Northridge (CSUN), The Soraya and the Mike Curb College of Arts, Media, and Communication share an integral link that enhances student access and opportunities in the arts and performing arts. A \$5 million contribution from record producer and former California Lieutenant Governor Mike Curb was pivotal in ensuring the completion and opening of The

Soraya in 2011. For his founding support and in acknowledgment of the integral relationship between the Mike Curb College and The Soraya, Mike Curb is recognized as one of The Soraya's Cornerstone Benefactors. This partnership fosters academic and artistic excellence, elevating the talents and the future growth of CSUN's students through master classes, student tickets, concerts of student ensembles, and students appearing alongside renowned artists such as Wynton Marsalis, Aida Cuevas, and Martha Graham Dance Company.

### **About Jazz at Naz — 10 Years of Making Music at The Soraya**

Long before the 2011 opening of The Soraya, CSUN Jazz Studies was a national standard bearer—winning awards and training the next generation of artists. Since opening its doors, The Soraya has furthered CSUN's profile with a nonstop procession of jazz greats performing in both The Soraya's Great Hall and its innovative Jazz Club.

Now, the annual Jazz at Naz festival has been recognized as one of the best winter jazz festivals on the West Coast as well as the jazz epicenter in Los Angeles. Jazz at Naz has showcased major debuts for emerging artists such as two-time GRAMMY winner Samara Joy and created a home for the world's jazz legends such as John Pizzarelli, Branford Marsalis, Dianne Reeves, Chucho Valdés, and Charles Lloyd, and turned the spotlight on influential crossover artists such as Bobby and Taylor McFerrin, Diana Krall, Jon Batiste, Gregory Porter, Herb Alpert and Lani Hall.

The Soraya's main stage with 1700 seats has become home to the Big Band sound with Jazz at Lincoln Center Orchestra with Wynton Marsalis, Christian McBride, The Clayton-Hamilton Orchestra, Maria Schneider Orchestra, Vince Giordano & The Nighthawks, Buena Vista Social Club, and Delfeayo Marsalis' Uptown Orchestra.

Its pioneering Jazz Club, a unique and intimate setting for jazz performances complete with food and drink, is built on The Soraya's main stage and has featured a wide breadth of talent, including Terence Blanchard, Gerald Clayton, Cécile McLorin Salvant, Luciana Souza, Antonio Sánchez, Lisa Fischer, Booker T. Jones, and Vijay Iyer.

Since the inception of the Festival, The Soraya's multi-camera live streaming expands availability for audiences around the world. The virtual streams feature behind-the-scenes content, backstage interviews with the artists, and the complete concert.

### **About the Performance**

The Sound Test is The Soraya's final Member and Founder event of the 2023/24 Season and will provide exclusive access to the first-ever public use of the new system. This is a momentous occasion for any venue, and guests will be asked to submit any feedback as they participate in this acoustic test in the Great Hall.

This concert will feature acclaimed jazz and adult contemporary vocalist Jane Monheit who will be accompanied by the Cal State Northridge (CSUN) Jazz "A" Band. Monheit has a deep passion for the Great American Songbook, many highly acclaimed solo albums, countless awards and accolades, and over two decades of international touring experience. She has not only been an extremely successful bandleader but has had the privilege of making music with some of the greatest musicians, arrangers, and producers in jazz.

The award-winning CSUN Jazz "A" Band is recognized as one of the finest college jazz bands in the nation. The band's recordings are heard on jazz radio stations around the world and have received rave reviews. The Jazz "A" Band regularly performs at major music festivals including the Monterey and Reno Jazz Festivals. The band has been featured at the conferences of the California Music Educators Association

(CMEA) as well as the International Association of Jazz Educators (IAJE) and has toured the Far East, Australia, and Europe.

We will be adjusting the sound system throughout the coming months, but this first occasion is the most important as we expect to receive valuable feedback from many of our most frequent visitors.

**What:** Sound Test – The Debut of The Soraya’s New Sound System  
Featuring Vocalist Jane Monheit and the CSUN Jazz “A” Band

**When:** Tues, Apr 30 | 7PM

**Where:** Younes and Soraya Nazarian Center for the Performing Arts (The Soraya)  
18111 Nordhoff Street, Northridge, CA 91330

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