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# Toro y Moi, Washed Out, Empress Of, Nosaj Thing & Madeline Kenney collaborate with Endel's algorithm for new smartbeats by smartwater project out now

smartbeats by smartwater features eight songs & soundscapes created by artists & Endel to improve holistic wellness

Special immersive launch event on August 26 in New York City at Lightbox featuring Endel CEO, Toro y Moi, Washed Out & Empress Of

Listen to the full project & learn more here: <https://www.drinksmartwater.com/smartbeats/>  
Listen to Endel's soundscapes here: <https://play.endel.io/>



Today smartwater introduces its innovative new project, **smartbeats by smartwater** – a wellness collaboration between tech company **Endel**, **Toro y Moi**, **Washed Out**, **Empress Of**, **Nosaj Thing**, **Madeline Kenney**, and smartwater's four hydration products. **Creative directed** and produced by **Toro y Moi**, the one-of-a-kind project features four recorded songs ("soundtracks") by the artists and four real-time soundscapes by Endel that are scientifically engineered to align with a person's various need states such as "move" (sound optimized for movement), "balance" (sound optimized for balance), "flow" (sound optimized for flow / focus) and "connect" (music designed for human connection). Each song is paired with a corresponding smartwater product that amplifies the wellness effects for each state of being.

The smartbeats by smartwater project will come to life during a **special invite-only immersive event on August 26 at New York's Lightbox**. Along with Endel CEO, Oleg Stavitsky, artists Toro y Moi, Washed Out and Empress Of will be present to take attendees through a visually and acoustically immersive experience of the project. In addition, smartwater Creative Director of Wellness, Joe Holder, and Big Quiet Founder and smartbeats by smartwater collaborator, Jesse Israel, will also be present to speak on the wellness benefits of the project.

*"What inspires us is the true magic that happens when human creativity meets technology and science. We've been privileged to see our soundscapes help many people in their daily lives by reducing stress, boosting productivity, and catalyzing human connection. Endel's technology is created by a multidisciplinary team that includes musicians and visual artists, and we're happy that it now powers the art of artists we love."* – **Oleg Stavitsky**, Endel CEO

*"Proud to work with some talented humans on the smartbeats by smartwater project. More than a playlist, it's a tool to enhance everyday wellness."* – **Chaz Bear / Toro y Moi**, Creative Director and Producer, smartbeats by smartwater

## About Endel

Endel is a technology that creates personalized sound environments to reduce stress, boost productivity and adjust the mind and body to tackle different tasks and goals – all backed by science. Using its app, sounds change on the fly according to various personal inputs like one's location, time, heart-rate and cadence. Endel's technology is already presented as an ecosystem of products ([iOS](#), [Android](#) apps, [Alexa Skill](#) + tvOS, and standalone Apple Watch app coming soon) and also designed to be integrated into various hardware and platforms in mobility, hospitality, retail, workspaces, etc., that will be coming soon. Major Lazer's Jillionaire, Amazon Alexa Fund, and AVEX are among some of the investors in Endel.

Endel online:

[Website](#)  
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