



NORDIC ESSENCE HOUSE at Los Angeles 2028 Olympics

501 West College Street, Los Angeles

A scenic view of the Los Angeles skyline, featuring several prominent skyscrapers like the US Bank Tower. In the foreground, numerous tall palm trees are silhouetted against the city and the sky. The overall lighting suggests a clear, bright day.

OUR VISION

The NORDIC ESSENCE HOUSE is designed to become a living Olympic destination.

It brings together the excellence of sport, the power of design, and the spirit of Nordic culture into one singular experience of performance, wellness, and global connection.

A scenic view of a city skyline, likely Los Angeles, with several tall palm trees in the foreground. The sky is a clear, deep blue, and the city buildings are silhouetted against it. The palm trees are green and have long, slender trunks. The overall atmosphere is bright and clear.

OUR VALUES

1. A Trusted Nordic National Home

We are a secure and official stage for the NORDIC nations and their partner brands, offering exclusive rights, fair governance, and trusted identity during the Games.

2. The Essence of Champions

We are the living ESSENCE of Nordic champions, inspiring athletes, partners, and audiences through excellence, renewal, and authenticity.



3. Measurable Impact & Global Reach

We deliver measurable impact: visibility and cultural legacy, ensuring every anchor brand's presence resonates long beyond LA28.

4. One Shared Nordic Stage

We unite the Nordic nations and their brands on one shared stage of excellence and cultural pride.

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AN OFFICIAL LOS ANGELES 2028-ALIGNED PROJECT

ESSENSE 501 has been recognized by the Los Angeles Mayor's Office of Major Events as a key Olympic-aligned project for LOS ANGELES 2028.

Strategic Location

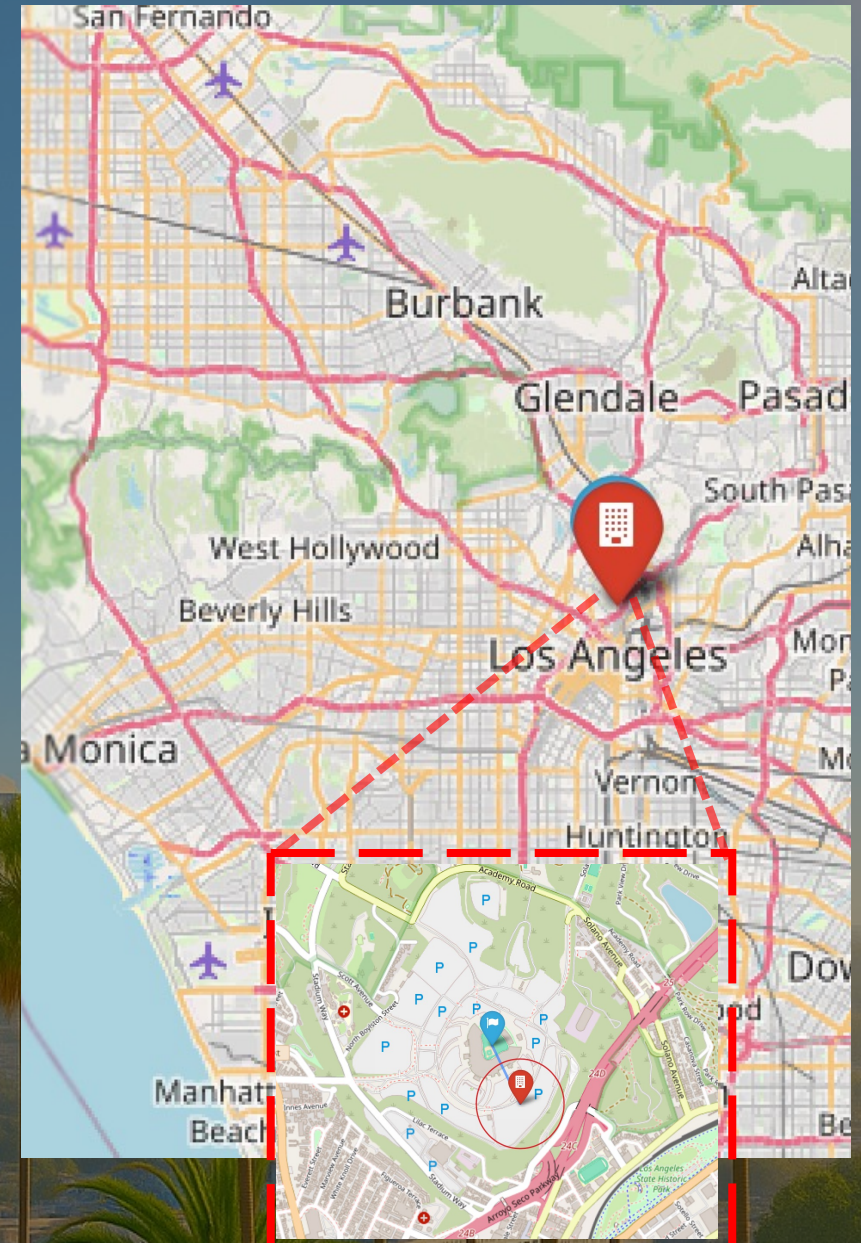
Minutes from major Olympic venues including Dodger Stadium and Downtown Los Angeles.

Home of NORDIC ESSENSE HOUSE

ESSENSE will host the Nordic Olympic House during the Games.

A Global Meeting Place

Connecting Nordic nations, companies, athletes, and international partners during LOS ANGELES 2028.





ESSENSE CLEAN ENERGY PLATFORM

Smart Energy Infrastructure

Resilient microgrid optimizing building energy, storage, and distribution.

Clean Power Systems

Renewables and intelligent grid management reduce environmental impact.

Technology Backbone

Microgrid infrastructure developed with Siemens engineering.

Nordic Innovation Platform

California gateway for Nordic clean energy and smart technologies.



THE NORDIC WAY OF LIVING

Climate-Responsive Architecture

Natural materials, daylight, and balanced spatial design.

Healthy Living Environments

Spaces supporting wellness, recovery, and human performance.

Nordic Design Philosophy

Clarity, balance, and harmony between nature and architecture.

A Global Meeting Place

Where Nordic ideas meet international audiences during LOS ANGELES 2028.

THE NORDIC GATEWAY

ESSENSE 501 stands as the Nordic gateway to Los Angeles during LOS ANGELES 2028: a landmark destination where architecture, culture, innovation, and Olympic spirit converge.



THE NORDIC ESSENSE STAGE

During the Games, the building becomes the Nordic stage: a place where athletes, brands, creators, and global visitors meet.



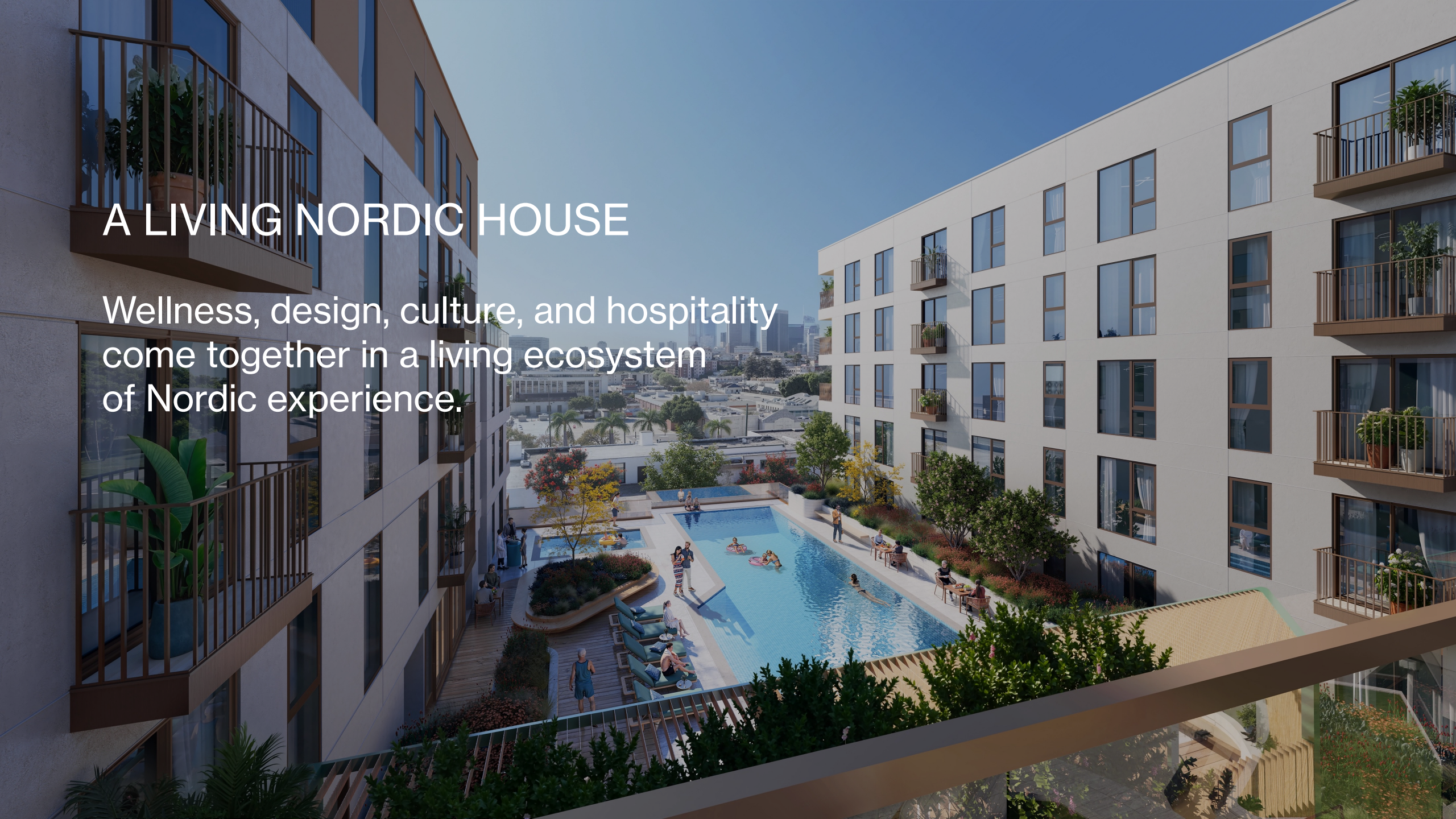
THE NORDIC PLACE OF LIFE

An architectural rendering of a modern, multi-story residential or commercial building. The building features a light-colored facade with numerous windows and balconies. Several rooftop terraces are visible, some with glass railings and others with wooden decking and planters. Solar panels are installed on the flat roofs of several wings. People are shown walking on the terraces and sitting on the balconies, suggesting a vibrant community. The background shows a city street with cars and other buildings.

Courtyards, terraces, and gathering spaces create a vibrant Nordic environment for celebration, dialogue, and connection.

A LIVING NORDIC HOUSE

Wellness, design, culture, and hospitality
come together in a living ecosystem
of Nordic experience.



An architectural rendering of a modern building's courtyard. The building features a facade of vertical wooden slats and large windows. A multi-level courtyard is filled with people: some are on balconies, others are walking on the ground level, and some are sitting on a wide set of stairs. A large, cascading waterfall is a central feature on the left, surrounded by lush greenery and colorful flowers. The scene is bright and sunny, with long shadows cast across the courtyard floor.

A BUILDING THAT COMES ALIVE

As day turns to night, ESSENCE transforms into a digital canvas where light, storytelling, and Nordic mythology animate the architecture.



THE MAGIC ICEBERG

Through large-scale projection and lighting, the entire building becomes a monumental Nordic iceberg: a glowing symbol of the North in the heart of Los Angeles.

THE NORDIC WATERFALL

A monumental digital waterfall flows across the building: a symbol of Nordic energy, movement, and renewal.

Light and motion transform the architecture into a living landscape of water.



THE FROZEN WATERFALL

The flowing cascade slowly freezes into luminous ice sculptures, turning the building into a monumental Nordic frozen landscape. Energy becomes stillness: a moment of reflection and balance.



THE NORDIC SKY

Aurora-inspired light fills the sky above ESSENCE, bringing the magic of the Nordic night to Los Angeles.

The building becomes a beacon of light and atmosphere.





THE ESSENCE OF NORDIC LIFE

From water to ice to light, ESSENCE becomes a living expression of Nordic nature, wellness, and vitality: an Olympic destination shaped by architecture, energy, and human experience.

ARK

NORDIC SKY LOUNGE

VIP
family
celebrities
press events



NORDIC MOBILITY HUB

Powered by
ESSENSE
smart energy
infrastructure.
EV test drives
+ athlete
performance
shuttle.



RECOVERY

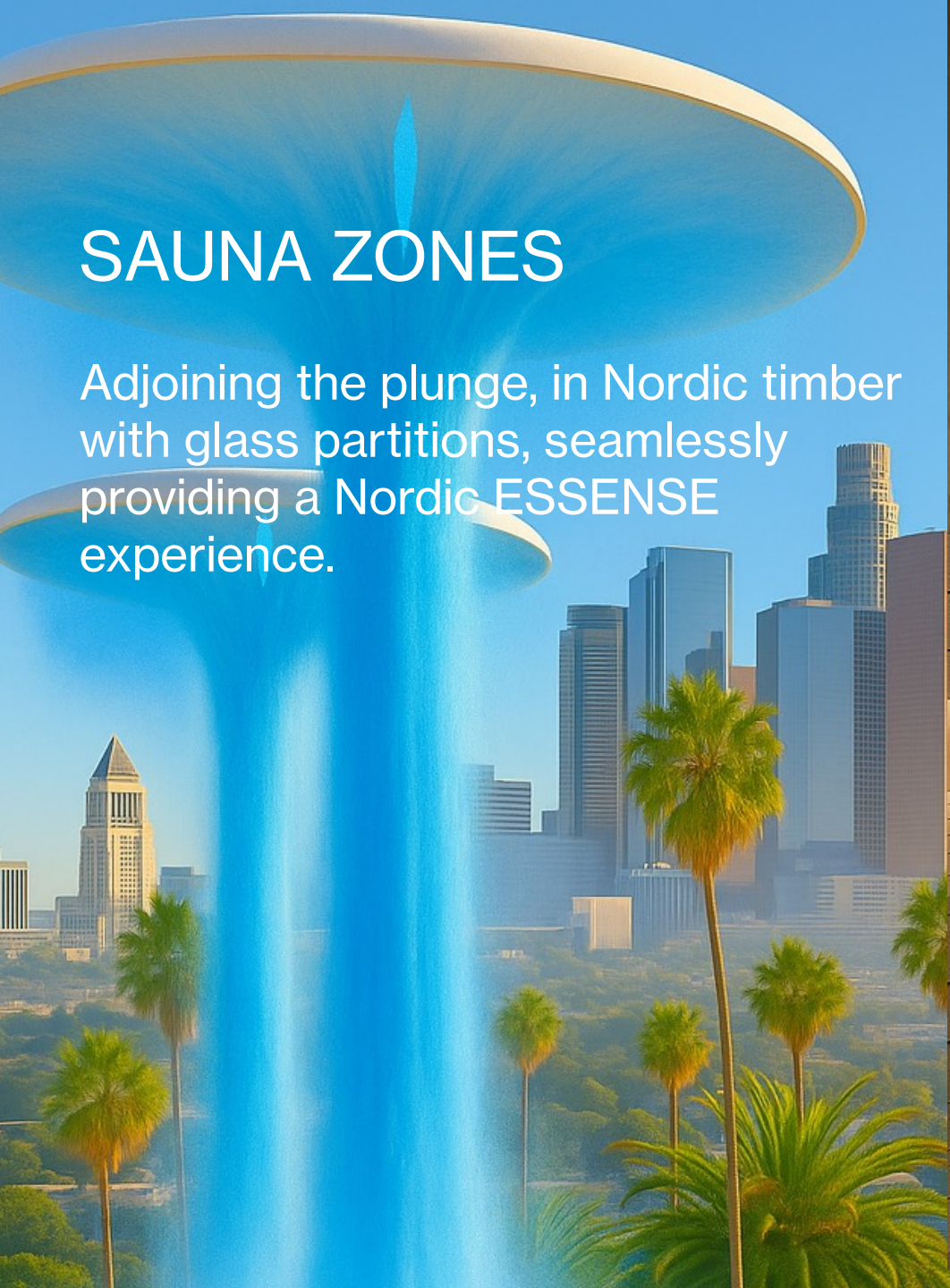
Located within interior wellness/residential floors: calm, private treatment and athlete massage areas.



COLD PLUNGE ROOMS

Tucked into the wellness/spa
interior, shaped by stone and the
flow of water.





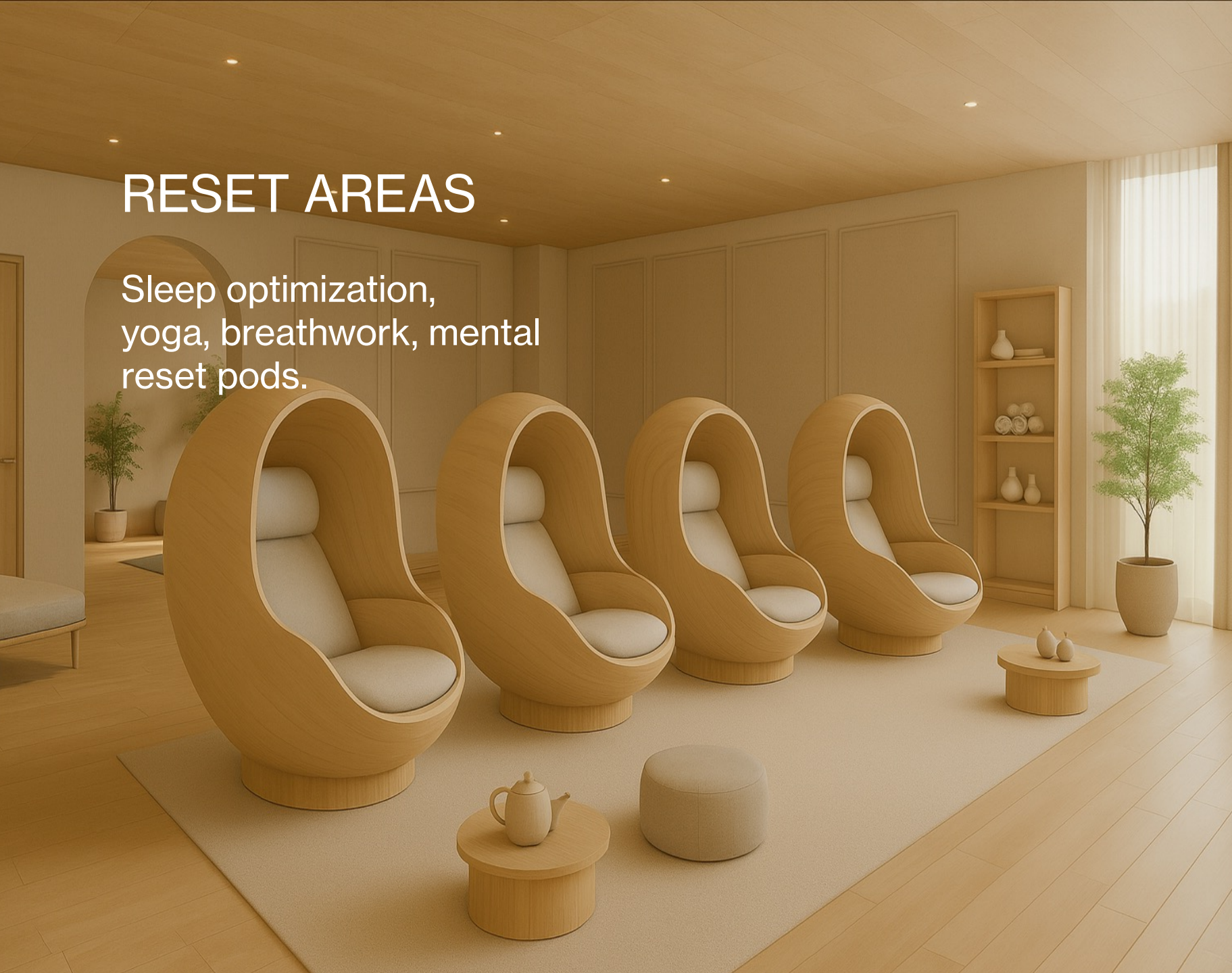
SAUNA ZONES

Adjoining the plunge, in Nordic timber with glass partitions, seamlessly providing a Nordic ESSENCE experience.



RESET AREAS

Sleep optimization,
yoga, breathwork, mental
reset pods.



NORDIC ESSENCE MIND

Outdoor yoga,
breathwork,
mental reset,
plunge pools.





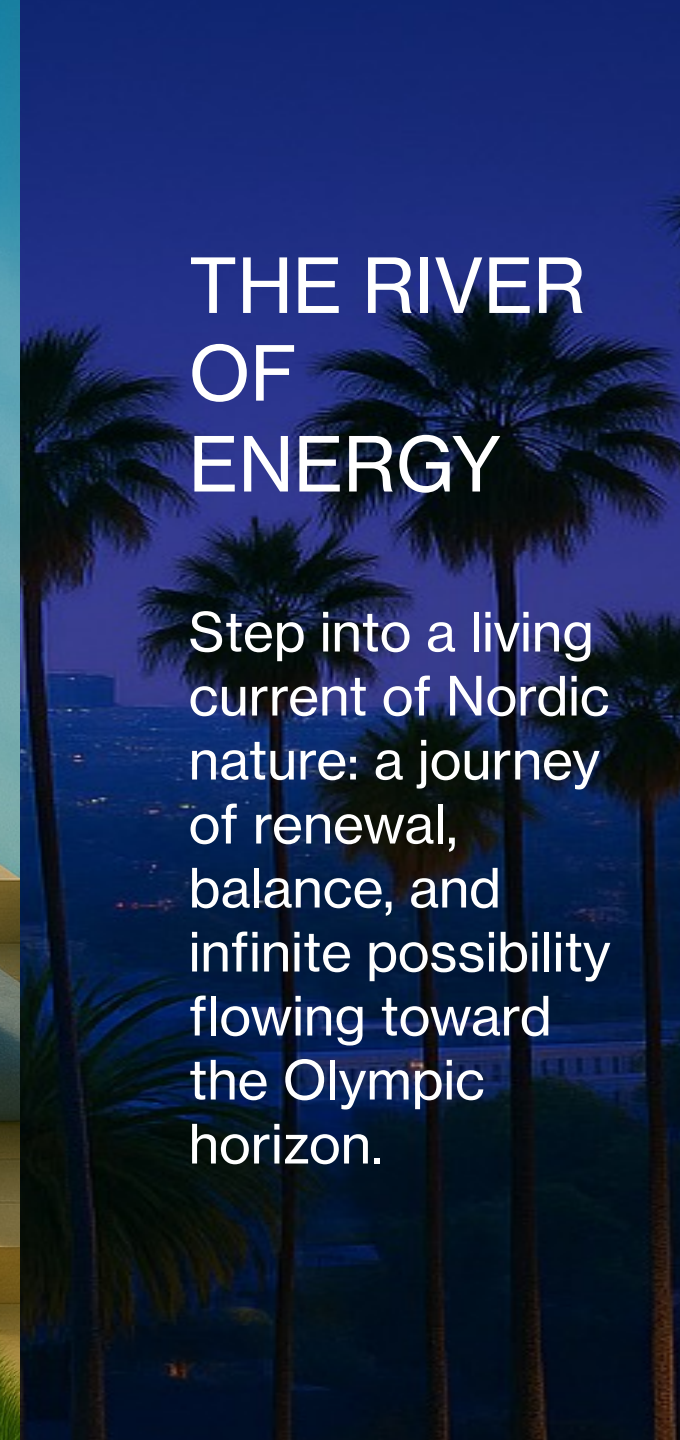
THE NORDIC KITCHEN ESSENCE OF VITALITY

Recovery, design,
culture, sharing,
and energy in one
living kitchen.

RELAX + REVIVE MUSIC STUDIOS

A sanctuary of
sound and calm,
where athletes and
guests unwind,
restore, and
reconnect in
timeless Nordic
style.





THE RIVER OF ENERGY

Step into a living
current of Nordic
nature: a journey
of renewal,
balance, and
infinite possibility
flowing toward
the Olympic
horizon.



NORDIC PURSUIT OF EXCELLENCE

A living staircase:
training, resetting,
and reaching their
peak through
dynamic, responsive
environments.



MOMENTS OF WONDER

Magical digital
aurora shows:
the Northern sky
reimagined
indoors with
changing light,
sound, and
immersive
effects.



CULTURE IN MOTION

Nordic fashion
and creativity
amplified on a
digital stage that
transforms with
every step,
every show,
every moment.

NORDIC ESSENCE HOUSE

NWV
VISION

Soundify

Neta

ROOVO



WHERE
NORDIC
VOICES
MEET THE
WORLD

Media Center
where Nordic
voices and
anchor brands
share stories
that inspire,
connect, and
reach the world.

THE NORDIC ESSENCE SUSTAINABILITY ZONE

Where Nordic innovation
meets Olympic ambition,
powered by anchor brands.

NordYara

GREEN
HYDROGEN



PAVILIONS OF NORDIC INNOVATION

Boutique glass pavilions showcase leading Nordic pioneers in trade, energy, and health. A living stage where leading brands connect global audiences with Olympic ambition.

THE NORDIC ESSENCE OF PLAY

Where
imagination,
family,
and Nordic spirit
flourish.



THE BLUE HOUR

A high-energy rooftop Nordic nightspot at ESSENCE, where music, light, and celebration come alive.




Aurora Air

BLUE HOUR
©

THE NORDIC ESSENCE OF VICTORY

A celebration
of Nordic
champions,
partners, and
the spirit of
triumph,
together, at
LOS ANGELES
2028.



LOS ANGELES 2028

TIMELINE

2025 START:
ALIGNING
PARTNERS AND
RESOURCES

2026
CONSTRUCTION
AND
PARTNER
PROGRAM
PLANNING

2027
EXECUTION OF
NORDIC HOUSE
PROGRAMS AND
PR

2028
NORDIC HOUSE
AT THE 2028
OLYMPIC GAMES

2029 AND
ONWARD
LONG-TERM
PARTNERSHIP
HEADING FOR
THE NEXT
OLYMPICS



NORDIC ESSENCE HOUSE LOS ANGELES 2028

Where Nordic Innovation Meets the World:

The NORDIC ESSENCE HOUSE is not simply a building with rooms and amenities. It is the Nordic flagship in Los Angeles, a stage where anchor brands perform on the world's largest platform.

Visibility & Prestige: Elevate brand presence at the heart of LOS ANGELES 2028.

Activation Rights: Tailored spaces to bring products, services, and innovations to life.

Market Impact: Engage U.S. and global audiences through culture, media, and live experience.

Lasting Resonance: Build legacy beyond the Games, shaping long-term brand identity.

NORDIC ESSENCE HOUSE AT LOS ANGELES 2028

501 West College Street, Los Angeles

www.nordicessensehouse.com



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