

The Music Trust Activates Custom Hotel Playlists & Sound for The Vanguard

Making hotel music a brand asset by turning every note into a guest touchpoint

CHICAGO, IL, UNITED STATES, June 19, 2025 /EINPresswire.com/ -- Bringing its signature approach to sonic branding, The Music Trust has stepped in to design and manage music programming and [hotel playlisting](#) for [The Vanguard](#), a chic boutique hotel in downtown Ann Arbor, MI.

This partnership reflects more than just two powerhouses coming together to transform ambiance and redefine guest experiences. It marks the next step in a growing trend of hospitality brands embracing [sonic identity](#) as a core element of guest engagement and brand storytelling.



“

The Music Trust translated architectural elegance and community spirit into sound. Through cohesive sonic identity, the atmosphere and every guest experience feel expertly curated and seamless.”

Clayton de la Chapelle

PLAYLISTING FOR THE VANGUARD IN ANN ARBOR

The Vanguard, known for its modern interiors and neighborhood integration, sought a music partner capable of producing a refined, elegant, and energetic soundscape.

To address these needs, The Music Trust entered the picture, taking the reins to devise, fine-tune, and manage The Vanguard’s:

>> Hotel lobby playlist, blending local flavor with relaxing

tunes for a chill, welcoming vibe

>> Hotel music instrumental tracks to complement lounge and transitional spaces

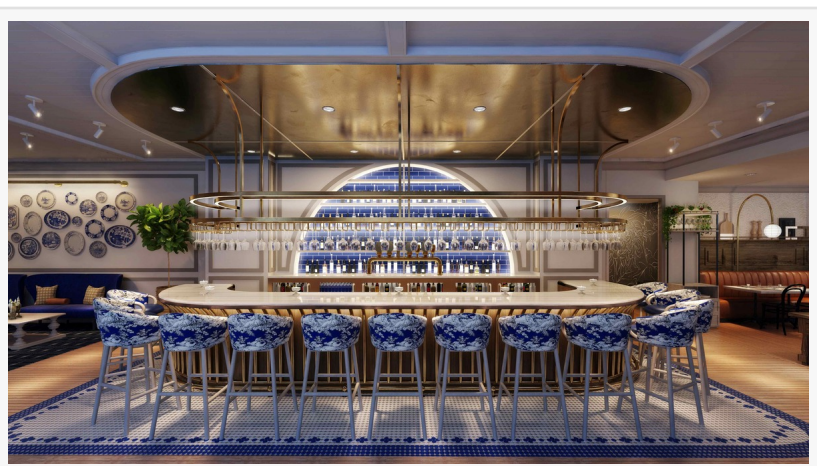
>> Soundscape and music mixes for its restaurant, bar, and vibrant social zones

>> Poolside playlists and music for seasonal guest experiences

Together, these curated elements form a cohesive sonic identity that enhances every corner of The Vanguard, aligning music and sound with mood, space, guests, and the brand itself.

CRAFTING HOTEL MUSIC & PLAYLISTS FOR THE VANGUARD

To compose a distinctive sonic identity for The Vanguard, The Music Trust considered several factors, including (and not exclusive to) the following.



The Vanguard: Hotel Playlisting & Sonic Branding



Music Curation for The Vanguard

1. Desired emotional tone and brand personality: The sound needed to reflect The Vanguard's stylish, contemporary, and welcoming atmosphere.
2. Time-of-day flow and evolving guest energy: Playlists were structured to progress from morning through evening, being mindful of peak hours in different areas. This included a dayparting strategy to pair tempo and style by activity levels at specific times of day in distinct spaces.
3. Acoustic qualities and differences: Echos, noise levels, and sound travel in each area were assessed and accounted for to achieve optimal sound quality.
4. Guest demographics and behavioral patterns: Music selections were guided by target guest profiles, anticipated behaviors, and various activities.
5. Local music influences and regional flavor: Artists and sounds that connect with Ann Arbor's cultural scene were integrated to showcase local character and add authenticity to the guest experience.

6. Voice vs. instrumental ratio: Lyrical content was balanced with instrumental music across different spaces and the entire property.

7. System compatibility: Playlists were customized to work seamlessly with and sound flawless on the hotel's audio infrastructure.

8. Volume calibration: Music was leveled appropriately to avoid disruption while maintaining ambiance across the lobby, corridors, rooms, and many other guest spaces.

Additionally, The Music Trust oversees all music licensing requirements to ensure full compliance for The Vanguard. All selections were vetted and are covered under the appropriate performance rights organizations.

ABOUT HOTEL PLAYLIST & SONIC BRANDING

The hotel playlisting division of The Music Trust is a specialized arm of its sonic branding department, which focuses on amplifying hospitality brands through strategic sonic soundscapes.

Custom playlists, modern AV systems, and a sophisticated sonic identity can serve as a powerful tool for building emotional resonance, supporting spatial design, and shaping guest experiences.

As The Music Trust's hotel playlisting division continues to expand, it remains focused on delivering dynamic sonic solutions to boutique hotels, resorts, luxury properties, and hospitality brands nationwide.

ABOUT THE MUSIC TRUST

Founded to bring extraordinary music experiences to life, The Music Trust curates soundtracks and soundscapes for some of the most well-known brands worldwide. With expertise in brand-focused playlisting, music licensing, music curation, sonic branding, and more, The Music Trust can elevate hospitality, retail, and creative spaces, enriching immersive environments while cultivating loyal guests and ride-or-die fans.

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