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YOTEL NEW YORK AT TIMES SQUARE WEST INTEGRATES MUSIC INTO THE YOTEL EXPERIENCE

The world's most radical hotel announces partnership with Tom Middleton as Sound Architect to enhance the customer journey throughout YOTEL.

June 29, 2011 (New York, NY) - [YOTEL New York at Times Square West](#), the radical new hotel which debuted on June 3, announced today the partnership with Tom Middleton to join YOTEL New York as the **Sound Architect**. The role will see Tom programming the music that is played throughout the hotel and will also include bespoke music and sound design created by Tom for the various hotel zones. Tom will also be hosting a regular 'Sound Of The Cosmos' party which will make use of the hotel's state-of-the-art **Funktion One** sound system.

Rounding out the overall musical experience spearheaded by YOTEL CEO Gerard Greene, YOTEL New York will also work with the famed music promoters Giant Step to create different performances for guests. Giant Step aims to bring together the different nuances of a global club experience while drawing from New York City's rich cultural heritage.

"YOTEL redefines the hotel experience in many ways and the sensory offering is as important as the price and location," notes Gerard Greene. "I wanted to work with people that understood the architecture of sound to enhance the guest experience. Tom's Trip compilations showcased a wide variety of musical genres that were carefully crafted to create an inspirational musical journey; this Sound Architecture would complement that transitional nature of hotel from breakfast to work space to dancing and cocktails," he adds.

In the role of YOTEL New York's Sound Architect, Middleton will create distinct music and sounds for all of the hotel's public spaces - from Ground Control (the hotel lobby) to various parts of FOUR, which houses the hotel's 20,000 square foot public space.

Middleton even created a special soundtrack to serve as the voice of YOBOT, the world's first luggage robot, located near YOTEL New York's front entrance on 10th Avenue.

"My key focus is on making the music in YOTEL sound different from what is found at other hotels," says Tom Middleton. "Using the technique of Sound Branding, I composed bespoke music and created unique sound designs specifically for each of the various public areas at YOTEL – even the elevators and restrooms - the perfect soundtrack for the perfect stay."

Tom Middleton is a pioneering electronic producer, DJ and music curator. Renowned worldwide for his visionary projects as Global Communication, Jedi Knights, Cosmos, AMBA and others, he's been responsible for landmark productions and compilations. He's worked with friends and artists such as Ulrich Schnauss and Aphex Twin and DJ'ed alongside bands and artists as varied as Lady Gaga and Snoop Dogg. Tom is also an in-demand remixer and has remixed a number of mainstream artists such as Prince, Kylie Minogue, Duran Duran and Florence and the Machine, among many others.

About YOTEL

YOTEL was created by YO! founder Simon Woodroffe and YOTEL CEO Gerard Greene. The idea was conceived by Simon after he was upgraded to first class on a flight. He decided to translate the language of luxury airline travel and Japanese capsule hotels into a small but luxurious cabin. YOTEL launched as a revolutionary hotel concept in the summer of 2007, with its first location inside London's Gatwick South terminal. In December 2007, the brand opened its second airport location inside London's Heathrow Airport Terminal 4, followed by its third location in the airside transit area at Schiphol Airport, Amsterdam in September of 2008. www.yotel.com

About Tom Middleton

Tom Middleton is a pioneering electronic producer, DJ and music curator who needs little introduction. Renowned worldwide for his visionary projects as Global Communication, Jedi Knights, Cosmos, AMBA and others, he's been responsible for landmark productions and compilations. He's worked with friends and artists such as Ulrich Schnauss and Aphex Twin and DJ'd alongside bands and artists as varied as Lady Gaga and Snoop Dog. Tom is also an in demand remixer and has remixed a number of mainstream artists including Prince, Kylie Minogue, Duran Duran and Florence And The Machine among many others. Tom has recently been appointed by Yotel as the Music Director and Sound Architect for their new Times Square hotel. The role will see Tom programming the music that is played throughout the hotel and will also include bespoke music and sound design created by Tom for the various hotel zones. Tom will also be hosting a regular 'Sound Of The Cosmos' party which will make use of the hotels state of the art club lounge and terrace.