



Music in the air... and real estate - by Harry Zlokower

November 12, 2024 - Front Section



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While music has been employed for years in segments of commercial real estate, it does not always come to mind when one thinks of marketing showrooms to brokers and high-end designer space, restaurants, and commercial real estate to users. Now a former retail broker with music industry experience is introducing a new look at music technology and equipment to the New York commercial scene.

Jason Wald, who spent much time in music sales and once worked with The Lawrence Group/Cammeby's, is leading the launch of new concept boxless, baffle-free speakers from Danish company Treble Clef Audio, which has collaborated with So-Ho based Savant Experience Center and with the Carl Hansen & Son flagship store, also in So-Ho.

"Certain space has to appeal to tenants through a rich emotional experience," said Wald. "As broker I would show space to a potential tenant and, while many boxes were checked in terms of criteria, the client would convey how they weren't 'wowed'. Sometimes it's a sensual or an emotional feeling that's missing and the right music presented well has the potential to provide that.

An example is when a customer enters a retail store, or restaurant and there is no music overhead. The perception is that the establishment is not open for business. Music can set the mood, create the ambiance and signal that the operation is running. I believe new concepts being introduced can produce an elevated experience—a deep authentic sound that is rarely experienced by a casual listener.

Wald said Treble Clef plans to position its speakers, primarily through brokers to high-end clientele including showrooms, blue chip art galleries, and fine dining hotels and restaurants.

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