



music-environment

Our Mission.

Soul Clap is a collaboration of two DJs that educate, share, create and consult using the power of great music. We specialize in customizing musical environments and atmospheres for clients that understand that good taste can travel great distances and good design is not just graphic.

Our secret is music.

"Music has the ability to stimulate extraordinary emotional feelings"

-James Lull, from 'Popular Music and Communication'

Musi-Tecture.

It's how we describe our design process that combines the emotional power of music with the aesthetic goals of architecture. Another way to think about what we do is building structures in the invisible space. However you describe it, the point is that music is a tool for getting the message across. By understanding our client's identity we develop and implement the perfect musical atmosphere to make people listen and remember.

Capabilities.

Music consulting.

Analysis, Selection, Programming, Implementation

Branded music delivery.

Playlists, Podcasts, Mix CDs, iPods, Flash Drives

Creative DJ services.

Events, Hotels, Restaurants, Fashion, Galleries, Openings, Launches,
Custom Soundtracks (fashion shows, dance performances and conferences)

Research.

Music History, New Trends, Sociology, Technology

Music licensing.

Sound Design, Music Beds, Original Production

Distinctive.

Our two decades of experience, deep knowledge of music, understanding of the latest trends and high quality service has led to projects with top hospitality, fashion and media brands. Unlike tacky, out-of-touch mobile DJs or one-dimensional, unprofessional club DJs, Soul Clap bridges the gap between style and substance, creating a design and music hybrid unlike anything you've heard before.

Clients.

Bacardi - Banana Moon - Gerber Group - Grey Goose - Improper Bostonian
Intercontinental Hotels Group - Macy's - Meeting Advice - MTM Luxury Lodging
Neiman Marcus - Phoenix Media Communications - Redbull - Simon Malls
United Colors Of Benetton - Victoria's Secret - Veeva Clicquot

People Are Talking.

“Working with Soul Clap elevated our in-store events beyond our expectations. They combined a great mix of energy, fun and professionalism that filled our store and made our clients happy. And they just happen to play the best mix of music.”

-Kari Simpson, Marketing Budget & Business Analysis Manager, Victoria's Secret Stores

“It was a pleasure working with Soul Clap. I know we made alot of requests regarding the sound and you reacted very quickly, which resulted in a successful event. We will be in touch for future needs. Thank you again.”

-Steven E. Juscen - Food & Beverage Director - Intercontinental Hotel Boston

“The music DEFINITELY makes the party! That's why Soul Clap is our number one choice for music. I know that they will always create a fun and inviting atmosphere for our guests.”

-Bert Saville - Market Manager - Bacardi USA

Examples.

A style that fits.

When Nanette Lepore launched a new location they needed music to match their aesthetic. 78-21 balanced "feminine details with a seductive sensibility" for a carefree feeling that loosened inhibitions and opened wallets.

A soundtrack for innovation.

What did we do to inspire Intercontinental Hotel Group's food & beverage directors to "be amazing"? We filled their schedule with musical inspiration and emotion to create powerful experiences and lasting impressions.

A signature blend.

How did we expand coffee shop chain &Cafe's identity beyond physical location? We brewed a custom mix of energy, funk and flavor, equally appropriate for sipping coffee or going for a joyride.

A musical utopia.

If a city has a pulse, what is its tune? In our musical utopia, rhythm and melody follow us every waking minute...and beyond, In this world, every environment is designed by music.

Go beyond.

The potential of music environment design is limitless. Whatever industry you are in, we're sure that our design services can help you accomplish your goals more efficiently. Just tell us what your company does and what you're looking for and we'll do the rest.

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