
ESSENSE HOUSE
EHO28LA
Los Angeles 2028
A Destination for Hospitality, Events and Brand Experiences

ESSENSE HOUSE

EHO28LA

In the Heart of Los Angeles

ESSENSE HOUSE | EHO28LA will be hosted at ESSENSE 501, near Downtown Los Angeles and major venues for Los Angeles 2028.



ESSENSE SIGNAL: An illustrative illuminated installation that can be customized around a partner's brand or theme.



ESSENSE 501

The setting for hospitality, events and partner programs during Los Angeles 2028.

Recognized by the Los Angeles Mayor's Office of Major Events as an Olympic-related project.

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Connected to Major Venues in Los Angeles

A Central Los Angeles Location

ESSENSE 501 is at 501 W. College Street, just north of Downtown Los Angeles.

101 + 110 Freeways

Convenient connections to major venues across Los Angeles.

473 On-Site Parking Spaces

Parking for residents, guests and visitors.

Major City Venues

Sports, entertainment and event destinations across the city.



ESSENSE 501

501 W. College Street

DOWNTOWN LOS ANGELES

101

← To San Fernando Valley

↑ To Pasadena

110

↓ To Long Beach

N

DOWNTOWN LOS ANGELES



Dodger Stadium

North of ESSENSE 501

~ 5 min



Crypto.com Arena

Downtown Los Angeles

~ 6 min



LA Convention Center

South of Downtown

~ 6 min



Peacock Theater

Downtown Los Angeles

~ 6 min



LA Memorial Coliseum

Exposition Park

~ 10 min

Schematic map and illustrative travel times. Verify individual routes and actual conditions.

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Los Angeles: Audience & Visibility

The Olympic and Paralympic Games will bring global attention to Los Angeles and its venues.



Los Angeles

The global city and its audience



ESSENSE 501

A dedicated setting for partners

4M+

Dodger Stadium Attendance

More than 4 million fans attended during the 2025 season.

Source: Los Angeles Dodgers, 2025.

12M+

Ticket Interest Registrations

For the Olympic and Paralympic Games.

Source: Los Angeles 2028, July 29, 2026.

6M+

Olympic Tickets Sold

More than 6 million sold as of August 21, 2026.

Source: Los Angeles 2028, August 21, 2026.

49.5M

Los Angeles Visitors

Annual visitors to Los Angeles in 2025.

Source: Los Angeles Tourism & Convention Board, 2025.

Three Visibility Formats

The digital display, ESSENSE SIGNAL, and E Beacon each give partners a distinct way to be seen.

Billboard

High-Impact Digital Display
A digital billboard facing major traffic arteries and stadium audiences.

ESSENSE Customizable Signal

Partner-Defined Design
An illuminated feature shaped around each partner's brand, theme, or visual idea.

E Beacon

360° Brand Beacon
A rooftop feature designed for visibility day and night.

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ESSENSE SIGNAL

A Customizable Brand Presence

The illuminated architectural feature shown here is one example of ESSENSE SIGNAL.

Each installation can be customized to reflect a partner's brand or theme, creating a distinctive, highly visible presence in Los Angeles.



Illustrative concept. Design and installation are subject to applicable approvals.


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Make Los Angeles Your Stage
Establish your presence at ESSENSE HOUSE EHO28LA, with spaces for hospitality, events and brand experiences during Los Angeles 2028.



Hospitality Above Los Angeles

A distinctive rooftop setting for private gatherings and curated experiences with clients, guests, and partners during Los Angeles 2028.

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Global Conversations

A forum for partners and leading voices to exchange ideas, with conversations reaching beyond the Olympics.

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The Sustainability Zone

An open-air showcase of clean energy and sustainable technologies, where partners can share innovations through installations, demonstrations and direct engagement with guests and industry.

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Partner Pavilions

Individual glass pavilions where partners can showcase products and ideas, welcome guests and host experiences shaped by their own identity.


Customizable Living Spaces
Lounges and shared interiors that can be tailored to a partner's own theme, values and customer experience.
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Mobility Hub

A welcoming arrival and departure point for guests and delegations, where mobility partners can showcase their vehicles and offer tailored transport experiences across Los Angeles.

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The Chef's Table
Celebrated chefs host exclusive dining experiences, with menus and hospitality reflecting each partner's culture, traditions and identity.
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Wellness & Recovery

Sauna, cold plunge, advanced recovery technology and quiet spaces come together in a warm, welcoming setting, offering guests a restorative pause amid the energy of Los Angeles 2028.

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Music & Media Lounge
A relaxed setting for listening sessions, interviews and behind-the-scenes exchanges with Olympians, sporting icons and cultural personalities.
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Sport & Style Runway
Rooftop fashion shows and collection previews featuring sportswear and contemporary fashion, with private hospitality close to Dodger Stadium.
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Staying at ESSENSE HOUSE
Contemporary residences and suites, with wellness amenities and welcoming spaces to gather, offering guests, delegations and partners
a distinctive place to stay.
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From Experience to Extended Reach

Physical Experience

Hospitality, events and meetings bring partners and guests together.

Brand Activation

Partner experiences create opportunities for storytelling, product demonstrations and engagement.

Content & Communications

Programming produces stories and imagery for the property, media and digital channels.

Partner Collaboration

A shared platform connects brands, organizations and communities while each partner keeps its own identity.



What Partners Can Build Here

Media

Stories and content for broader distribution and coverage.

Audiences

Experiences that inform, inspire and create lasting connections.

Programs

Dedicated spaces for sport, wellness, culture and partner events.

Presence

A physical destination with purpose.

Experience

Meaningful interactions that create impact.

Content

Stories and moments captured and shared.

Distribution

Shared through partner, media and digital channels.

Extended Reach

Visibility that continues beyond each event.

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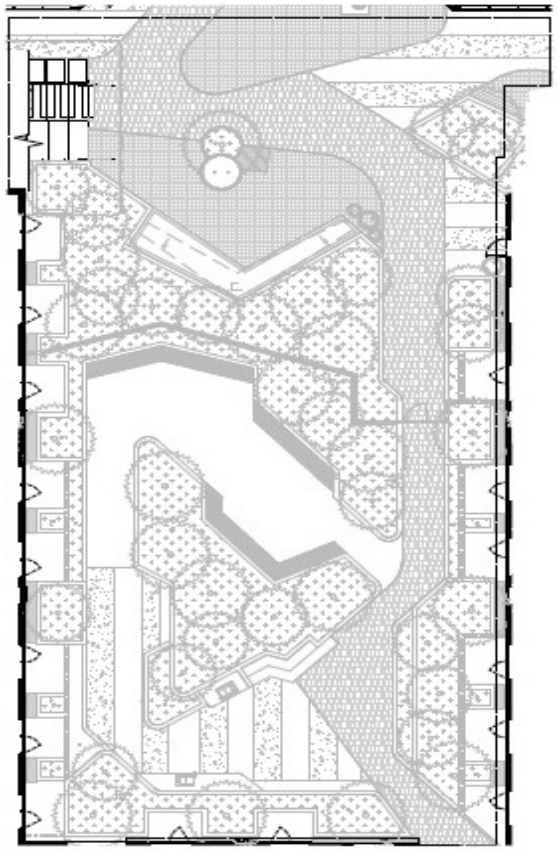
Appendix Property Spaces & Accommodation

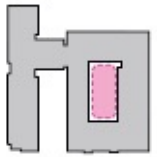
Architectural plans and representative residences at ESSENSE 501.

Lower Courtyard

Property Spaces | ESSENSE 501

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907 m²

9,763 sq ft

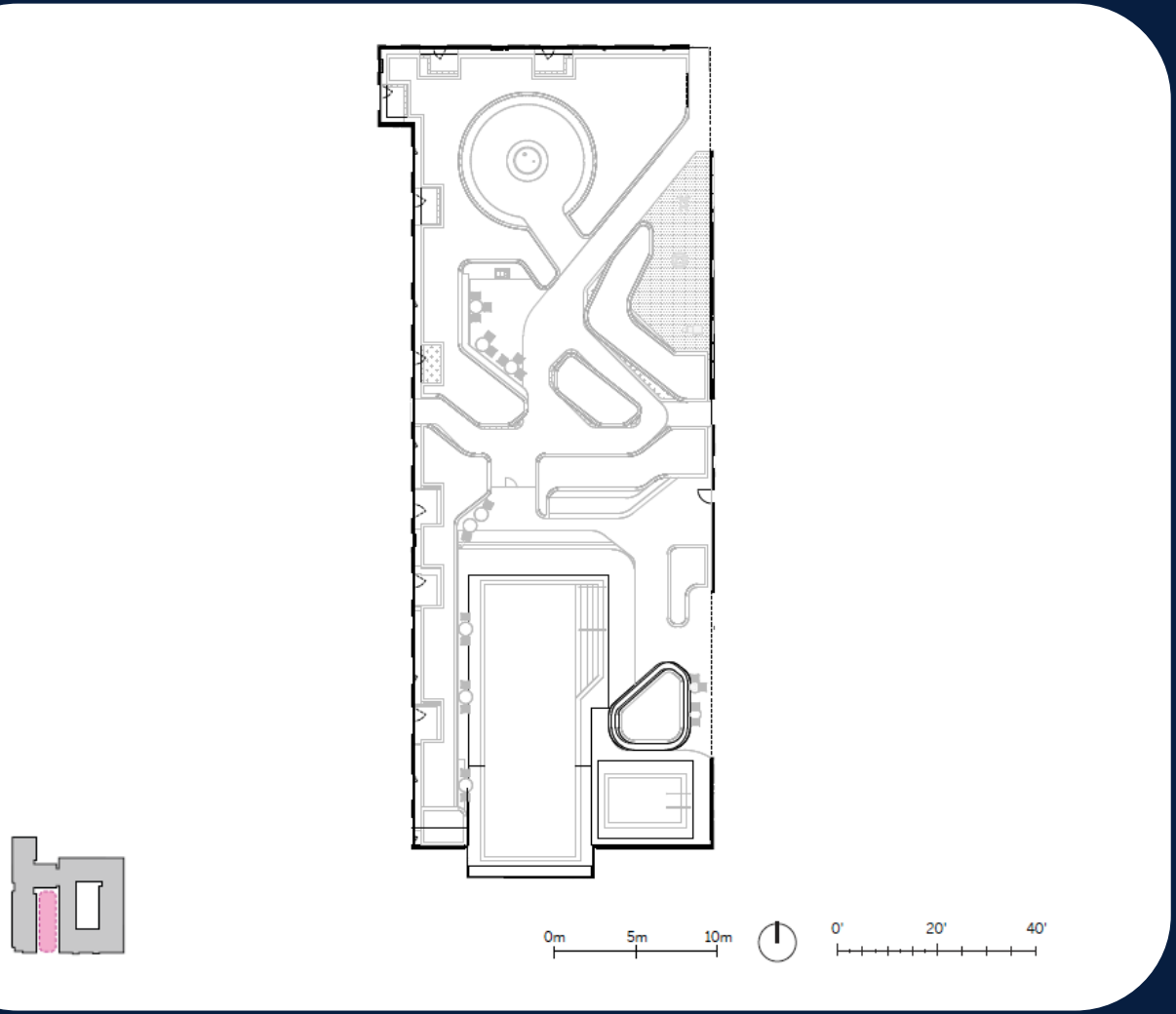
An outdoor setting for hosted gatherings and partner programs.

Spaces and programming can be tailored to each partner's objectives, within the property's operational requirements.

Upper Courtyard

Property Spaces | ESSENSE 501

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1,105 m²

11,894 sq ft

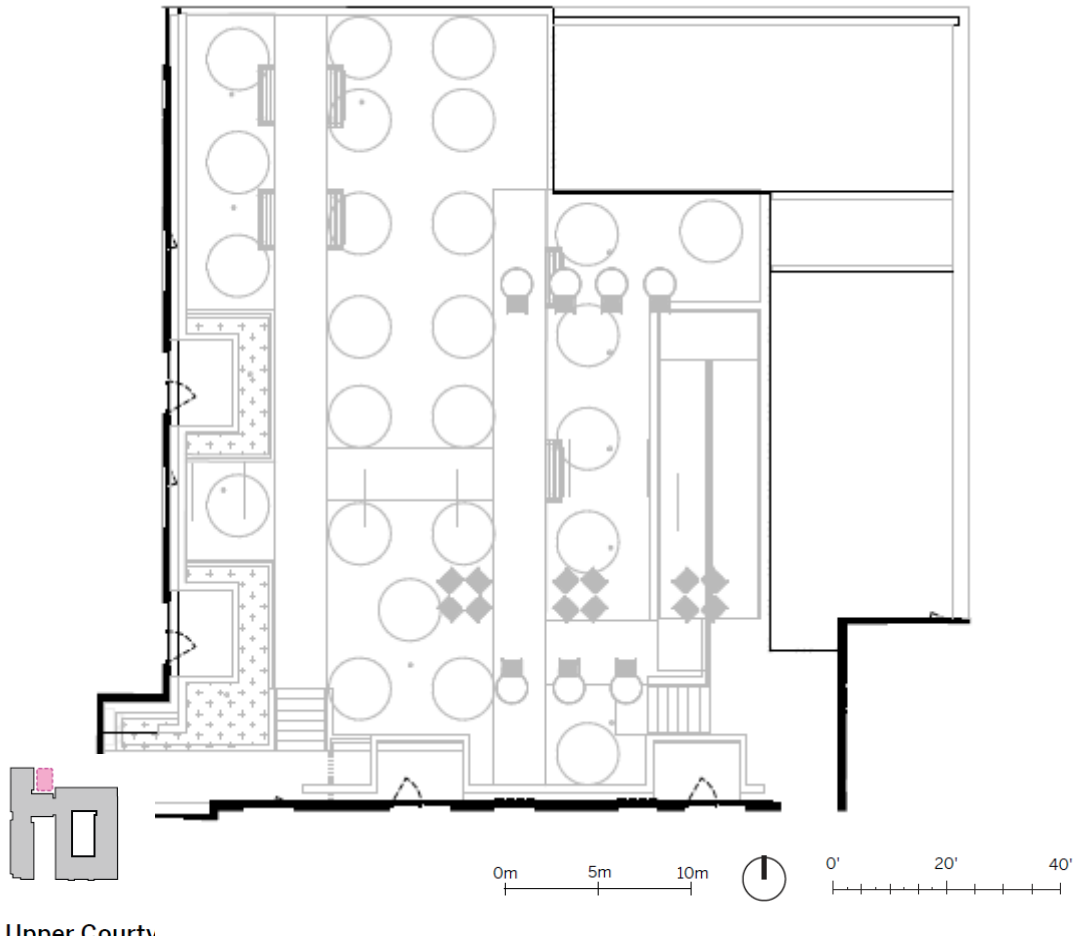
A generous open-air environment for receptions, performances and shared experiences.

Spaces and programming can be tailored to each partner's objectives, within the property's operational requirements.

Upper Courtyard, North

Property Spaces | ESSENSE 501

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400 m²

4,306 sq ft

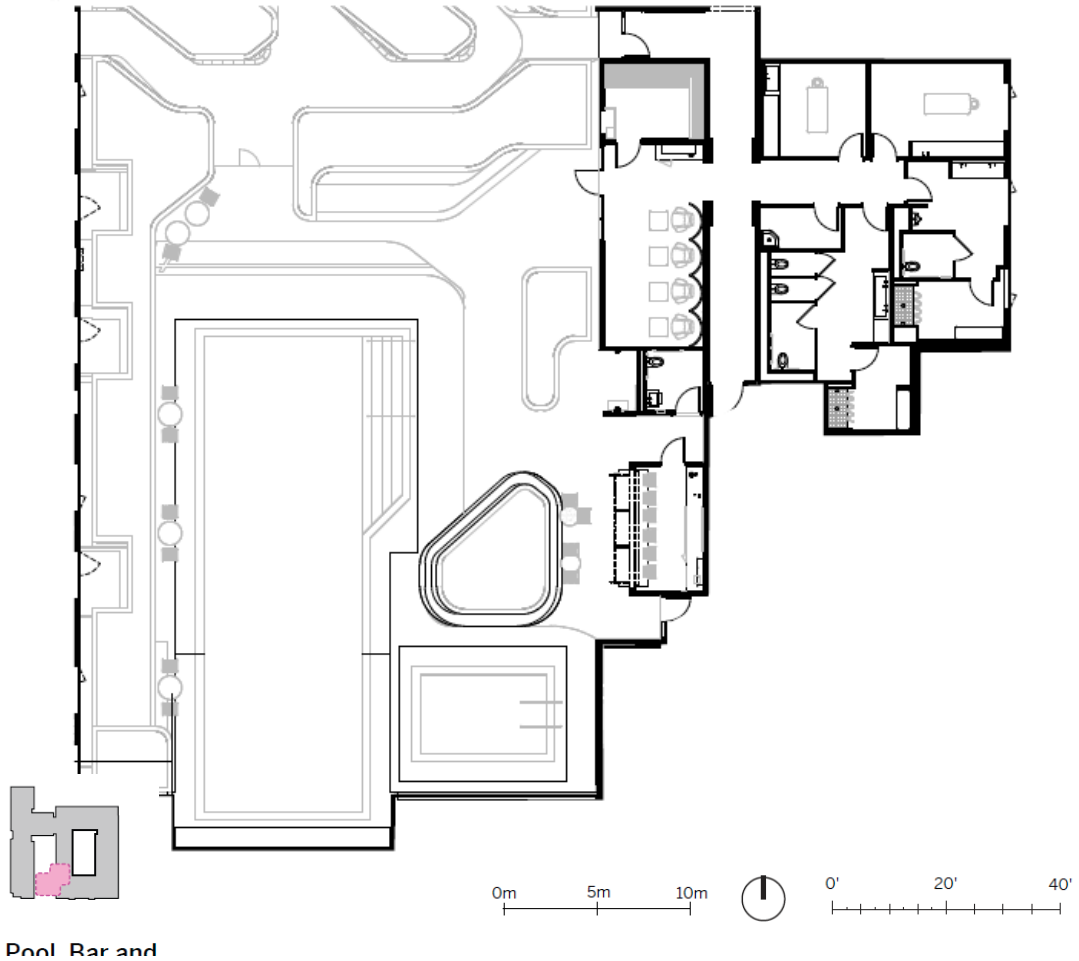
A more focused courtyard setting for curated gatherings and smaller partner formats.

Spaces and programming can be tailored to each partner's objectives, within the property's operational requirements.

Pool Bar & Spa

Property Spaces | ESSENSE 501

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191 m²

Spa: 2,056 sq ft
Pool Bar: 14 m² | 151 sq ft

A wellness setting with potential for recovery sessions and carefully hosted guest experiences.

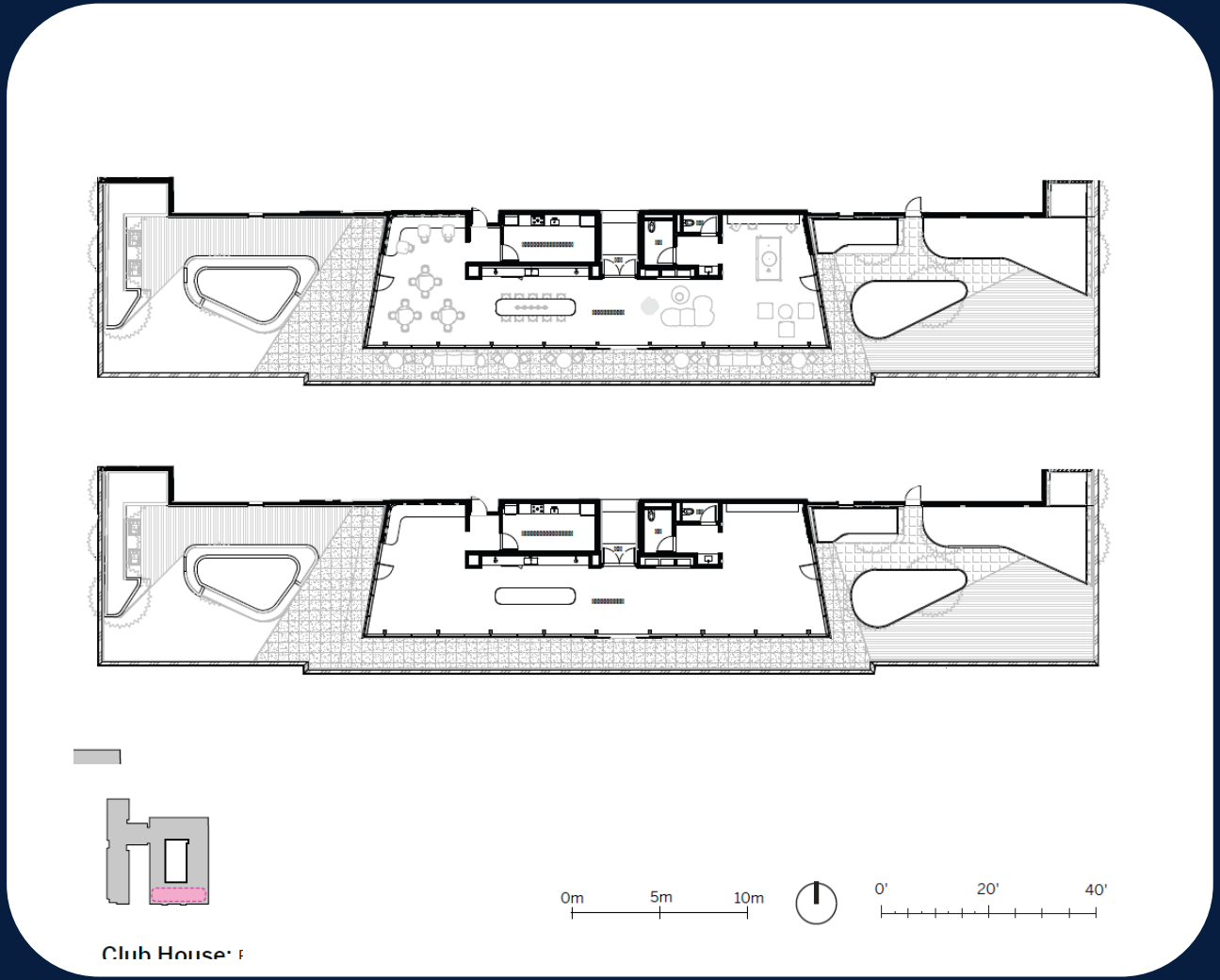
Spaces and programming can be tailored to each partner's objectives, within the property's operational requirements.

STEINBERG HART · ARCHITECTURAL PLAN · MAY 2026

Clubhouse

Property Spaces | ESSENSE 501

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202 m²

2,174 sq ft

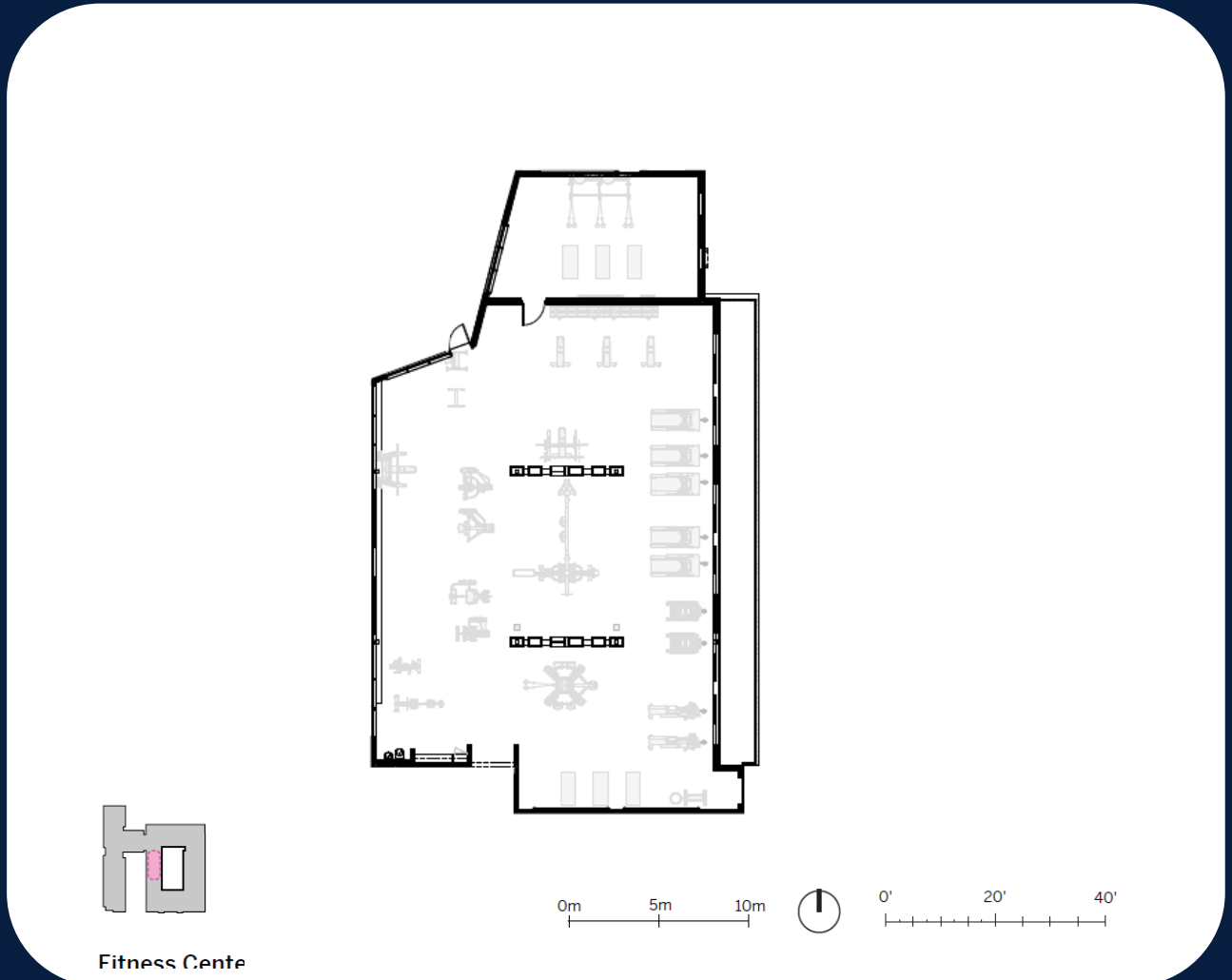
An indoor gathering environment for conversations, private receptions and partner-hosted programs.

Spaces and programming can be tailored to each partner's objectives, within the property's operational requirements.

Fitness Center

Property Spaces | ESSENSE 501

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351 m²

3,778 sq ft

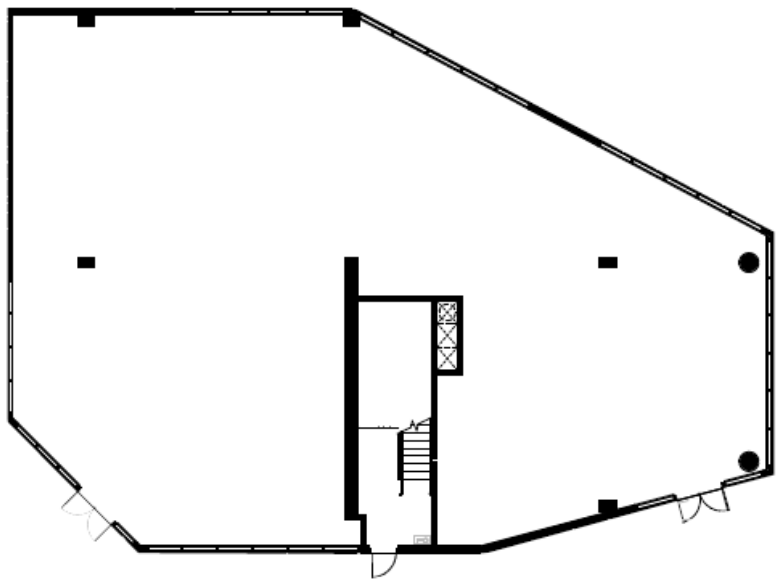
A dedicated setting for movement, fitness and performance-focused experiences.

Spaces and programming can be tailored to each partner's objectives, within the property's operational requirements.

Retail Space A

Property Spaces | ESSENSE 501

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Retail A: Floor

431 m²

4,639 sq ft

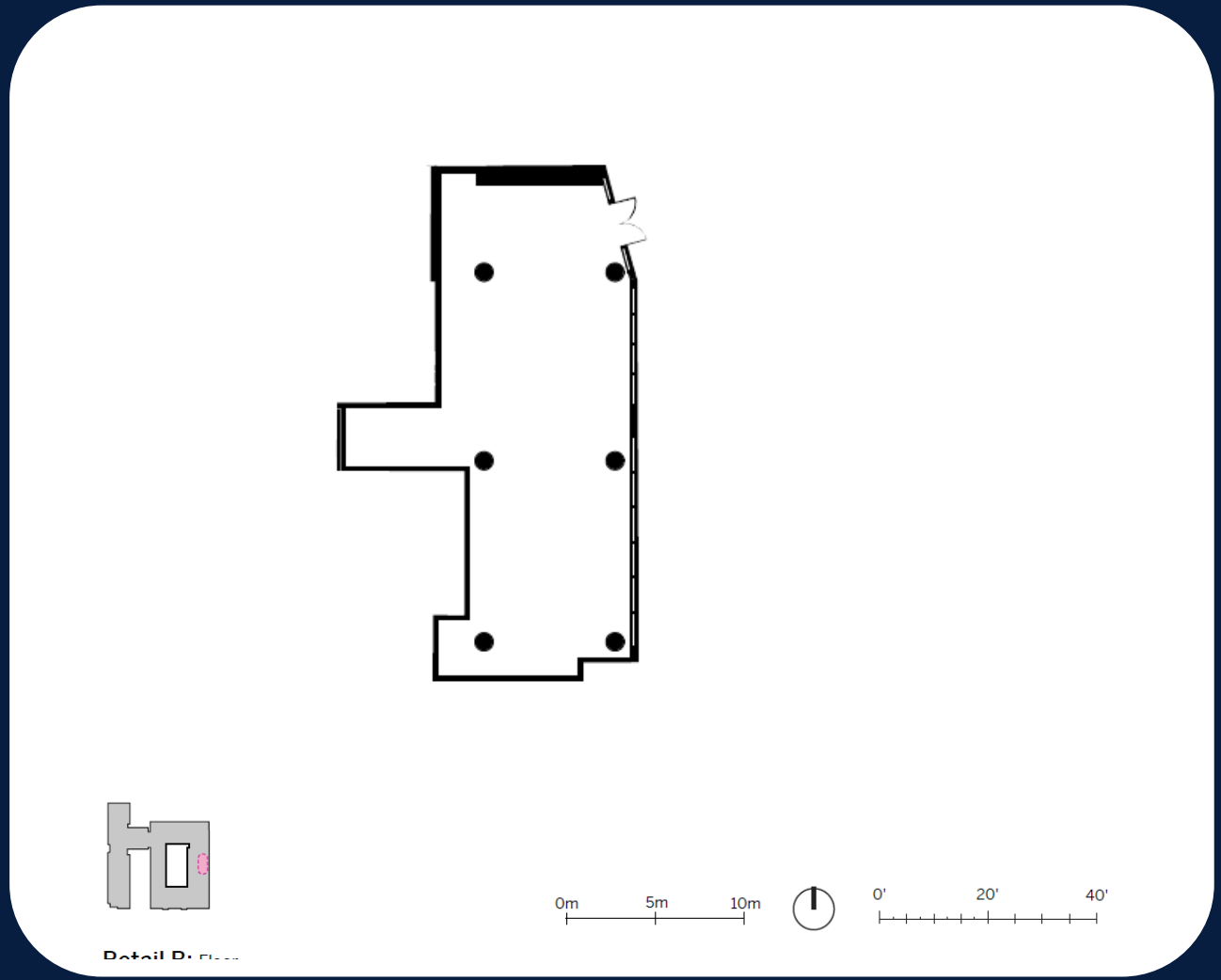
A larger retail format suited to flagship brand showcases and product presentations.

Spaces and programming can be tailored to each partner's objectives, within the property's operational requirements.

Retail Space B

Property Spaces | ESSENSE 501

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151 m²

1,625 sq ft

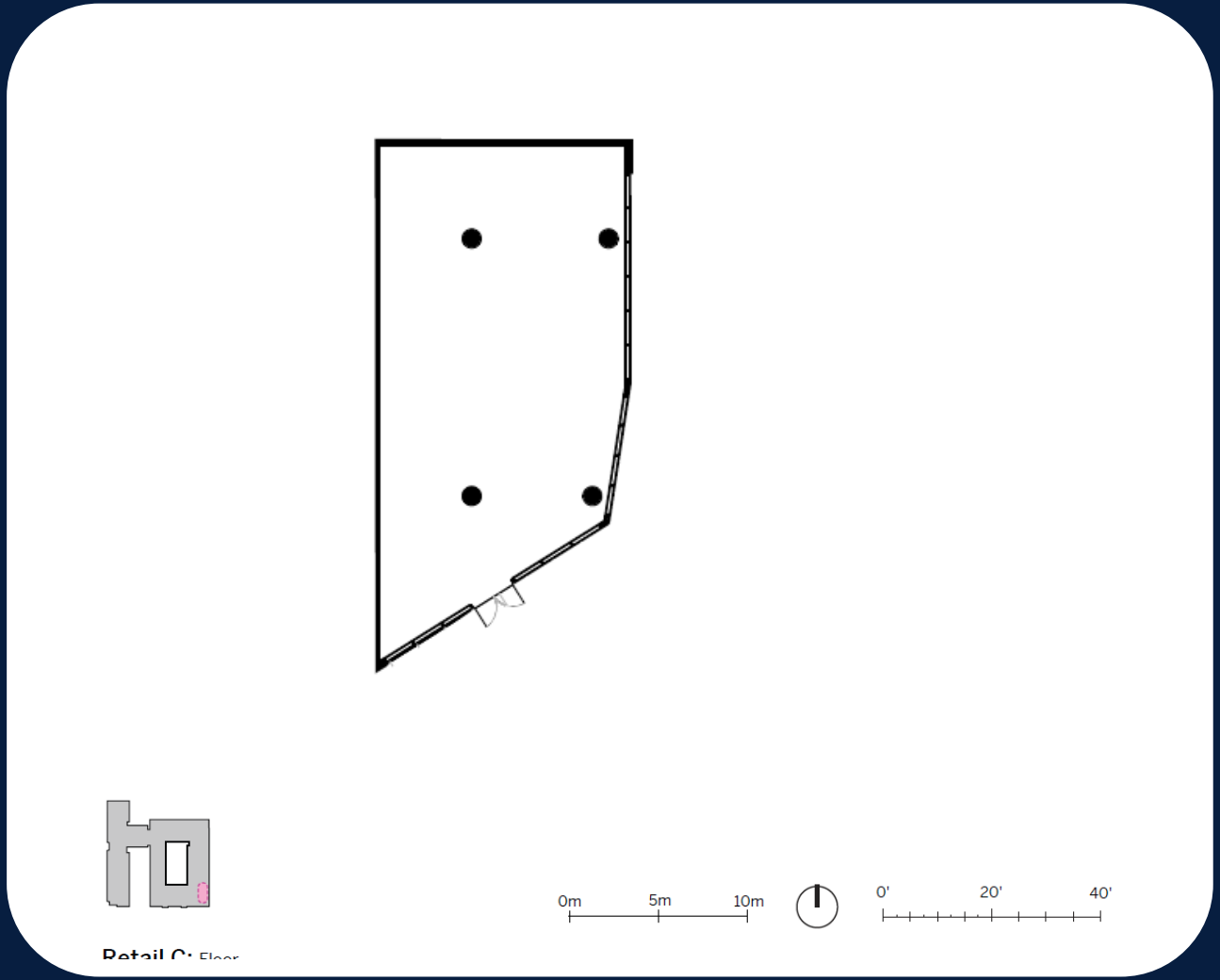
A compact retail setting for product discovery and focused brand experiences.

Spaces and programming can be tailored to each partner's objectives, within the property's operational requirements.

Retail Space C

Property Spaces | ESSENSE 501

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Retail C: Floor

156 m²

1,679 sq ft

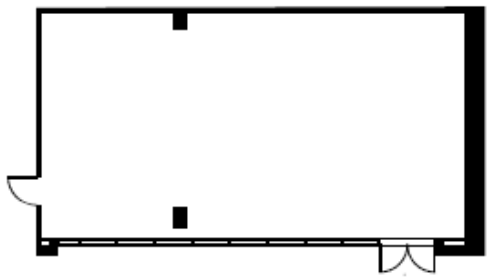
A flexible retail footprint for limited-edition collections and thematic showcases.

Spaces and programming can be tailored to each partner's objectives, within the property's operational requirements.

Retail Space D

Property Spaces | ESSENSE 501

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Retail D: Floor

106 m²

1,141 sq ft

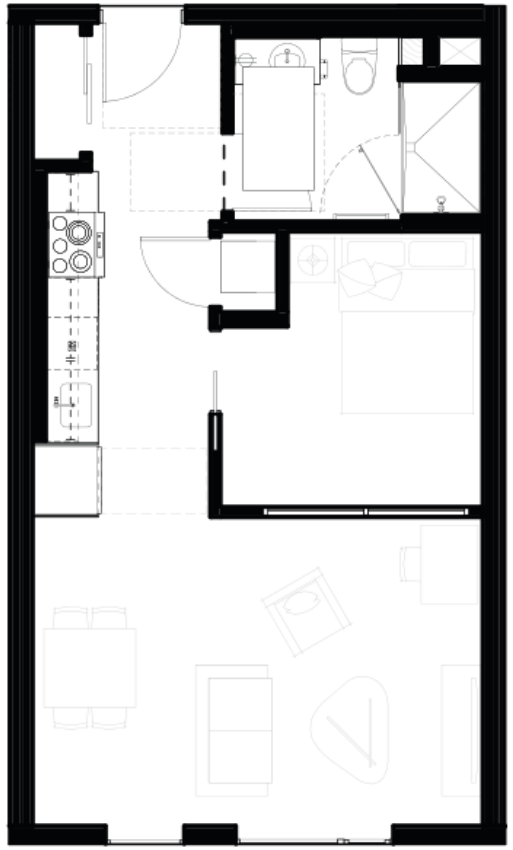
A smaller setting for specialist services, guest support or partner-led installations.

Spaces and programming can be tailored to each partner's objectives, within the property's operational requirements.

Junior One-Bedroom

Representative Accommodation | ESSENSE 501

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Representative Unit SA

approx. 47 m²

approx. 506 sq ft

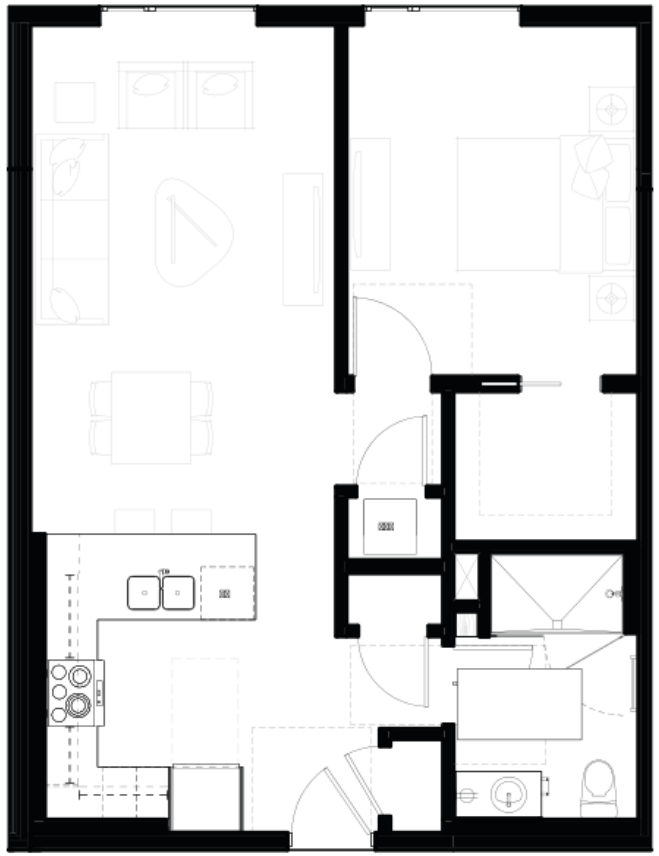
A compact residential option for select team, media or guest accommodation.

Representative floor plan. Accommodation options and arrangements will be coordinated with each partner, subject to availability.

One-Bedroom Residence

Representative Accommodation | ESSENSE 501

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Representative Unit 1A

approx. 59 m²

approx. 635 sq ft

A self-contained residence for visiting executives, invited partners and private stays.

Representative floor plan. Accommodation options and arrangements will be coordinated with each partner, subject to availability.

Two-Bedroom Residence

Representative Accommodation | ESSENSE 501

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Representative Unit 2A

approx. 92 m²

approx. 990 sq ft

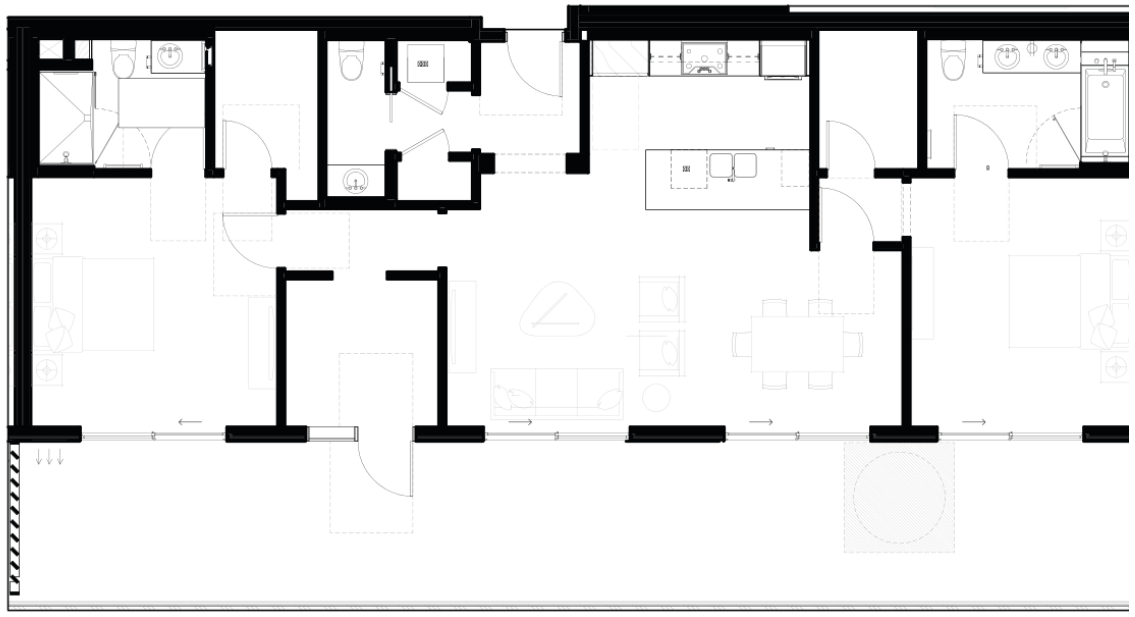
A larger residential arrangement suitable for family guests and small delegations.

Representative floor plan. Accommodation options and arrangements will be coordinated with each partner, subject to availability.

Penthouse Residence

Representative Accommodation | ESSENSE 501

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Representative Unit PH1

approx. 122 m²

approx. 1,313 sq ft

A premium residential setting for leadership-level stays and distinguished guests.

Representative floor plan. Accommodation options and arrangements will be coordinated with each partner, subject to availability.

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Appendix: Partnership Levels and Programs

Participation formats for brands, organizations and invited guests.

A Structured Partnership Platform

Defined participation and partner-led programming

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FOUR PARTNERSHIP LEVELS

Partners can select a role aligned with their priorities, from a platform-wide position to focused program participation.

FOUNDING	Platform leadership
CATEGORY	Category-specific presence
PROGRAM	Selected experience or program
SUPPORTING	Product, service or technical contribution

FROM ROLE TO EXPERIENCE

A selected space, a program idea and a defined audience become the basis of a partner proposal.

Rights and deliverables are confirmed in the applicable agreement.

Founding Partnership

Platform Co-Author & Strategic Leader

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INDICATIVE INVESTMENT

$2.0M–$3.5M

For organizations seeking a platform-wide role and an extensive hosted presence.

RELEVANT TO

Global enterprises, destination partners and institutions

POTENTIAL PARTNER BENEFITS

- Priority consideration across signature spaces and visibility opportunities
- High-level hospitality formats for executive and invited guests
- Collaborative planning for platform programming and content
- Comprehensive coordination of agreed activations and operations
- Defined participation rights under a separate agreement

All rights, benefits and availability are subject to definitive agreement.

Category Partnership

Business Category Partner

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INDICATIVE INVESTMENT

$750K–$1.5M

For companies looking to establish a recognizable position within a relevant business category.

RELEVANT TO

Mobility, technology, finance, health and consumer brands

POTENTIAL PARTNER BENEFITS

- Category-specific brand positioning, subject to rights and availability
- Dedicated or shared settings for product and service experiences
- Hosted hospitality aligned with partner audiences
- Activation planning, staffing and supplier coordination
- Content opportunities within confirmed partner programs

All rights, benefits and availability are subject to definitive agreement.

Program Partnership

Integrated Program Partner

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INDICATIVE INVESTMENT

$250K–$750K

For organizations centered on one experience, audience or programming theme.

RELEVANT TO

Culture, sport, education, wellness and lifestyle

POTENTIAL PARTNER BENEFITS

- Visibility attached to selected programs and environments
- Recognition in relevant event and program communications
- Hospitality associated with designated guest sessions
- Support for scheduling, logistics and program execution
- Participation in curated partner experiences

All rights, benefits and availability are subject to definitive agreement.

Supporting & Technical Partnership

Product, Technology & Service Partner

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INDICATIVE INVESTMENT

$100K–$250K

For companies contributing specialist products, capabilities or technical expertise.

RELEVANT TO

Production, engineering, AV, mobility and specialist services

POTENTIAL PARTNER BENEFITS

- Recognition appropriate to the contribution and program
- Integration of relevant products or services where approved
- Acknowledgement within selected partner communications
- Operational coordination for the supplied contribution
- Selective opportunities to demonstrate innovation

All rights, benefits and availability are subject to definitive agreement.

City Recognition & Civic Value

ESSENSE 501 | Olympic-related designation and the Mayor's participation

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CITY OF LOS ANGELES

Civic recognition
of ESSENSE 501

OLYMPIC-RELATED PROJECT

ESSENSE 501 is recognized by the City of Los Angeles Mayor's Office of Major Events as an Olympic-related project, reflecting its anticipated value to Los Angeles.

The City seal refers to recognition of the property's civic value and the Mayor's participation. It does not represent City sponsorship of ESSENSE HOUSE / EHO28LA or an official commercial partnership.

An Independent Platform for Los Angeles 2028

Hospitality, partnerships and experiences designed for Los Angeles 2028

ESSENSE HOUSE
EHO28LA

A Distinctive Destination

ESSENSE HOUSE brings together international brands, organizations and invited guests through curated hospitality, events and experiences at ESSENSE 501.

Independent by Design

An independently developed initiative with the flexibility to create differentiated, partner-specific experiences during Los Angeles 2028.

Partner-Centered Opportunities

Spaces, programs, hospitality and visibility opportunities can be tailored to each partner's objectives, subject to availability and approvals.

Clear Partnership Commitments

Participation rights, services, schedules and commercial terms are defined through individual written agreements.

ESSENSE HOUSE / EHO28LA is an independent initiative, not an official Olympic or Paralympic Games program or sponsor. Concepts and participation opportunities remain subject to applicable approvals and agreements.

The Team Behind EHO28LA

Development, partnerships, Olympic programming and delivery

ESSENSE HOUSE
EHO28LA

AGI Avant Group

Development & Property



David Nieh

CEO & Partner



Alexis Wong

Partner, Chairman



David Johnson

Vice President Projects



Frank Chiu

Partner



Nick Ferrante

Director, Development

ESSENSE HOUSE - EHO28LA

Strategy, Partnerships & Programming



Pernilla Håkansdotter Olsson

President



Matthew Asinari

Chief Strategic Officer



Viivi Avellan

Nordic Partnerships



Martina Ciccarello Montelius

Olympic Partnerships & Brand Experience



Jessica Becker

Nordic Industry & Partnerships

Advisory Board

Strategic counsel across real estate, branding, finance, legal and Olympic expertise.

Real Estate & Development

Finance & Investment

Legal & Government Affairs

Branding & Communications

Olympic & Sports Expertise

Operations & Hospitality

Our Resources & Partners Behind EHO28LA

ESSENSE HOUSE
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Specialist organizations supporting development, operations, communications, hospitality and delivery.

Construction	Architecture & Design	Communications & Activation	Property Operations	Production & Events	Media & PR	Civic Recognition
Westport	Steinberg Hart	WPP	Greystar	Pico	Burson	Mayor's Office Olympic-related recognition

City seal: Los Angeles Mayor's Office of Major Events recognition of ESSENSE 501 as an Olympic-related project, reflecting its civic value. Not City sponsorship or commercial partnership.

Program Milestones

A Partner Journey From Priority Registration to Games-Time Delivery

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2026–2027 Register, Reserve & Plan



Register Interest

Identify preferred space, sponsor category, hosting and activation priorities.

Priority Request

Confirm preferred opportunities and participation requirements for priority review.

Secure Position

Agree reservation terms and pay the required deposit to confirm participation.

Develop & Coordinate

Develop the program, guest experience and delivery plan; target completion by September 30, 2027.

2028 Prepare, Deliver & Host



Final Requirements

Confirm space, hospitality, guests and activation specifications.

Produce & Prepare

Coordinate installation, approvals, logistics and operational delivery.

Operationally Ready

Target venue, hospitality and partner-service readiness.

Olympic Games

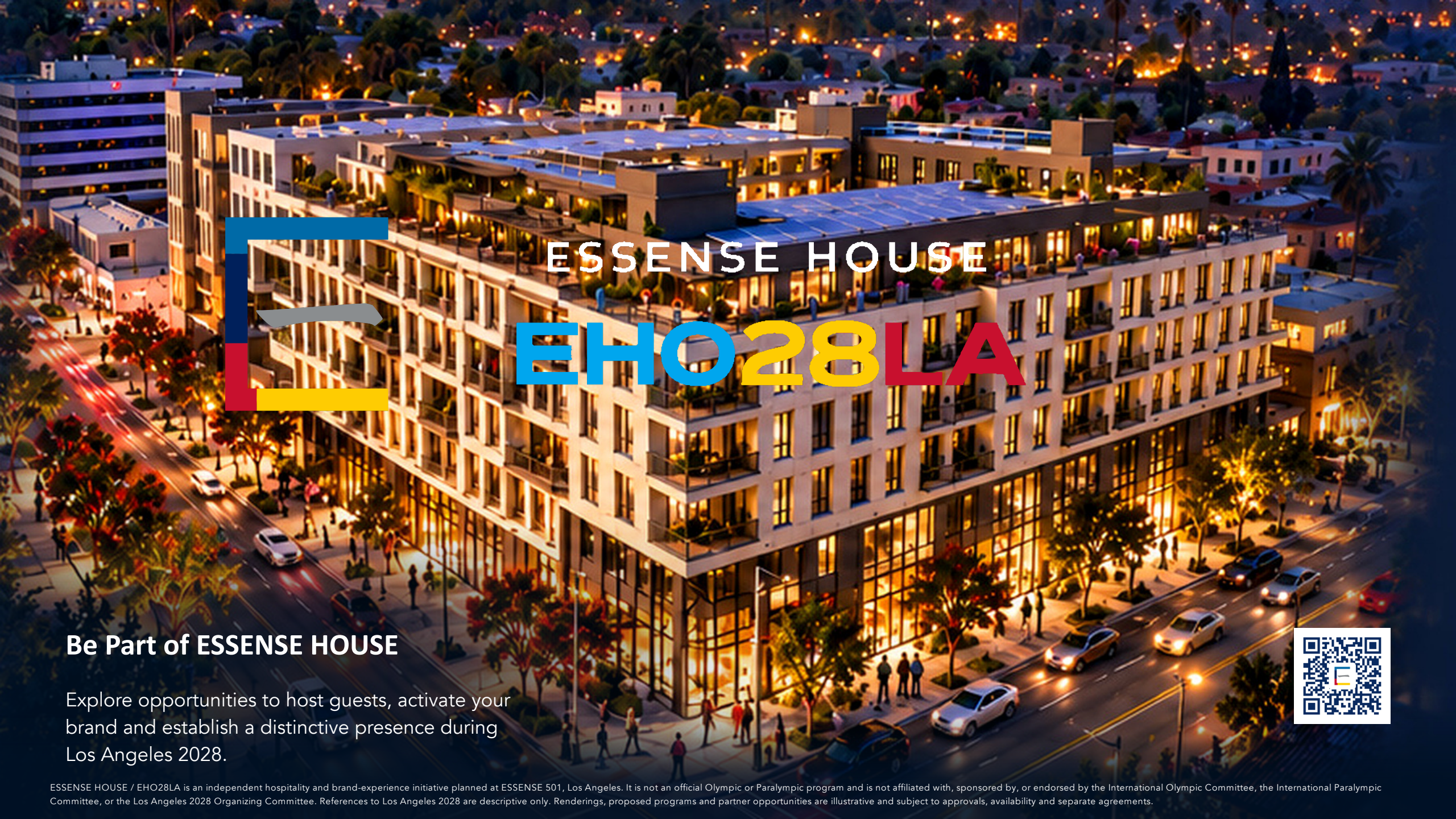
Hosting, experiences and partner operations during Los Angeles 2028.

Paralympic Games

Continued hosting and partner programs during Los Angeles 2028.

Register Early. Secure Your Position.

Priority period through Dec 31, 2026; confirmations require agreed terms and deposits.



Be Part of ESSENSE HOUSE

Explore opportunities to host guests, activate your brand and establish a distinctive presence during Los Angeles 2028.

ESSENSE HOUSE / EHO28LA is an independent hospitality and brand-experience initiative planned at ESSENSE 501, Los Angeles. It is not an official Olympic or Paralympic program and is not affiliated with, sponsored by, or endorsed by the International Olympic Committee, the International Paralympic Committee, or the Los Angeles 2028 Organizing Committee. References to Los Angeles 2028 are descriptive only. Renderings, proposed programs and partner opportunities are illustrative and subject to approvals, availability and separate agreements.