Generalmusic GEM & LEM Relaunch



Generalmusic, a historic Italian leader in the world of musical instruments and professional audio, announces the launch of a new development phase for the GEM and LEM brands on the occasion of its participation in NAMM, the largest music products trade show, running from 20 to 24 January. The picture above shows Marco Medica and Fabio De Fazio.

The relaunch of the Generalmusic brand – recently acquired through an Italian entrepreneurial initiative – marks the market return of two historic brands: GEM, dedicated to keyboards and digital pianos, and LEM, focused on professional audio, installation, and broadcast. The new product lines, set to emerge as early as 2026, are the result of a meticulous analysis of international market needs and a design approach geared towards industrial scalability, while retaining the distinctive character that has made Generalmusic a benchmark for professionals and enthusiasts worldwide.

With a history of developing over 200 products and distributing them to more than 80 countries, Generalmusic has played a decisive role in the evolution of the music and professional audio markets. GEM and LEM have accompanied world-renowned musicians such as Rick Wakeman (Yes), Keith Emerson (Emerson, Lake & Palmer), and Steve Lukather (Toto), as well as legendary Italian artists like Mina, Claudio Baglioni, Lucio Dalla, Eros Ramazzotti, and many others. Some used them on tour, others discovered them in the studio, and many would painstakingly modify them to achieve "their own sound".

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Today, this legacy is brought back to life with a clear and contemporary vision: to transform a legendary history into an innovation platform capable of engaging with a new generation of musicians, DJs, and audio professionals, without compromising the values that established its global success. A central element of this new chapter will be the continuous dialogue between past and present.

A solid history that looks to the past to be translated into the present, featuring current technology, contemporary design, and a user experience aligned with international standards. This return to production will see every product crafted with meticulous attention to design, materials, and finishes, incorporating nods to the vintage details that made GEM keyboards and LEM audio systems iconic.

At the helm of the project are Italian entrepreneurs Fabio De Fazio - a third-generation veteran of the music industry, co-founder and former long-standing General Manager of StrumentiMusicali.net, the leading Italian retailer of musical instruments - and Marco Medica, CEO of Audio Effetti, an Italian distributor of entertainment technology. The two professionals share a vision that aims to combine tradition and innovation within a modern, integrated business model focused on direct relationships with both professional and consumer end-users.

"In a constantly growing sector such as professional audio and musical instruments – driven by content creation, live events, broadcasting, and the resurgence of analogue – we are open to strategic collaborations that can contribute vision and passion towards the goal of restoring Generalmusic, and the GEM and LEM brands, to their role as leading players on the global audio and music stage," states Fabio De Fazio».

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