



COURTESY OF ROB WOOD

ALL THE RIGHT NOTES

Since the age of nine when he got his first record, **Rob Wood** has been a self-confessed music addict. Now, as founder of Music Concierge, the London-based music consultant designs soundtracks for some of the world's hottest retail and hospitality brands, including Como, Espa, and Per Aquum. Here, he sounds off about his aural occupation.

- **ALL OF OUR WORK IS BESPOKE** to each brand. We think about interior design, acoustics, space size, and audience, but ultimately, we must translate each brand's character into a musical DNA.

- **WE DESIGN DIFFERENT CONCEPTS** for different parts of a hotel. Like DJs, we often create wow-factor playlists for bars and clubs, but we also have to create a suitable soundtrack for that same hotel's lobby at 7 a.m.

- **SOUND AFFECTS OUR BEHAVIOR.** A boutique hotel shouldn't be playing mainstream pop, and a more mass-market brand could alienate its

audience with thought-provoking, aspirational music. But once the playlist and atmosphere is right, people will enjoy themselves, spend more time and money there, and come back.

- **MUSIC CONCIERGE'S LIBRARY** is one of the most detailed in the world, with more than 240 styles ranging from cult film soundtracks to Detroit techno to music from Bhutan. I even have a collection of records related to ping-pong, I kid you not.

- **I'D LOVE TO DO WORK** for Richard Branson's Virgin Galactic. Space flight music—there's a challenge! —GL