



THE ARCHITECTURE OF CULTURE & SOUND

SONIC ARCHITECTURE • AMBIENT RETENTION

MIXTRESS AFRICA ALLAH

High-Fidelity Selector • Cultural Media Specialist • DJ

The Philosophy: "An Architect blends systems; a Mixtress blends sound." Calibrated from Harlem School of the Arts to Caribbean broadcast nodes (100 Jamz, More FM, ZNS), pioneering audio streaming via DIRadioCast (2005) and Carnival Radio (2025). Delivering uncompressed sonic immersion tailored for luxury hospitality and private salons.

TARGET DEMOGRAPHICS & AUDIENCE ALIGNMENT

- Demographic:** Age 35+, high-net-worth (\$250k–7-figure income brackets).
- Sectors:** Tech founders, venture capital/finance leaders, real estate developers, contemporary art collectors, global travelers.
- The Value:** Intentional acoustic curation that eliminates listener fatigue, fosters intimate networking, and extends patron dwell time.

DATA-BACKED PERFORMANCE BENCHMARKS

27.7M

AVG. CAPTIVE
ATTENTION

320K

MASTER AUDIO
STANDARD

1,000+

CURATED ARCHIVE
VAULT

Institutional Loudness: Calibrated to strict baselines of **-12.34 LUFS** (VIP Salons) and **-14.01 LUFS** (High-Intensity Stages) for warm dynamic range.

THE SIGNATURE SHOW SERIES & FORMATS

FORMAT MODULE

ACOUSTIC PROFILE & VENUE SETTING

VIBE CHECK

ZERO VOICE-OVER

60-min uninterrupted sets (R&B, Southern Soul, Dancehall, Hip-Hop). Sunset cocktail hours & galleries.

PULL UP MIX

2-4 ARTIST SPOTLIGHT

Deep-dive curated pairings with minimal vocal framing. Built for private after-hours & VIP suites.

EAT

SOUTHERN SOUL / ROOTS

Everything At The Table: Rare diaspora classics and soulful culinary/cocktail pairings.

SOCA PARTY

CARNIVAL RADIO

High-energy Caribbean vibrations syndicated from live broadcasts. Rooftops & luxury brunches.

GET FAMILIAR

DISCOVERY MIX

Weekly cutting-edge Hip-Hop & Diaspora releases previewed before mainstream saturation.

AGENCY BY PLAYMASTODAY • HOLLYWOOD, FL

Streaming: [AfricaAllah.com](https://africaallah.com) • [HearThis.at/africa-allah](https://hearthis.at/africa-allah) • Apple Podcasts • Amazon Music

DIRECT ENTERPRISE & BOOKING GATEWAY

playmas.today/b2b-portal • hello@africaallah.com

01 / HARDWARE CONSOLE MATRIX

- **Primary Console:** Pioneer DJ DDJ-FLX10 or Pioneer DJ DDJ-1000 hardware controller required natively on-site.
- **Audio Vault Interface:** Dedicated USB hub / direct terminal connection for secure local performance laptop.
- **Acoustic Stage Monitors:** Two (2) high-fidelity monitor speakers positioned precisely at ear-level with independent booth volume control potentiometer.

02 / BOOTH ISOLATION & ENVIRONMENT

- **Booth Protocol:** Strict access control during runtime. The booth is a secure audio data node; zero unauthorized personnel permitted.
- **Table / Riser:** Sturdy, vibration-isolated DJ console table at standard 36–40" height with direct power access.

03 / ACTIVATION & ENGAGEMENT TIERS

Curated Residency	Weekly or monthly bespoke salon series tailored to venue acoustics.
Destination Salon	High-impact private member club, VIP suite, or summit activation.
Brand Syndication	Continuous high-fidelity ambient stream integration into private zones.

04 / HOSPITALITY & REFRESHMENT MANDATE

- **Hydration:** 100% natural alkaline spring water (purified municipal tap or artificially enhanced alternatives are strictly unacceptable).
- **Temperature:** Both chilled and ambient room temperature options must be provided on-site.
- **Juice:** Freshly squeezed local natural juices provided in green room / console area.

05 / FINANCIAL CHAIN OF CUSTODY

50% RETAINER

Phase 01: Required immediately upon contract execution to secure regional routing.

50% SETTLEMENT

Phase 02: Remaining balance must be fully settled and cleared at T-Minus 7 days prior to load-in.

"Access gets you into the building. Authority owns the deed." All payments cleared via authorized Agency escrow.

06 / CORE OPERATIONAL NODE FOOTPRINT

- **Anchor Node:** Florida (Miami, Ft. Lauderdale, Orlando, Keys)
- **Heritage Node:** Carolinas & Georgia (Atlanta, Charlotte, Charleston)
- **Expansion Node:** Texas (Houston, Dallas, Austin)
- **Soul Node:** Tennessee (Nashville, Memphis)

