



If you're missing the pub, go virtual instead | Photo source Nikola Jovanovic on Unsplash

Innovation > Food & Drink > Cocktail bar builds online simulation of the social experience

COCKTAIL BAR BUILDS ONLINE SIMULATION OF THE SOCIAL EXPERIENCE

 FOOD & DRINK

Sounds include a bartender mixing drinks, the murmur of a happy crowd, satisfying bottle pops and the cracks of cans as drinks are poured

Spotted: A Mexican cocktail bar in Monterrey has launched an online player that recreates the atmosphere of a bar, to keep us happy during the various lockdowns of the last year.

Developed by Maverick, the online player works like a jukebox, featuring a menu of ambient music and a collection of familiar sounds that listeners can mix up and adjust until they create the perfect bar ambience.

Named “I Miss My Bar”, the simple website features seven audio categories – including “bartender working,” “full room” and “street ambience.” There is also the sound of cars driving by on the street outside and even the sound of rain on windows.

All of the effects can be played together, with adjustable volume sliders on each to create that perfectly-tuned cacophony of being-out-in-public you crave.

“Hanging out with friends, deep conversations over Gin & Tonics, meeting great new people, the atmosphere... Even though these things will never be replaced, at Maverick we’ve made this modern digital artefact to keep you company while this awful pandemic, which profoundly affects our industry throughout the world, finally passes and we can meet again safely,” said Maverik.

Maverik suggests using the player as background sound for virtual hangouts or just for your daily wind-down cocktail at home. There’s also a Spotify playlist with actual music curated by the team, which is updated weekly.

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Takeaway:

Over 42 per cent of people surveyed by the [US Census Bureau in December](#) reported symptoms of anxiety or depression in December, compared to 11 per cent the previous year. As people move their drinking and social habits to the online world, social media content and engagement innovations such as “I miss my bar” offer both a sense of familiarity and community. Virtual happy hours, hosted on video chat platforms such as Zoom and Google Hangouts, could also play a significant role in virtual socialising after work.