

An Interview with Music Concierge Founder and Creative Director: Rob Wood

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Rob Wood is the Founder and Creative Director of [Music Concierge](#). Together with his team, he creates playlists for luxury hotels, restaurants and other stylish and unique spaces.

Rob, could you tell us how you decided to start music consultancy business?

I've always worked in the music industry my whole career. Before setting up Music Concierge I was a music journalist and DJ. I also joined a digital music start up, and worked as the music programme director of the [Lovebox Music Festival](#). I have always enjoyed discovering music and presenting it to people as a magazine editor, DJ or curator. Introducing people to great music they did not know is one of the common threads in my career. Music Concierge was a natural extension of that. The lightbulb moment came when I was working with the boutique hotel brand Mr & Mrs Smith. I realized that all these wonderful hotels had their own personality reflected through their design and art, but their music was either inappropriate or clichéd, or worse still annoying. They needed help to make sure the music evoked their character and created the perfect ambience in their restaurants and bars.

What are the top aspects that Music Concierge take into account when creating a playlist for a certain place?

We always consult with key stakeholders such as the general managers to understand the vision for the property, its brand positioning, the design ethos, audience and trading pattern. We then use that research to create different music concepts for each area of the hotel.

You have visited so many luxury hotels. Do you have your favourite hotel that you like coming back?

There's many hotels I really love such as [The Upper House](#) in [Hong Kong](#), or some of the [Firmdale hotels](#) in [London](#). One particularly magical place is [Rosewood Castiglione del Bosco](#) in [Tuscany](#) which is incredible.

What is your personal favourite style of music?

That's a hard one. Where do I begin? If I had to pin it down I'd say: disco, reggae, soul, jazz, African, Brazilian, Balearic and electronic music. But then I also love some rock, blues, singer-songwriter stuff too.

Could you choose one track for us which would perfectly reflect our brand?

[The Art Of Noise's 'Moments In Love' \(original mix\)](#)