

MUSIC SETS THE TONE

in your interior

Music is a universal language and has the ability to evoke different emotions. It is through the instrumental part that we know without words whether something sounds happy, sad or rather dramatic. We grow up with music, everyone loves it and always has.

But what effect does music have on our interior?

A question for "moodjay" Stefan Vranckx.

Tell me, who is Stefan Vranckx?

My name is Stefan and I am absolutely passionate about music. Over the years, that passion has taken me to some of the best venues, clubs and bars across Europe since, step by step since I was about fifteen years old and becoming a professional DJ. In 1992 my dream came true, getting the chance to be one of the early members to start up Radio Donna, that became one of the most popular Belgian national music channels. Here I had the pleasure and the luck to join a great team, working as a "Music Selector". Nowadays, I play as a "moodjay" at Umami Antwerp. Upon entering this high end restaurant, my job is to stimulate all customers' senses, providing them an extraordinary experience by music, "the right music".

We all know the word DJ, but what exactly does "moodjay" mean?

When people associate the word DJ with food, they usually think of "up-tempo" party music. A moodjay provides an appropriate musical atmosphere enabling customers to feel fine and relaxed. I actually build up the mood as the evening lingers on.

People all have different tastes and preferences when we talk about music. For example, lounge has acquired a negative connotation over the years, still there are really fantastic songs in this music genre. That's why I came up with a new name in 2012, like a real brand: "Uptown Music" was born as a collective to unite different music styles such as Soul, Bossa, Deep House, Jazz, Soulful House, ... under a new vibe. By giving the right "sound identity" to a restaurant, a glass of wine and delicious food taste even better.

How important do you think music is and what effect do you think the latest innovations have had on it ?

Sometimes, people really underestimate the power of music. Over the years, several studies have shown that the right music vibe has a highly motivating effect, strengthens immunity and reduces stress. It is also often used in all kinds of therapies. We often associate music with clubs and nightlife.

But in our subconscious mind, music is just like a life wire through our lives.



Bang & Olufsen introduceert met hun Beosound Level, een draagbare, draadloze luidspreker voor in huis die een indrukwekkend geluid, ongeëvenaard vakmanschap en een modulair ontwerp levert. Of hij nu recht opstaat in de keuken, plat op een tafel ligt of elegant aan de muur hangt, de luidspreker verandert zijn afstelling op intelligente wijze om in elke positie en in elke kamer een uitzonderlijke luisterervaring te bieden.

That is why I would like to bring the right atmosphere also to the people's living room. Compare it with a fireplace, which is just present, provides cosiness but is never dominant. This effect also applies to music sounds. Your house becomes more pleasant, your new lamp and even the paint on the walls get an extra dimension,...As we said before, music has always been and will always be there, but I would like people to experience it in a different, more thoughtful way. Thanks to the smartphone and the latest technologies, it is possible now to connect people all over the world. The wireless speakers ensure that you take a world trip through your own home by letting different music color various rooms. Take the speaker with you in your garden and you create your own Ibiza cocoon idea. It is really that easy today.

You want music to "color" our living rooms. In which way can you do this correctly?

Just like for restaurants, I look for the right sound color for any particular home, shop or business location.

Kind of a personal soundtrack. For example, the first Spotify list I put together for To The Point magazine is one to celebrate spring. Nice mellow tempo music without any disturbing elements. I look for covers that give well-known songs a different look, another "hook". Just like smells, lighting or pictures can, I try to evoke a certain atmosphere with my, or rather a customer's playlist, one that makes you feel very good. Together with ImmoPoint I want to integrate a great sound experience in your own home, based on the waves of the seasons. As a moodjay I want to share my passion as much as possible.



foto: jandirckx.be

Looking for the right soundtrack for your own place?

Go to www.moodjay.com and listen to Stefan Vranckx's most atmospheric Spotify lists.

