

MEDIA CONTACTS:

44 Communications

Chris Langley

617-501-4293

chris@44-communications.com

*** MEDIA ADVISORY *** MEDIA ADVISORY *** MEDIA ADVISORY ***

**THE UMBRELLA CONCERT SERIES
IN PARTNERSHIP WITH *SALT LICK SESSIONS*
PRESENTS A SPECIAL EVENING FEATURING
PERFORMANCES FROM THREE EXCEPTIONAL
EMERGING MUSIC ARTISTS ON MARCH 28, 2025**



WHAT: [The Umbrella Arts Center](#), in partnership with [Salt Lick Incubator](#) and its popular live music platform, *Salt Lick Sessions*, is excited to welcome three exceptional emerging artists at its next installment of The Umbrella Concert Series. This special evening, featuring incredible performances from rising talent, is part of a broader initiative at The Umbrella featuring Salt Lick Incubator artists at multiple concert events each season.

The evening will feature captivating performances from three powerful young artists from Salt Lick Incubator including pop and R&B inspired singer/songwriter [Ellie Williams](#), Latin alternative and bilingual music sensation [Sofia Lafuente](#), and GRAMMY® nominated roots artist, vocalist, composer and music educator [Farayi Malek](#).

The Umbrella Arts Center's Concert Series, which annually features select performances by Salt Lick Incubator Artists, is held in its beautiful 350-seat, state-of-the-art theater. The series gives music lovers a unique and rare opportunity to experience Salt Lick Incubator artists before they reach national acclaim. Previous Salt Lick Incubator artists in the series include **Tiny Habits**, opening for **James Taylor** this summer, and **Alisa Amador**, who recently opened up for **Lake Street Dive**.

The Umbrella Arts Center is a multidisciplinary regional arts center comprising robust arts education, performing arts, and visual and public art programs in the heart of the historic

Concord Center Cultural District. Its concert series has featured sold-out, intimate shows with artists like Lyle Lovett, Sara Bareilles, Natalie Merchant, Ben Folds, Indigo Girls, Lake Street Dive, John Mayer, Brandi Carlile, and most recently, Sheryl Crow, who headlined The Umbrella Concert Series' February 2025 edition also featuring Salt Lick Incubator artists.

Founded in 2022, Salt Lick Incubator has swiftly established itself as a beacon for emerging musicians and is led by an illustrious artist advisory board including **T Bone Burnett, Jon Batiste, Patrice Rushen, Susan Tedeschi** and more.

WHO: Ellie Williams is a 23-year-old singer/songwriter based in Los Angeles, known for her evocative blend of sounds inspired by Fleet Foxes, Maggie Rogers, and Norah Jones. With introspective lyrics, lush atmospheric production, and haunting melodies, Ellie's music explores themes of self-reflection, queer identity, and personal growth. Her honest narratives not only shape inventive pop sounds but also create space for queer stories and voices to resonate and connect. With over 14 million streams across four singles and her debut EP *Warning Signs*, Ellie has cultivated a loyal fanbase and is set to release her highly anticipated sophomore EP in 2025. [@ellie1williams](https://twitter.com/ellie1williams)

Sofia Lafuente is a Spanish-American artist and songwriter whose bicultural, bilingual upbringing shapes her introspective, emotionally charged music. Split between Miami and Madrid, she has quickly made a name for herself in the Latin alternative scene. Her ethereal vocals and evocative storytelling have earned her a dedicated following. Inspired by artists like Lana Del Rey, early Shakira, and Lizzy McAlpine, Sofia's music resonates with listeners drawn to vulnerability and emotional depth. Beyond her solo work, she is a sought-after songwriter, known for her distinctive voice and introspective lyrics. With a growing industry presence, she continues to captivate audiences, solidifying her status as an artist to watch. [@sofialafuentemusic](https://twitter.com/sofialafuentemusic)

Farayi Malek has traveled the world through music as a GRAMMY® nominated vocalist with Danilo Perez' Global Messengers; and now musically, she's going back to her own roots. From the American folk music and hymns of her childhood, to the blues and jazz she studied, Farayi brings all of the diverse sounds and experiences of her life into resonant songs that allow her effortless vocals to shine. She will be releasing her debut EP this March 27. When she is not performing and recording, Farayi shares her vast musical knowledge as a professor at various esteemed institutions including Berklee College of Music, New England Conservatory. [@farayi.malek](https://twitter.com/farayi.malek)

WHEN: Friday, March 28 2025, at 7:30 pm

WHERE: The Umbrella Arts Center, Theater 144 (40 Stow St, Concord, MA 01742)

TICKETS: A limited number of tickets are available for purchase at <https://theumbrellaarts.org/salt-lick-sessions/>

For more information on Salt Lick Incubator and The Umbrella Arts Center, please visit saltlickincubator.org and theumbrellaarts.org

A folder of artist press images and bios for the March 28 show can be found [here](#).

ABOUT SALT LICK INCUBATOR

Founded in 2022 by former Berklee College of Music President Roger Brown, the nonprofit [Salt Lick Incubator](#) is reshaping the landscape for artists by providing support, grants, essential career guidance, and exposure to new audiences through such vehicles as WERS Radio's [Salt Lick Sessions](#) and the [Salt Lick YouTube channel](#). Its unwavering commitment to fostering diverse, emerging musicians is a testament to its belief in the transformative power of music. Salt Lick Incubator is currently home to 37 music artists including: Tiny Habits, Alisa Amador, Trousdale, Micah Edwards, Chance Emerson, Phillip Michael Scales, The Arcadian Wild, and more.

ABOUT THE UMBRELLA ARTS CENTER

The Umbrella Arts Center is a cultural leader in MetroWest Boston providing broad and diverse access to a wide range of performing arts, visual arts, and arts education. Through these offerings, The Umbrella promotes creativity, learning, personal growth, and cultural exchange. Annual programming includes theater, concert and film series; year-round gallery exhibits; and vibrant classrooms and courses for all ages. The Umbrella is also home to more than 50 studio artists and artists-in-residence. See <https://TheUmbrellaArts.org>.

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