

AFFIRMOLGY

The Demo Experience

What we are building for Faena, and eventually the Affirmology Loft • July 2026



Imagine this

Someone wanders over to our area in the middle of a long conference day. We sit them down and put a mask over their eyes. It plays light directly to the pineal gland, colors shifting with the emotion of the sound coming out of our app. A gently psychedelic experience. It pulls them out of the noise of the event, out of their distracted mind, and drops them into presence, so they can actually hear and feel their origin song.

This is not a someday product. It exists, we can buy it today, and it is not expensive.

The next person we strap into a vibroacoustic vest, and play them their heroic song. Confident, theirs, and they can feel it in their chest.

A third person has been standing up all day. They lie down on our vibroacoustic mat, sink in, and finally listen to the nuances of their own suite of Affirmology audios.

There is a vibe here. Screens drawing people in with our films. Beautiful things people actually want to wear and sink into. Our team having exactly the right conversations, enrolling coaches and influencers as creators and affiliates.

And this is the part that matters most. People walk away with our brand living as a feeling in their body. That is who becomes a member in this critical fall rollout, and that is what people tell their friends about. You do not want to miss what Affirmology is doing over these three days.

The vision

We want to create incredible visual, somatic, and nurturing experiences: to help a person relax, unwind, feel their most epic self, and let the audio make them feel seen.

Imagine hearing music with your name woven through it. A hero's song written from your own chart, sung back to you.

They will remember that feeling in their body. That is good for the brand, it is good for membership, and it is how a habit begins.

The three pillars

1. Eye masks. They tune out the visual noise of a busy room. The [Luminate Nova](#) flashes light to the pineal gland in time with the sound and the emotion, like a personal Pandora Star.

2. Vibroacoustics. They land the music and the affirmations in the body, not just the ears. A wearable [vest](#) for the standing, hero experience, and a [mat](#) built into the furniture for the reclining one.

3. Emerald velvet, everywhere. Rich velvet in our signature emerald, wrapping the furniture, the eye masks, and the vests, with our logo on them. The color is the brand, and it makes the whole area unmistakably ours.

The chaise, and the best idea in this whole document

A vibroacoustic mat lying on the floor looks like exactly what it is: a piece of equipment. So we are not going to do that.

We are going to build the mat straight into the chaise, sewn in underneath the emerald velvet.

You do not lie down on a device. You lie down on a beautiful piece of furniture that happens to be alive. The sound rises up through your spine while your name is sung to you, and nothing in the room looks like technology.

The chaise is [this one](#), reupholstered in emerald. The mat is the [Woojer MAT](#). We think the same trick works on the Eames.

The rest of the furniture

The Eames lounge and ottoman. The signature seat of the experience, reupholstered in emerald velvet, with a haptic panel sewn into the seat. [See it here](#).

Overflow and vibe. Bohemian rugs, floor pillows, and bean bags for the people who just want to lie down with the app. They make the area a place to stay, not a booth to walk past. Giselle has rugs and bean bags we can borrow to start. They are not emerald, but they work.

The hero vest

They wear it while they listen to their soul song, and it lands the vibration and the recognition in the body. It also makes our point for us: they are the hero of this song, and this is their hero's journey.

Suiting someone up draws a crowd, and it makes for unforgettable reaction video. It should be pretty, plush, and fun to wear, not gear. We want to explore a cape.

The vest is the [Woojer Vest 4](#), reimagined in emerald velvet with our logo on it.

Headphones, and the growth engine hiding inside them

The [Hamilton Buhl SC-7V](#) is our pick: over-ear, vintage-looking, durable, made to take a beating in group use, and about \$12 each in bulk. We brand them, and [ColorWare](#) may be able to paint them in our emerald.

For Sept 11 and the VIP night at Faena we want a big group inside the Remember Together experience at the same time. That is the wow moment, and it scales.

And here is the part worth getting excited about. We rent the headphone kit to local creators for their own events. They leave a deposit, they pay only for what they do not return, and otherwise it is free. Their community gets an unforgettable experience, many of them subscribe, and the

facilitator becomes a brand ambassador. Our gear stops being a cost and turns into free enrollment, and an Affirmology movement.

The demo table and the booth

One or two folding tables under matching branded covers, with tall standup banners outside, so our visibility as MCs on stage connects straight to this area.

iPads and displays on stands, so people can watch our films on a real screen while a Team Rep sits with them, picks their demo journey, and gets their birth information in. Extra displays loop our video to pull people in while the Reps are busy.

A second, smaller booth sits in view of the main stage. Its whole job is to hand out the flyer and send people across the room to the real demo area before they leave for the day. Camp Brotherhood, Coherence, and Win Together can be featured there too.

The flyer

Die-cut into a shape people keep: a face wearing headphones, or our meditating statue. Pocket-sized, on cardstock so it has heft.

The front sells their demo and points them to the area. The back sells the creator account, for coaches and facilitators who want to run this for their own groups.

Where this goes next

This is a nurturing experience, and we want it to feel like one from the moment someone steps in.

Detoxing foot baths for people who have been on their feet all day at the conference. Essential oils and diffusers, so the area smells the way it looks. A scent handed to them right as their song begins, so the memory has something to hook onto later.

We are also exploring how far the audio itself can go: chant, singing bowls, and richer sound textures layered under a person's own song. We are not promising any of that yet, but it is where our heads are.

The through line: Every one of these is another way to make a person feel cared for, and to make the feeling stick.

The pieces we are looking at

Nothing is locked in yet. These are the things we are pricing, so you can click through and see them for yourself. The detailed spend will live in the use of funds document.

Piece	Ballpark
Luminate Nova eye mask	about \$105
Woojer Vest 4, the hero vest	\$479
Woojer MAT, built into the chaise	\$999
Eames lounge + ottoman	\$459
Chaise lounge	\$375
Headphones, Hamilton Buhl SC-7V	\$12 each in bulk
Emerald velvet reupholstery	coming soon
Custom emerald headphone paint	coming soon
Projection mapping	coming soon
iPads, displays, stands	coming soon
Tables, covers, banners, print	coming soon
Rugs, bean bags, floor pillows	borrowing Giselle's to start

Someday: the Affirmology Loft

Norm's [VibraSound Zero-G chair](#) and the [Vibroacoustix](#) landing pad are the dream anchors for the Loft. Not for September, but exactly where this is headed.

The Loft is where this really opens up. A permanent space we can stack with activation and health experiences: biohacking, focus and performance tools, sound and light immersion, breath and coherence work, recovery and nervous-system reset.

Every one of those is another reason for a member to walk in, another experience a creator can run for their community, and another story worth telling. The demo area is the small version of this. The Loft is the full one.

The next step

Buy one Lumenate Nova and test it against a soul song this week. It may be the highest value-per-dollar piece of the whole experience, and we want to feel it before we commit to anything.