Focusrite & ADAM “Create-it Takeover”



On Saturday, July 26, Focusrite and ADAM Audio brought their signature sound and pro audio innovation to Middle Tennessee with the first-ever Create-it Takeover, hosted at the groundbreaking Create-it Studios, located inside the Walmart at 3600 Mallory Lane in Franklin, Tennessee. Designed to spotlight the intersection of music, technology, and accessibility, the event offered a day of dynamic programming – from live performances and gear demos to educational sessions led by top industry professionals.

Create-it Studios, a first-of-its-kind concept developed in collaboration with Walmart and sponsored by Full Sail University, was built to democratize creativity by offering affordable, hands-on access to professional tools for music, podcasting, video, and content production. The July 26th event marked a key milestone in that mission, welcoming both emerging and established creators to explore, connect and learn in an immersive environment powered by industry-leading brands like Focusrite, ADAM Audio, Novation and Martin Audio.

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“At Create-it Studios, we’re building more than just a space; we’re building a community where creators of all levels can explore their potential,” said Jon Phelps, founder of both Create-it Studios and Full Sail University. The Focusrite Takeover served as a powerful showcase of that mission - giving artists, engineers, and creators the tools and platform to connect, learn, and create.

Throughout the day, the six studios and a central performance stage were packed with guests engaged with a full slate of activities:

- Live performances: Nashville-based singer-songwriter artists Tom Schreck, Steve Stout and Stargurl performed live on the main stage, powered by Martin Audio’s cutting-edge sound reinforcement system.
- Studio 1: One-on-one product demos of Focusrite interfaces, Novation controllers and ADAM Audio monitors.
- Studio 2: Podcasting deep-dives with Dave Jackson (School of Podcasting) and David Hooper (podcast marketing expert).
- Studios 3 & 4: In-depth headphone and monitor demos from ADAM Audio.
- Studio 5: GRAMMY-nominated engineer and noted audio educator John Merchant, GRAMMY-winning engineer/producer David Kalmusky and GRAMMY-winning engineer Jon Blass showcased immersive audio mixing and playback techniques in a one-of-a-kind Dolby Atmos studio that allows guests to mix in a 7.1.4 ADAM Audio sound system.
  Studio 6: Recording and mixing sessions with GRAMMY-winning producer/mixer F. Reid Shippen, artist/producer Steve Stout and mastering engineer/Middle Tennessee State University professor Mauricio Gargel.

Open daily from 11 a.m. to 10 p.m. (Central time), Create-it Studios provides six professionally equipped studios with accessible pricing and expert guidance. Whether podcasting, tracking vocals or producing immersive mixes, the space welcomes creators of all skill levels, offering community events, workshops and hands-on learning experiences. With its convenient location inside Walmart, Create-it Studios is redefining how and where creativity happens. Plans are already underway with Focusrite to expand the model to new cities, helping to bring professional tools and opportunities to more communities nationwide.

“We’re thrilled to partner with Create-it Studios on this inaugural Takeover,” said Lee Whitmore, Vice President of Education & B2B, Americas, Focusrite Group. “Our mission at Focusrite has always been to remove barriers to creativity, and Create-it embodies that vision in a truly innovative way. By placing professional-grade audio tools and expert-led experiences right in the heart of the community, we’re empowering creators of all backgrounds to explore, learn and bring their ideas to life. Together, we’re building a vibrant ecosystem where creativity is not just encouraged, it’s accessible to everyone.”

On site were leading members from the Focusrite Group, including Dan Hughley, Sr. Manager, Brand Marketing, Focusrite, Americas; Lindsey Smith, ADAM Audio U.S. Marketing Manager; Lee Whitmore, Vice President of Education & B2B, Americas,

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Focusrite Group; John Merchant, Director, Focusrite Group Professional; and Brad Stephens, Director of Strategic Projects and Consultant Relations, Martin Audio.

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