



MOOD: MEDIA

# THE VERVE HOTEL CASE STUDY

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# ABOUT THE VERVE HOTEL

Owned and operated by the Distinctive Hospitality Group (DHG), The VERVE is a stylish and sophisticated full-service hotel striving to offer an unforgettable stay in the greater Boston area. With luxurious accommodations, fine on-site dining, gorgeous meeting and event space, and incredible service, every element is designed to meet every need and exceed every expectation.

## THE CHALLENGE

Having collaborated with Mood previously on Experience Design for other AAA Four Diamond properties, DHG approached Mood to transform the newly renovated VERVE into a downtown celebration of pop culture and a modern reinvention of American hospitality and cuisine.

## THE APPROACH

Mood worked closely with DHG and its team of architects and interior designers to reimagine 17,000 square feet of public space and create an immersive, hip and sophisticated experience to engage guests and complete the high-concept property redesign. A highly specialized team of Mood technicians brought the audio/video design to life in less than 90 days.

# THE RESULTS

Throughout the lobby and floor public areas, guests enjoy a custom music soundtrack, featuring hits from the 60s, 70s and 80s and nostalgic TV theme songs. The music is launched through a custom-built Bose sound system, featuring a full array of high-performance speakers, ControlSpace digital signal processing and PowerMatch amplifiers for a true audio showcase.

To create a unique, live music venue, the system includes a concert-quality stage and audio installation with a 48-channel Yamaha mixing console to accommodate live performance events.

**The experience is further enhanced by an extensive digital signage and television network of HD displays (including two e-posters) throughout the lobby, the Violet Thorn Bar and the Pantry Restaurant. To celebrate the art of American cooking, select screens in the restaurant feature excerpts from classic cooking shows, and a rolling montage of movie and TV clips is projected onto a lobby wall. All audio and video systems are fully integrated using a Crestron control system and a custom Mood interface.**