



TREND WHISPERER BY [SHERRI SCHECK-MERRILL](#)  
Sherri Scheck-Merrill, vice president, Amenity Services, Tustin, California

### A silent trend that's creating a lot of buzz

[Facebook](#) [Tweet](#) [LinkedIn](#) [Email](#) [ShareThis](#)  
[Comment](#) [Email Blog](#) [Print](#)

*(The views and opinions expressed in this blog are strictly those of the author.)*

Sssh... This qualifies for some major hush as a "quiet" trend sweeps the globe.

Also known as silent discos or quiet events, promoters are in full gear scouting prime space such as a quiet neighborhood, iconic destination, rooftop, museum or convention center. Massive music festivals, corporate parties, weddings or clubs, the headphone trend is adding a fresh element of fun.

So what exactly happens at a silent disco? It looks like a room full of people dancing to nothing! But they are dancing to music they are listening to on headphones. Rather than using a traditional sound system, music is broadcast via a radio transmitter, and the signal is picked up by the wireless headphone receivers worn by participants. (An ideal concept for those faced with noise curfews or issues).



A Quiet Events party

With several companies organizing these parties, one of the most popular is Quiet Events, based in New York City. Will Petz started the company shortly after discovering quiet clubbing on a cruise. "When I first heard about it, I thought it was the stupidest thing in the world," Petz told [Digital Trends](#).

"But once you experience it, it's cool. It's actually really social because when you put the headphones on, you're part of a group – connected with everyone else. Then, when you take them off, you can actually talk to people."

Most Quiet Events have two or three DJs assigned a frequency and color so they can see how many people are on their station. Each person's headphones light up with the color of the station being listened to.

"People are in their own zone and everyone can enjoy their own music, but it's about engaging people. Sometimes, when we do our mobile parties, flash mobs break out. So you'll have, like, 100 people hailing a taxi at the same time, giving each other high fives, or flash tipping street performers. It's just good fun," Petz said.

[Comments](#)

### A silent trend that's creating a lot of buzz

Interesting concept. Technology that helps lower investments, make spaces more flexible, usage of space that would otherwise be useless for parties due to noise restrictions, less complaints from hotel guests about noise.... and it has a good business sense. F&B can still be served. Thanks for the information.

THURSDAY, SEPTEMBER 14, 2017 | HAMID BANNA

REPLY

#### RECENT POSTS

- My new BFF is a robotic schlepper!
  - Toasted and on-trend
  - Green gets greener
  - Pillow mania!
  - The new room attitude
  - Water resorts: Here's your hot summer trend
  - Little trends go big in kitchens
  - Perks and bennies steal the spotlight – and talent
  - Thirsty? Hung over? Jet-lagged? Give this trend a shot
  - A tree trend that's through the roof, literally
- [View All Posts>>](#)