

Scoring the sky: Linstol and Monte Vibiano pair sound and gastronomy

This is a special feature from the [May 2026 Post-WTCE/Awards issue](#) of *PAX International*, on [page 45](#).

At last month's World Travel Catering & Onboard Services Expo in Hamburg, [Castello Monte Vibiano](#) and [Linstol](#) moved beyond the traditional trade show format to deliver a multi-sensory experience designed to challenge how the industry thinks about onboard hospitality. Hosted at the historic Mozartsäle Hamburg, "The Art of Sound" brought together airline decision-makers and industry stakeholders for an evening that blended gastronomy, audio technology and immersive storytelling.



Live music and shifting projections blended into a single immersive experience that unfolded in real time

The event opened with a networking reception before transitioning into a silent disco-style activation, where guests used Linstol headsets to engage with a curated audio-visual journey inspired by Wolfgang Amadeus Mozart. Live performances synchronized to the soundtrack and dynamic projections created a fully immersive environment, underscoring a central theme: the future of inflight experience lies in emotional engagement, not just product delivery.

For Castello Monte Vibiano Owner Lorenzo Fasola, the concept was rooted in a broader philosophy of

travel.

“The idea behind The Art of Sound is to show that travel should not only move people from one place to another, but also move emotions,” he told *PAX International* in an interview following the event. “Italian lifestyle – what we call La Dolce Vita – is about harmony between taste, beauty, culture and human connection.”



Guests received a Linstol headset to engage with a curated audio-visual journey inspired by Wolfgang Amadeus Mozart

By combining gastronomy, music and narrative, the event aimed to recreate the richness of Italian culture within an aviation context. Fasola emphasizes that this approach reflects a shift in passenger expectations.

“Products alone rarely tell the full story. What truly differentiates a brand today is the experience and the values behind it,” he says, noting that passengers increasingly remember how a journey feels rather than the individual components of service.

“This perspective reflects Linstol’s broader strategy to position audio as a critical element of onboard storytelling. Through its leadership and vision, the event became a platform to challenge how airlines think about inflight sound—not as a utility, but as an immersive, experience-defining element,” says Linstol Chief Executive Officer Mark Russell.



Synchronized performance and projection design created an environment where sound and visuals operated as one cohesive experience

“By presenting sound through an artistic lens, the message shifts from technical specifications to emotional impact,” he tells *PAX International*, adding that audio should be seen as integral to passenger engagement and brand storytelling.

The silent disco format served as a tangible demonstration of this evolution.

“One shared space, yet multiple individual sound worlds,” Russell says, drawing parallels to the inflight environment where passengers can engage in personalized experiences within a collective cabin. As airlines continue to invest in premium cabins, he notes that audio has the power to shape mood instantly and enhance the overall sensory ecosystem onboard.

Both companies are using the collaboration to advocate for a more holistic approach to inflight service design.



The event opened with a networking reception with food and drink before transitioning into a silent disco-style activation, striking La Dolce Vita balance between taste, beauty, culture and human connection

Fasola highlights the role of gastronomy in shaping the emotional dimension of travel. “A carefully designed culinary experience can evoke place, culture and authenticity.” When paired with sound, he adds, it creates “a deeper sensory narrative” that allows passengers to feel connected to a destination before arrival.

Russell echoes this sentiment, emphasizing the importance of collaboration.

“The integration of Italian culinary heritage with audio technology demonstrates how cross-category collaboration can transform the onboard experience into something truly immersive and memorable,” he says. “This approach moves beyond individual touchpoints, showing that the future of premium travel lies in orchestrated experiences.”

Sustainability and authenticity also remain central to the conversation. Fasola, known for his leadership in carbon-neutral production, underscores that “true luxury today is not excess, but conscious quality,” reinforcing the idea that environmental responsibility and premium experience can coexist in the cabin.



Guests were equipped with Linstol headsets to step into an immersive audio-visual journey inspired by Mozart's timeless compositions

Ultimately, "The Art of Sound" served as more than a unique social media-worthy moment at an evening event; it was a strategic statement. By aligning culinary heritage with advanced audio solutions, Castello Monte Vibiano and Linstol demonstrated how airlines can move beyond siloed procurement toward cohesive, multi-sensory journeys—an approach increasingly essential for differentiation in today's competitive inflight landscape.