



Standing Ovation: Kimpton Hotels & Restaurants Announces Lauren Bucherie as Director of Music

SAN FRANCISCO (TBD) - Strike up the band! [Kimpton Hotels & Restaurants](#) announced today that Lauren Bucherie will serve as the brand's Director of Music, a newly created role that reaffirms Kimpton's commitment to creating highly local and one-of-a-kind experiences for guests.

In this role, Bucherie will develop robust live and recorded music experiences for guests across all of Kimpton's 60+ properties. This includes booking music and other live entertainment, curating the unique musical vibes of Kimpton's one-of-a-kind spaces (including hotels, restaurants and event spaces), and giving guests and groups the ultimate backstage pass to Austin City Limits and Willie Nelson's family studio.

"It's important that guests feel like they're hearing the unique sounds of their destination - listening to live music in Miami is different from Austin, which is different from Nashville, and different from Seattle," said Bucherie. "Music, much like travel and our hotels, isn't one-size-fits all. I'm excited to create a program that celebrates the experience music plays in each of our destinations."

Bucherie was previously the Director of Music and Social Programming at the [Kimpton Hotel Van Zandt](#) in Austin, Texas. In this new national role, her home base will remain in Austin, the live music capital of the world. At the Hotel Van Zandt, Bucherie helped to establish its restaurant and bar, [Geraldine's](#), as a must-visit and hip live music destination. Under Bucherie, Geraldine's started an Artists in Residence program and also began hosting intimate Writer's Lounge sessions, giving guests the opportunity to listen in on the creative process of Austin's most famed musicians.

Bucherie has also curated unique playlists reflective of both Austin and each space within the Hotel Van Zandt. These playlists consist of thousands of songs, so much so that they do not repeat songs or artists for a full week. Bucherie also ensures the playlists are updated frequently to reflect current events, such as the passing of a musical legend, or an upcoming awards show. It's not uncommon to see Bucherie chatting with guests at the Hotel Van Zandt or inside Geraldine's, as she is always excited to speak about the music they're hearing on property and where they can catch the best shows in town on any given night.

"This position is an amazing opportunity to help shape guests' positive experiences at our hotels while also introducing them to new music," explained Bucherie. "From the music that's playing when a guest steps into our lobby for the first time or sits down to a meal, to helping guests find the coolest live show in town, the sounds of a city and music in general plays a critical part in one's travel experiences."

Prior to joining Kimpton, Bucherie was a co-founder of The Sessions, a music production company specializing in events, concerts and music videos. The Sessions connected audiences with

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undiscovered bands and nationally acclaimed artists and through this, Bucherie has worked with more than 100 artists, many who have gone on to gain national recognition. Bucherie was among the first to film Grammy award winners The Civil Wars and she has known Shakey Graves since his early days performing at tiny bars in Austin. Allen Stone is someone who used to crash on her couch before he hit it big and she's cut a rug a time or two with the band Fitz and the Tantrums.

Those who wish to sample Bucherie's musical influences can enjoy her [custom playlist](#) that includes diverse artists such as the legendary Clarence "Gatemouth" Brown and Black Pistol Fire, or visit [Kimpton's Spotify profile](#) that features playlists for Pride and Mother's Day, among others.

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ABOUT KIMPTON HOTELS & RESTAURANTS

San Francisco-based Kimpton Hotels & Restaurants is a leading collection of boutique hotels and restaurants and the acknowledged industry pioneer that first introduced the boutique hotel concept to the United States. In 1981, Bill Kimpton founded the company that today is renowned for making travelers feel genuinely cared for through thoughtful perks and amenities, bold, playful design and a sincerely personal style of guest service. Out to help people live full, balanced lives, Kimpton aims to inspire with touches like yoga mats in every room, complimentary coffee and tea to start the day, hosted evening Wine Hour, in-room fitness programming and complimentary bike rentals. The award-winning restaurants and bars are led by talented chefs and bartenders who offer guests a chance to dine like a local.

Kimpton is consistently ranked as one of the top companies in the Market Metrix Hospitality Index, Upper Upscale Segment, for Customer Satisfaction. The company is highly-regarded for its innovative employee culture and benefits and has been named a FORTUNE magazine "Best Place to Work" seven times since 2009. Kimpton is continuously growing and currently operates over 60 hotels and 70 plus restaurants, bars and lounges in 30 U.S. cities. In January 2015, Kimpton was welcomed into the InterContinental Hotels Group (IHG) family of hotel brands, bringing together two special cultures and sets of values to create the world's largest boutique hotel business. For more information, visit www.KimptonHotels.com.

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