



## SWEET LIKE CHOCOLATE

Can music have an impact on flavour?

The Sound of Chocolate believes music changes what you taste. The Brussels-based project pairs chocolate with specially composed music to amplify different flavours, creating chocolate-box soundtracks. "Each sense can influence the perception of another," says co-founder Elien Haentjens. "Research involves creating sounds that are associated with tasting attributes, like sweetness, bitterness and even crunchiness." The sound from a flute, for example, heightens creamier taste sensations, while a violin can make the same chocolate seem rougher.

It holds seminars and workshops about the link, focusing on Belgian praline. "Praline has a huge variety of textures, and fillings allow for a broader number of flavours and sensations when paired with music." The next move is to work with brands across the world. [thesoundofchocolate.be](http://thesoundofchocolate.be)

clear to us that Elton's goal was for his songs to live forever."

Digital technology may have revolutionised how we listen to music in recent decades, from downloads to voice-activated streaming, but the 2020s will likely be all about vision. A London-based virtual-reality start-up, MelodyVR, has custom-filmed concerts by over 600 artists, from One Direction's Liam Payne to the London Symphony Orchestra, for its big launch later this year. Meanwhile, experimental rockers Sigur Rós are creating a cutting-edge way to experience new studio recordings, via forthcoming augmented-reality goggles that will add interactive visuals to your everyday life: think a more cerebral Pokémon Go.

And LA-based company Eyellusion is building an ambitious show around the late, great art-rocker Frank Zappa: a full hologram performance plus "Frank's own

## "It raises the prospect of rock stars performing beyond retirement"

illustrations and characters," explains their enthusiastic CEO, Jeff Pezzuti. His company has already toured a hologram of former Black Sabbath singer Ronnie James Dio, backed by his (real) band, and is beginning to work with living artists who want to take advantage of holograms. VR-headset versions are also planned.

Augmented-reality music may sound sinister to some, but Pezzuti is enjoying the ride. "I know there will be critics," he admits. "We like to say: come out and see for yourself. Then judge."