



Endel

April 15, 2021

Endel partners with Plastikman (Richie Hawtin) for AI-powered 'Deeper Focus' soundscape – out now

New study finds Endel delivers the most consistent focus on the market



Photo Credit: Frederike Wetzels

Download 'Deeper Focus' here: [iOS](#) & [MacOS](#) on April 15

Coming to [Android](#) & [Amazon Alexa](#) on April 22

[Learn more about Deeper Focus](#)

Join the '24 Hours of Deeper Focus' Livestream on [Beatport Twitch Channel](#)

April 15, 7PM CET / 1PM ET / 10AM PT

[Watch an interview with Richie Hawtin](#)

Endel, creator of personalized sound environments boasting over two million users, and awarded Apple Watch App of the Year 2020, has partnered with pioneering electronic producer and DJ **Plastikman (Richie Hawtin)** to release their collaborative AI-powered soundscape **'Deeper Focus'**, available on the Endel iOS app on the App Store today. **'Deeper Focus'** follows **Endel x Grimes'** explosive project, **'AI Lullaby,'** which was dedicated to assisting both sleep and wellness in children and adults, and received large critical acclaim by the [New York Times](#), [Vogue](#), [Rolling Stone](#), [Engadget](#), [Pitchfork](#), [DAZED](#), [The Fader](#), [i-D](#) and many more. Backed by neuroscience, the collaboration is part of a larger cultural shift of artists working positively with AI and technology in the future.

Hawtin worked extensively with Endel's groundbreaking AI and award-winning team to produce a personalized, real-time adaptive soundscape that is infused with his trademark production, resulting in a spacious, stripped-back soundscape that improves users' focus and productivity. Born in Berlin, home to the world's most devoted club community, Deeper Focus seeks to recontextualize techno music by applying it to solve human problems.

Hawtin worked hand-in-hand with Endel co-founders, including visionary entrepreneur **Oleg Stavitsky**, acclaimed sound designer and composer **Dmitry Evgrafov** and esteemed artist and visual director **Protey Temen**, to create original sounds and productions matching both his artistic vision and Endel's psychoacoustic requirements. These stems were then processed by Endel AI to create a soundscape that adapts in real-time to the user's location, weather, natural light exposure, and with beats synced to heart rate.

"The Deeper Focus mode unites newly recorded Plastikman sounds, textures and rhythms with the Endel AI, exploring a new type of collaboration between myself and technology. As a control freak in the studio it is usually I who has the last word of how a track unfolds, however, in this exciting situation, the AI is the one who decides the final framework. Although this may sound scary to some, I believe it is just another extension of my belief in technology and its intrinsic place within my creative process. If you think about it, technology has always been between me and my audience, and this is no different, only that perhaps the technology in-between is this time a little more intelligent." - **Plastikman aka Richie Hawtin**

"On-demand state of flow is the ultimate dream for all of us, especially in 2021. Fusing neuroscience, AI, and techno to induce a state of deep focus is an incredibly ambitious task. That's why we have invited Plastikman, with his trademark precision and architectural approach to sound, to help us build this new soundscape. The result is a hypnotic, scientifically engineered soundscape that feels like a superpower, another step towards our vision of Endel as a tech-aided bodily function." - **Oleg Stavitsky**, CEO of Endel

Deeper Focus is the second in a series of collaborations that pair visionary artists with Endel's science-backed technology. Endel is launching a new section in the app dedicated to its growing soundscape catalog, with many more on the way.

Additionally, a [new study](#) has confirmed that Endel's patented soundscape technology delivers the most consistent focus on the market. Leading neuroscience lab, Arctop, found that Endel's personalized soundscapes provided the fastest, most consistent focus compared with both silence and popular 'focus' playlists on digital streaming platforms. It found that Endel gave participants a massive 7x increase in focus while working. This new evidence demonstrates Endel's leadership in shaping the future of productivity and wellness. As well as offering individual subscriptions, Endel is available as a [workspace productivity and wellness tool for teams](#).

About Endel

Endel originated as a collective of artists, creatives, and inventors devoted to democratizing wellness and improving the human condition. Endel was born from a desire to provide a solution to stress, fatigue, sleep disorders and support evolution through technology. The members recognized that human bodies and minds were simply not evolving fast enough to catch up with the rapid speed of technology today. As a result, Endel was created to reinvigorate and nourish humans' mental and physical aspects, thus allowing people to better manage and adapt to the globalized world.

The company's patented core AI-technology Endel Pacific creates personalized, adaptive soundscapes to reduce stress, improve sleep and boost productivity – using personal inputs such as heart rate, motion, weather and time of day. Endel is backed by science and has partnered with leading sleep experts from SleepScore Labs to collaborate on its Sleep and AI Lullaby soundscapes. Endel spans apps across iOS, Apple Watch, macOS, Amazon Alexa and Android with 2 million downloads. In 2020, Endel was awarded Apple Watch App of the Year. For more on Endel, visit endel.io

About Richie Hawtin & Plastikman

Richie Hawtin aka Plastikman is a genuine original. His critical acclaim spans the creative realm of the fine art community to the technological vanguard. As a performing artist, he is constantly pushing conceptual frontiers, moving things forward, welcoming as many as he can to ideas and experiences that would have seemed pure science fiction when he began his career as a DJ and producer in the emerging techno scene in Detroit. Hawtin is British-born and Canadian-raised. He is the business mind behind the labels Plus 8, MINUS Records and now From Our Minds. And, of course, he is Plastikman. Above all, he is an electronic musician par excellence, maintaining an agenda of avant-garde electronics spanning six albums. The New York Times called him "one of the electronic dance world's intellectual forces".

Plaudits from other areas showcase the breadth of Hawtin's appeal. Raf Simons, Co-Creative Director at Prada, calls him "the Kraftwerk of today". In 2013 Simons asked Hawtin to put on a special performance at the Guggenheim, New York's iconic art museum, this became his last Plastikman album "EX". In 2019/20, during the pandemic, he composed original runway soundtracks for Raf & Miuccia Prada's first ever seasonal online fashion shows. In technology, it was Hawtin who led the shift from physical to digital DJing through Final Scratch and his own blistering DJ performances; he was a co-founder of the pioneering Beatport digital store; is the head of his own music-technology fund Plus 8 Equities; and now his own PLAYdifferently company for innovative performance technologies.

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