

LED-ME: Light Innovation for your Pleasure

With over 300 clients on weekdays and double on weekends, IntenCity hosts the emotional-manicuring of volumes of guests ranging from downbeat and lonely to ego-engorged and socially overwhelmed. The clientele has grown vastly since the bar was founded 2 years ago - during the emotive marketing upswing. IntenCity has accommodated the turn - from catering merely to melancholy - to taking on ego-perserverance-trained staff and services. This service change-over was possible through a \$4 million renovation, creating a facility as mutable as its guests' emotions.

The renovation was led by Silicon Valley-based industry-favorites, Exo:). You likely know them as the Interior Mood team who transformed airtravel from transportation into a pleasurable luxury by appropriating the oxygen mask system into a family-friendly on-flight oxygen bar. Similar to the turnover in airfare sales (with corporate heads and service employees alike flying 150-300 miles roundtrip in an evening for a cloud-ride), IntenCity is the model of affect-bar reform, increasing client response by over 40% in the first year. This project marries architectural lighting technology with affective innovation, resulting in client-satisfaction that the whole economy can feel.

Figuring how to accommodate the individual experience and simultaneously facilitate a harmonious room-wide environment was the task of Lia Elita, ambiance-expert of the Infinite Light Firm. This entailed extensive light temperature coordination technology, only possible with individuated LED environments for each bar seat. "It was the most challenging and rewarding project I have ever worked on," Lia commented, "feelings can be guided with the touch of a fingertip."

Part of what makes the LED light control panels simultaneously unique and successful is the option for user-control. iFeel (Microsoft's Affect Innovation team, founded in 2016 to resolve the abundance of tablet user's anxiety) developed a glass touch screen that can be accessed from the cafe seats (whether they are stools, couches, or recliners) for fully individuated environment control. Not all guests are aware of this option because social media-combing surveys prove that not all affect-bar clients want to know how the magic works. For the average client, the tenders' tasks of adjusting light temperature, fixing the right beverage to pair with physical and sonic architectures should be practically invisible to produce the greatest affect. However, for clients operating with a higher frequency of emotional awareness, it is important to grant personal choice for environmental adjustments.

"I can transform my home's lighting and sonic environments (and much more) with my HouseHug program, so when I go out, it's for the social aspect. I want to meet people and I like to be able to adjust the aura according to the mood I'm going for. You wouldn't want to be drinking the ExtraVerte Mate Latte with pink-dawn lighting, you want the midday happy-go-glow with Vitamin D mist. The LED-ME interface allows me to choose from mood profiles or simply adjust by hue and intensity," says Happy-Go Consultant and IntenCity part-owner, who spends 60 hours a week in affect bars.