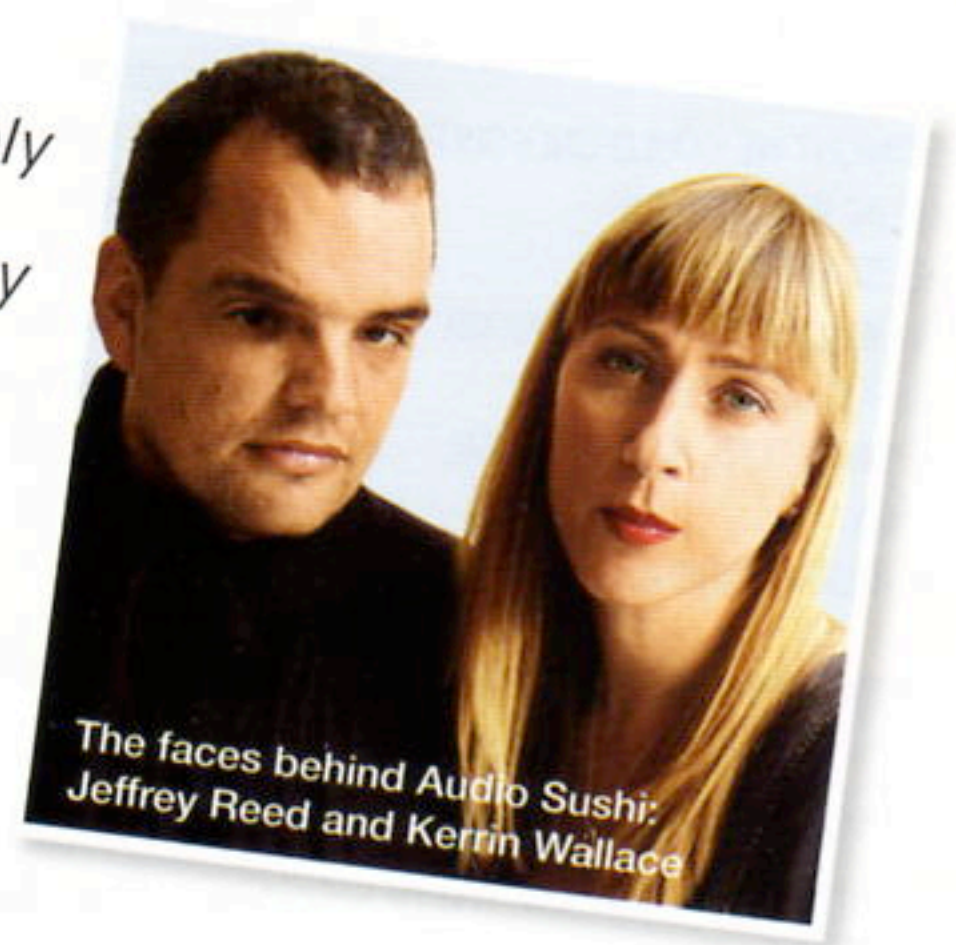


RAW SOUNDS

Looking for the perfect dinner party soundtrack? Or simply want to discover some new music? London-based company Audio Sushi could offer just the help you're looking for



The faces behind Audio Sushi: Jeffrey Reed and Kerrin Wallace

Nowadays, there are companies that can help manage your business, your money, even your shopping. So the thought of someone managing your music for you is perhaps not as odd as it may seem. With so much readily available via the Internet, it's no longer necessary to even leave the house in order to add to your music collection. The problem is that the choice can be simply too large, especially for those with neither the time nor the inclination to trawl through endless reviews and song samples to separate the wheat from the chaff.

Help is at hand, though, in the form of up-and-coming London-based company Audio Sushi. Launched in February 2007 by Jeffrey Reed and Melbourne-native Kerrin Wallace, Audio Sushi state that after consulting with customers they can create personally tailored playlists for every occasion, ranging from

birthday parties to company events to a workout soundtrack. "Because of their busy lifestyles, there are a lot of people who have become stuck in a sort of musical rut," explains Wallace. "They are looking for a way out, a way to expand their musical horizons, and in a way we are personal shopping on their behalf. We can respect someone's love of AC/DC, we really can, however it's our job to expose our clients to new music."

Wallace, a passionate music fan, has been in the UK for the last 18 years – "I came over from Australia for a couple of months and I'm still here!" After working at Sony Music during the 1990s, she was keen to get back into the music industry. Having met Reed, better known under the somewhat unusual moniker DJ Disastronaut as a DJ in some of London's biggest clubs, they saw a niche for a business that could provide people with carefully styled playlists and help them discover new music. "Originally, we just planned on offering a service to update