



COLOR ME INTRIGUED: A NEW HOTEL LETS YOU PICK YOUR ROOM ACCORDING TO YOUR MOOD



GOOD TRAVEL

by TEHRENE FIRMAN, NOVEMBER 6, 2018

When you check into the [Angad Arts Hotel](#) in St. Louis, Missouri, after you choose between a queen- or king-size bed, you can choose between happiness and tranquility. Or maybe passion is more your speed...

The 146-room hotel, which opened earlier this month, is bursting with color. And the choice isn't purely for aesthetic reasons: The hoteliers want the rooms' decor to match—or influence—your mood. "We realized the experience of being in a room that's all blue or all red is going to have a different effect on the guest," Steve Smith, CEO, told [Travel + Leisure](#). "If we were going to saturate the rooms with color, why not promote the emotions?"

There are four colors in the hotel's palette: yellow to boost happiness, blue to inspire tranquility, red to ignite passion, and green to encourage rejuvenation.

But is this a gimmick, or can soaking in a blue bathtub really make you feel extra Zen? "Color has a very strong impact, as our color choices are a reflection of what we need emotionally," color therapy expert Walaa AlMuhaiteeb, founder of [Walaa's Color Ways](#), tells me. "The color of our spaces tell us how to live in this space, so a blue space will tell us to relax and let go and even have lovely laid-back conversations. A red room would bring out all kinds of passions and energy; red is infinite vitality."

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The best news about the colorful hotel is that booking a trip isn't going to break the bank. According to its website, rates start at \$95 for the opening month (early bird special!), then will range from around \$185 to \$315/night. And you can bring your pup along, too, who will be spoiled with a doggy bed and blanket, water and food bowls, and treats. Color therapy *and* total relaxation with your furry BFF? Sold.