

SONIC ARCHITECTURE & AMBIENT RETENTION

Atmospheric Engineering & High-Fidelity Curation for Luxury Hospitality

CURATED & ENGINEERED BY
Mixtress Africa Allah
Syndicated on Apple • Amazon • HearThis

THE CORE PROPOSITION: ATMOSPHERE AS AN ASSET CLASS

Modern luxury hospitality is defined by **emotional resonance and dwell time**. *Pull Up Party* is an internationally syndicated, high-fidelity sonic installation and live salon residency engineered to shift room frequency, eliminate listener fatigue, and convert acoustic atmosphere into measurable patron spend.

TURNKEY EXECUTION

- Low acoustic footprint
- Master 320kbps feeds
- Zero platform compression

TARGET PATRON DEMOGRAPHICS & ALIGNMENT

- **The Profile:** Age 35+, high-net-worth (\$250k–7-figure), tech founders, venture capitalists, real estate developers, fine art collectors.
- **Behavioral Persona:** Culturally literate global travelers seeking intimacy, rare archives, and narrative depth over generic club music.
- **The Psychological Shift:** Seamlessly transitions environments from private networking and cocktail lounging to high-vibrational movement.

DATA-BACKED AMBIENT PERFORMANCE

27.7m AVG. CAPTIVE ATTENTION WINDOW	320k NEURO-FIDELITY MASTER STANDARD	1,000+ CURATED MASTER ARCHIVE VAULT
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Neuro-Fidelity Advantage: Uncompressed master audio reduces sensory ear fatigue, encouraging patrons to comfortably linger longer and drive premium F&B spend.

THE SIGNATURE FORMAT SUITE

MODULE	ACOUSTIC PROFILE & VENUE APPLICATION
VIBE CHECK <i>Zero Voice-Over</i>	60-min uninterrupted sets (R&B, Southern Soul, Dancehall, Open-Format). Ideal for sunset lounges, salons & gallery exhibitions.
PULL UP MIX <i>Deep-Dive Pairing</i>	Curated 2-to-4 artist acoustic spotlights with minimal vocal framing. Built for private after-hours & VIP member rooms.
EAT <i>Southern Soul / Global</i>	<i>Everything At The Table:</i> Rare diaspora classics and soulful discoveries. High culinary & cocktail dining pairing.
SOCA PARTY <i>Carnival Radio</i>	High-energy Caribbean vibrations syndicated from the weekly live broadcast. Day-parties, rooftop pools & luxury brunches.
GET FAMILIAR <i>New Discovery</i>	Weekly cutting-edge global Hip-Hop & Diaspora previews before mainstream saturation. Trendsetter & tastemaker mixers.

01 / CURATED RESIDENCIES

Weekly or monthly live salon installations tailored to your venue's acoustic architecture.

02 / BRANDED SYNDICATION

Continuous ambient background feeds deployed across private hospitality zones.

03 / PRIVATE PILOT SALON

Host an exploratory sonic preview for your executive leadership & programming team.