

Christophe Caurret

Music Creative Director BETC /

Founder of BETC POP

In the early 90's, Christophe CAURRET obtained a masters degree in Law. While not learning about the rights and wrongs he spent his time organizing rave parties. After graduating he worked for 5 months at the business affairs office at Virgin, before joining BETC in 1999.

At BETC Christophe fills the double role as Creative Music Director and Founder of BETC POP (former BETC Music).

BETC POP is a lab-agency within BETC, entirely dedicated to pop culture. It works with talent scouting and content creation, at the crossroads of business and entertainment. The agency initiated the creation of Air France Music and was behind projects such as the mythical concert that reunited Phoenix and Daft Punk in Madison Square Garden in 2010, or the "Music in the Sky"-app for Air France.

Through Air France Music, Christophe is in charge of the music played on-board all Air France planes.

Throughout the years he has worked on audio synchronizations for some of the agency's brands such as Orange (The Beatles, Alpha, Rufus Wainwright...), SFR, Peugeot (Justice, Wolfmother, I'm from Barcelona...) Evian (« Here comes the hotstepper » by Yuksek & « Rappers delight » by Dan the automator), Lacoste (« You and me » Flume remix by Disclosure) or Air France (Chemical Brothers, AsweFall, Mozart...).

With Fabrice Brovelli he co-produced the single « We will rock you » performed with children's voices for the Evian « Voices » campaign – it topped the charts and sold 1,3 million records worldwide.

Christophe produced and directed the original soundtrack of the movie "Sky Fighters" «(Les chevaliers du Ciel) (1,5 millions tickets sold) and worked on the soundtrack of the movies "The Players" (Les infidèles) (3 millions tickets sold) and « A few words » on the worldwide free rider champion Candide Thovex.

Since 2000, Christophe organizes the famous PANIK parties, a series of monthly electro music parties that started 10 years ago in Paris and are today exported to Reykjavik, Montreal, New York, Istanbul, Amman, Bamako and Berlin.

Christophe also manages the French electro artist Yuksek.