

THE ART OF

Curating a Playlist

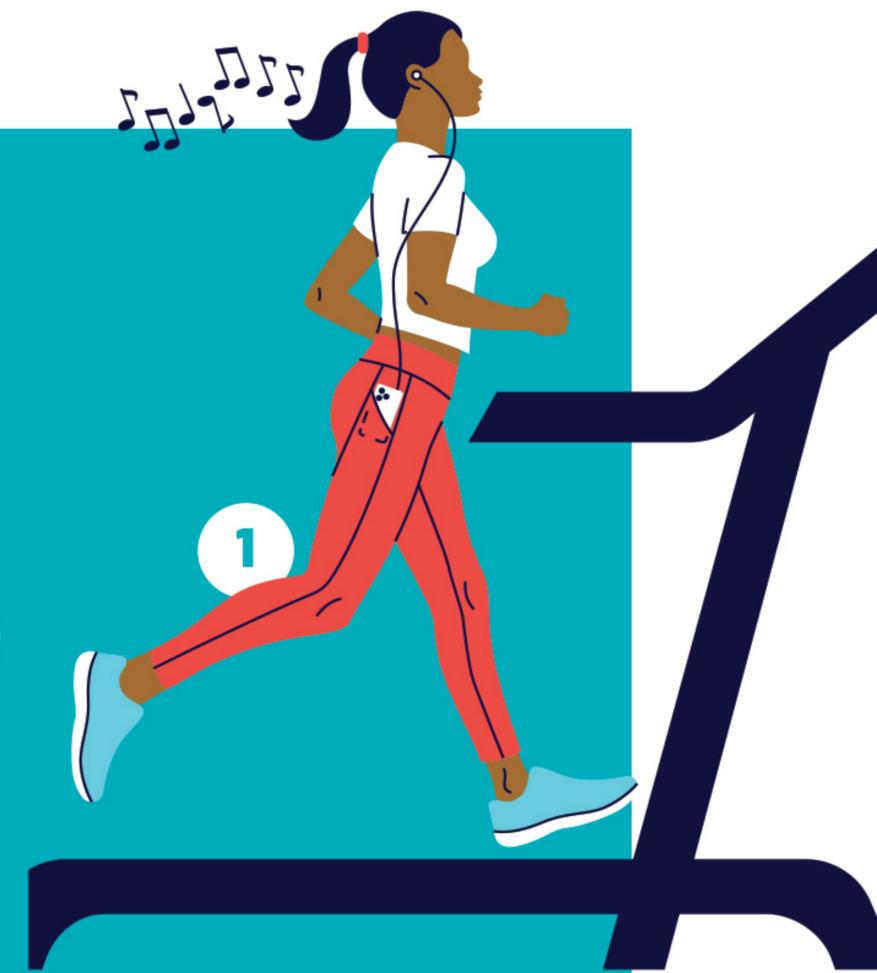
Music may be the ultimate purveyor of mood. Almost any experience can be accentuated with a strategically synchronized soundtrack. But beware: a poorly chosen tune can also kill the vibe, which is why you should never leave playlist making to the algorithms.

- 1 Identify the purpose:** Need to amp yourself up in the morning? Or is the goal to make feel-good memories singing along on the open highway?
- 3 Set the tone:** Always kick it off with a track to hook listeners. The second song affirms the tone. From there, follow your instinct.

- 2 Diversify but harmonize:** Flow one song into the next but keep it fresh with various artists, genres, and time periods. Tune in to transitions.
- 4 Refine and refresh:** A playlist is a living collection that, when tended to, can span a lifetime. Keep adding, subtracting, and following the beat wherever it leads.



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