
NORDIC ESSENSE HOUSE
NEHO28LA
Los Angeles 2028
ESSENSE 501
HOME OF NORDIC ESSENSE HOUSE
A Nordic hospitality and partnership platform for Los Angeles 2028.

NORDIC ESSENSE HOUSE

NEHO28LA

In The Heart of Los Angeles

NORDIC ESSENSE HOUSE will be hosted at ESSENSE 501,
strategically located near Downtown Los Angeles and major Los Angeles 2028 venues.



The building will feature the “Iceberg,” a signature architectural expression
of NORDIC ESSENSE HOUSE and a visible Nordic landmark on the Los Angeles skyline.

NORDIC ESSENSE HOUSE

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ESSENSE 501
The Home of NORDIC ESSENSE HOUSE

A new residential, wellness and hospitality destination in Los Angeles


NORDIC ESSENSE HOUSE
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A Nordic Landmark For Los Angeles 2028

NORDIC ESSENSE HOUSE

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AT ESSENSE 501
An Official Los Angeles Olympic-related 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.



NEHO AT THE GATEWAY TO LOS ANGELES.

TO LOS ANGELES

ESSENSE 501 is strategically positioned at the center of Los Angeles 2028.

CENTRAL ACCESS
Minutes to LA's principal Olympic venues, Downtown, and major transportation arteries.

SEAMLESS CONNECTIONS
Direct access to the 101 and 110 freeways, linking the city and the region.

BUILT FOR THE GAMES
473 total parking spaces at ESSENSE 501 provide substantial on-site infrastructure for hospitality and programming.

A GLOBAL DESTINATION
The ideal home for Nordic hospitality, wellness, culture and innovation during Los Angeles 2028.



DODGER STADIUM
~ 0.63 MILES
3 MIN DRIVE

DTLA ARENA
~ 2.18 MILES
7 MIN DRIVE

LA CONVENTION CENTER
~ 2.38 MILES
8 MIN DRIVE

PEACOCK THEATER
~ 2.12 MILES
7 MIN DRIVE

LA MEMORIAL COLISEUM /
EXPOSITION PARK
~ 4.46 MILES
13 MIN DRIVE

NORDIC ESSENSE HOUSE
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VISIBILITY AT THE CENTER OF LOS ANGELES 2028.

Strategically located at the convergence of sport, culture, and entertainment, ESSENSE 501 delivers extraordinary reach during LA28 and beyond.



4M+

DODGER ATTENDANCE

Average annual attendance at Dodger Stadium. One of MLB's most engaged fan bases.

Source: Los Angeles Dodgers, 2025 Season

12M+

LA28 TICKET REGISTRATIONS

Ticket interest registrations for the LA28 Olympic and Paralympic Games.

Source: LA28, July 29, 2026

6M+

LA28 TICKETS ALREADY SOLD

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

Source: LA28, August 21, 2026

49.5M

LOS ANGELES VISITORS

Annual visitors to Los Angeles, the #1 tourism destination in the U.S.

Source: Los Angeles Tourism & Convention Board, 2025

ON-SITE VISIBILITY SYSTEM

1 BILLBOARD

HIGH-IMPACT DIGITAL DISPLAY

State-of-the-art digital billboard facing major traffic arteries and Stadium audiences.

2 ICEBERG

ARCHITECTURAL ICON

The signature illuminated Iceberg facade creates a powerful visual landmark visible from miles around.

3 E BEACON

360° BRAND BEACON

The E Beacon crowns the building, delivering 360° visibility day and night.

NORDIC ESSENSE HOUSE
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FROM PRESENCE TO AMPLIFICATION.

NORDIC ESSENSE HOUSE transforms the physical presence of ESSENSE 501 into an integrated platform connecting partners, athletes, guests and audiences throughout Los Angeles 2028 and beyond.

PHYSICAL EXPERIENCE
Hospitality, events, meetings and activations bring partners and audiences together.

BRAND ACTIVATION
Integrated partner experiences create meaningful opportunities for storytelling, product demonstration and engagement.

CONTENT & COMMUNICATIONS
Programming generates stories, imagery and content that can extend beyond the property through partner, media and digital channels.

NORDIC COLLABORATION
One shared platform brings together Nordic countries, companies, institutions, athletes and culture while allowing each partner to retain its own identity.



NORDIC ESSENSE HOUSE AT ESSENSE 501

MEDIA
Stories and content for broader distribution and coverage.

AUDIENCES
Engaging experiences that inspire, inform and create lasting connections.

ATHLETES
A dedicated space for connection, collaboration and celebration.

THE AMPLIFICATION EFFECT

PRESENCE
A physical destination with purpose.

→

EXPERIENCE
Meaningful interactions that create impact.

→

CONTENT
Stories and moments captured and created.

→

DISTRIBUTION
Shared through partner, media and digital channels.

→

EXTENDED REACH
Amplified visibility that lasts beyond the Games.


NORDIC ESSENSE HOUSE
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Where Nordic Essense Comes To Life



NORDIC ESSENSE HOUSE

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Rooftop hospitality,
Nordic atmosphere,
wellness experiences,
and Olympic city life
come together
above Los Angeles during the Olympics.


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THE NORDIC ESSENSE OF LIVING
Integrated residential accommodations, suites, wellness amenities, hospitality environments, and meeting spaces designed to support athletes, delegates, media, partners, and guests within a centralized Nordic living ecosystem near Downtown Los Angeles and Dodger Stadium during the Olympics.
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NORDIC ESSENSE HOUSE

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NORDIC RECOVERY ENVIRONMENTS

Cold plunge pools, outdoor recovery zones, breathwork environments, yoga terraces, and Nordic wellness programming integrated into the NORDIC ESSENSE HOUSE hospitality ecosystem.

NORDIC ESSENSE HOUSE

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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.





WHERE NORDIC VOICES MEET THE WORLD

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

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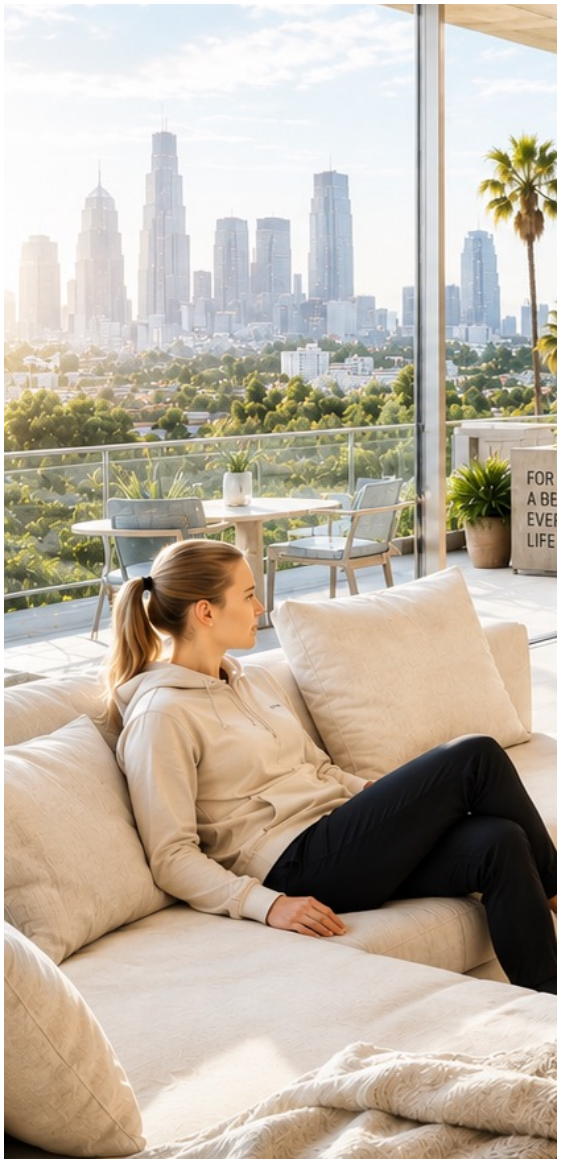

NORDIC ESSENSE HOUSE
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Illustrative Brand Activations

NORDIC ESSENSE HOUSE
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NORDIC LIVING ENVIRONMENTS

Where delegates and guests live, recover, and reset through Nordic design, comfort, and human-centered environments.





Nordic Living and Recovery Partner

Custom Activation

Nordic Living Suites and recovery environments across NORDIC ESSENSE HOUSE
sponsor-designed athlete rooms, lounges, and shared living spaces
Sleep optimization environments integrating light, materials, and ergonomic design
Compact living solutions showcasing smart, modular Nordic lifestyles
Retail pop-up and curated product installations within ESSENSE

Visibility and Strategic Value

Position spnsor as the living foundation of the Nordic Olympic experience
Daily interaction with athletes, guests, and global visitors through lived environments
Strong alignment with ESSENSE philosophy of wellness, balance, and human-centered design
Integration into residential, hospitality, and cultural programming across the platform

Program Scope

Full Olympic activation window surrounding Los Angeles 2028
Living environments deployed across athlete housing and hospitality spaces
Hundreds of hosted experiences, tours, and design-led activations
Long-term association with ESSENSE residential and lifestyle narrative



SKY LOUNGE

Where Nordic hospitality meets elevated perspective, creating a rooftop environment for arrival, connection, and global exchange.



Nordic Exploration and Sky Lounge Partner

Custom Activation

SKYTOP Lounge at rooftop level overlooking Los Angeles
Premium arrival and departure experience for athletes, partners, and VIP guests
Nordic Sky Lounge environments for meetings, media, and hospitality
Integrated concierge and travel coordination hub within NORDIC ESSENSE HOUSE
In-building and citywide mobility coordination connecting airport, venues, and ESSENSE

Visibility and Strategic Value

Position as the leading airline partner connecting the Nordic world to Los Angeles
High-value engagement with athletes, delegations, executives, and global media
VIP hosting platform across rooftop, lounge, and mobility touchpoints
Integration into Olympic hospitality, media programming, and partner ecosystem

Program Scope

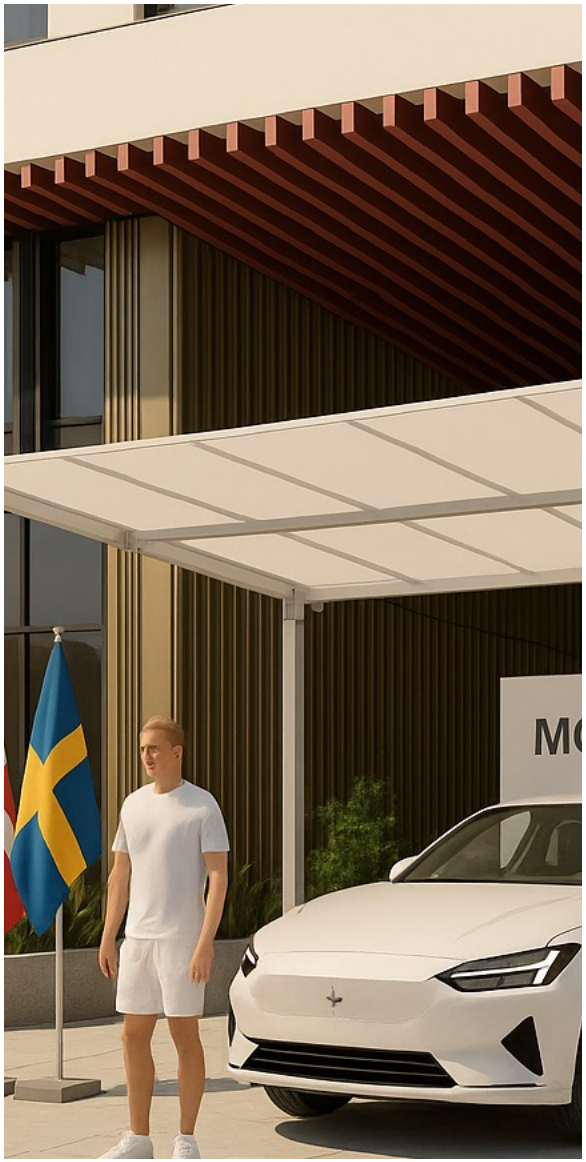
Olympic activation window surrounding LLos Angeles 2028
Continuous presence across rooftop lounge, concierge services, and mobility network
Hundreds of hosted meetings, media interactions, and executive gatherings
Long-term association with the ESSENSE platform and future Nordic initiatives

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NORDIC MOBILITY HUB

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



Nordic Mobility Partner

Custom Activation

Nordic Mobility Hub at the ESSENSE 501 arrival plaza serving athletes, VIP guests and delegations
Electric fleet for athlete transport and partner hosting
EV charging powered by ESSENSE smart energy infrastructure and Siemens microgrid
Nordic automotivedesign and innovation showcase with curated EV demonstrations

Visibility and Strategic Value

Position as the sustainable mobility brand of the Nordic Olympic presence Direct engagement with athletes, delegations, investors and global media
VIP hosting opportunities for corporate clients and strategic partners Integration into Olympic hospitality and cultural programming

Program Scope

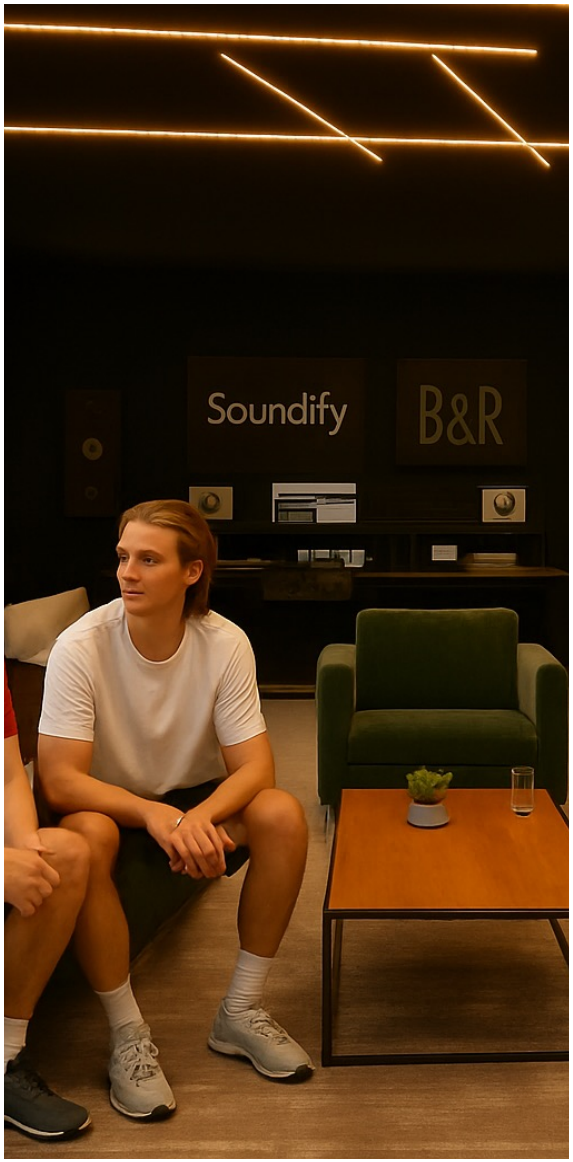
Six-month Olympic activation window surrounding Los Angeles 2028
Mobility presence across ESSENSE events and Nordic House activities Hundreds of hosted meetings and curated events during the Olympic cycle Long-term association with ESSENSE and future Nordic initiatives

NORDIC ESSENSE HOUSE
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RELAX + REVIVE MUSIC STUDIOS

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



Nordic Sound and Sensory Experience Partner

Custom Activation

Nordic Sound Lounge and immersive audio studio within NORDIC ESSENSE HOUSE
High-fidelity sound installations across hospitality spaces and event environments
Podcast and interview studio supporting athlete and media programming
Live Nordic music performances and curated cultural evenings

Visibility and Strategic Value

Position as the sound of the Nordic Olympic experience
Direct engagement with artists, athletes, creators and global media
VIP hosting platform for clients, partners and cultural leaders
Integration into Olympic hospitality and cultural programming

Program Scope

Olympic activation window surrounding Los Angeles 2028
Sound environments across ESSENSE events and Nordic House activities
Hundreds of interviews, performances and curated cultural gatherings
Long-term association with ESSENSE cultural programming

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Global Apparel and Human Performance Partner

Custom Activation

Nordic Performance Lounge integrating movement, recovery and lifestyle environments
Brand-designed hospitality apparel and staff outfitting systems
Product experiences demonstrating adaptive comfort technologies Urban wellness and movement programming centered on simplicity and active living

Visibility and Strategic Value

Position within NORDIC ESSENSE HOUSE, the Nordic Olympic hospitality platform. Direct engagement with Olympic visitors, athletes, media and international partners
VIP hosting environment for strategic partners, collaborators and clients
Integration with ESSENSE wellness and lifestyle environments

Program Scope

Olympic activation window surrounding Los Angeles 2028
Presence across hospitality spaces and curated visitor experiences
Hundreds of hosted gatherings, presentations and Olympic-related events
Long-term association with Swedish ESSENSE residential and lifestyle narrative

NORDIC ESSENSE HOUSE
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CREATIVITY IN MOTION

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



Nordic Design and Lifestyle Partner

Custom Activation

Nordic Living Lounge inspired by Nordic design and textile traditions
Brand-designed hospitality environments and meeting spaces Nordic dining and kitchen experiences featuring Finnish design elements
Exhibition of Nordic design heritage and contemporary creativity

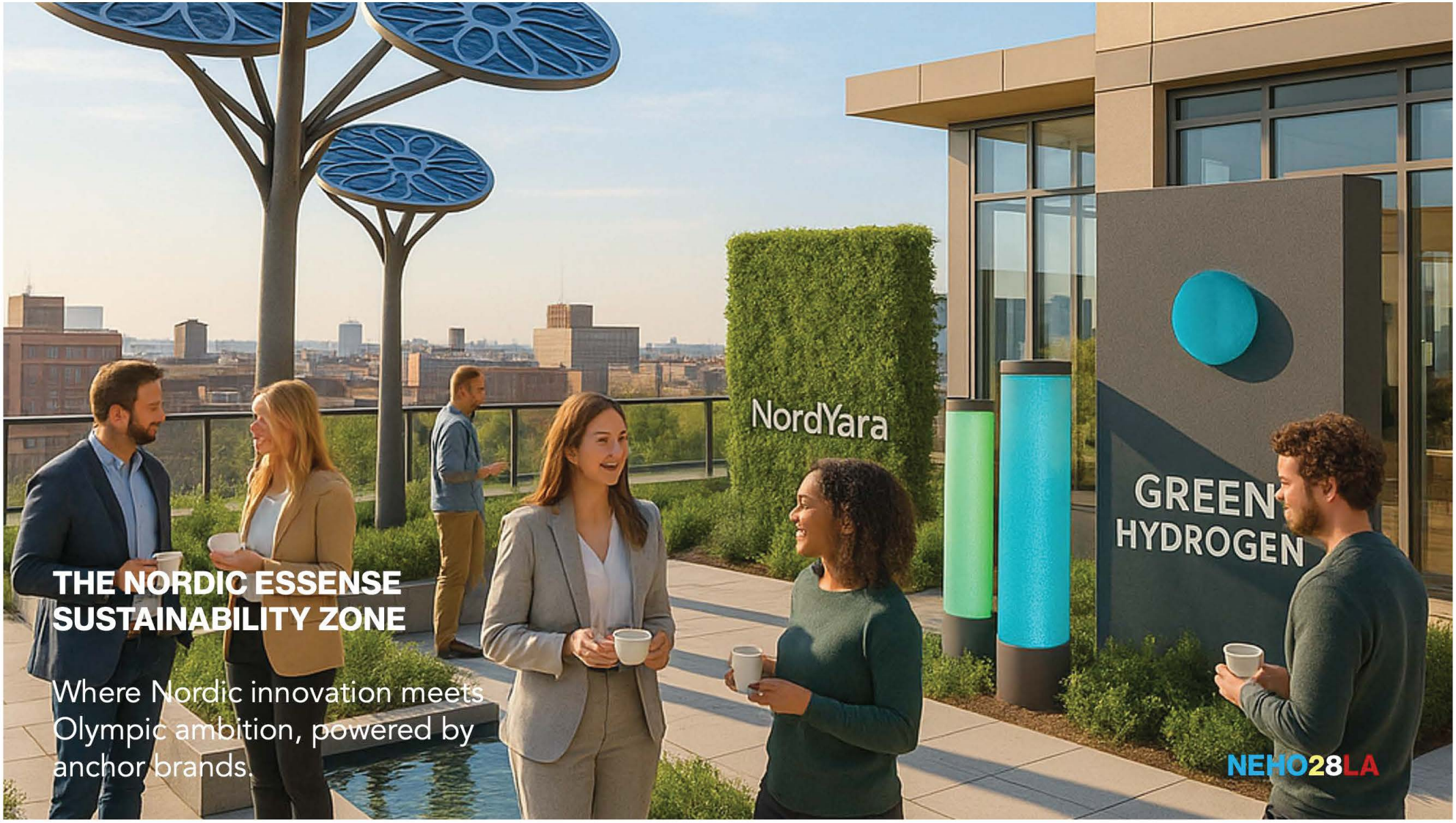
Visibility and Strategic Value

Position as a global ambassador of Nordic design culture Direct engagement with Olympic visitors, design leaders and media VIP hosting platform for creative industry partners and clients Integration with ESSENSE architecture and lifestyle environments

Program Scope

Olympic activation window surrounding Los Angeles 2028
Design presence across hospitality spaces and visitor experiences
Hundreds of curated gatherings, design events and hosted meetings
Long-term association with ESSENSE residential and lifestyle narrative

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Nordic Energy and Sustainability Partner

Custom Activation

Nordic Energy Pavilion highlighting clean energy innovation
Interactive exhibits on energy transition and climate technologies
Thought-leadership forums and sustainability discussions during the Games
Integration with ESSENSE smart energy infrastructure and microgrid platform

Visibility and Strategic Value

Position as a leader in global energy transition
Association with ESSENSE clean energy and smart infrastructure platform
Engagement with policymakers, investors and sustainability leaders
Integration into Olympic sustainability and innovation conversations

Program Scope

Six-month Olympic activation window surrounding Los Angeles 2028
Energy innovation presence across NORDIC ESSENSE HOUSE programming
Hundreds of industry meetings, forums and curated gatherings
Long-term association with ESSENSE sustainability platform


THE FLOW OF WELLNESS,
CAPTURED IN WATER AND LIGHT
ARK
NEHO28LA



Nordic Water and Wellness Partner

Custom Activation

Nordic Water Bar and hydration stations across NORDIC ESSENSE HOUSE Premium bottled water service for hospitality lounges and events Signature Icelandic water experience within wellness and recovery zones Storytelling installation highlighting natural purity and glaciers

Visibility and Strategic Value

Position as the water partner of NORDIC ESSENSE HOUSE
Daily exposure through athlete wellness and hospitality programming Strong alignment with ESSENSE philosophy of natural wellbeing Integration into Olympic hospitality and cultural programming

Program Scope

Olympic activation window surrounding Los Angeles 2028
Product presence across wellness, hospitality and cultural events Hundreds of curated gatherings and international visitor experiences Long-term association with ESSENSE wellness platform


NORDIC ESSENSE HOUSE
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Property Amenities, Spaces and Apartments

NORDIC ESSENSE HOUSE – Lower Courtyard | 907 m²

NORDIC ESSENSE HOUSE
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1





Lower Courtyard: Floor Area: 9,765 sf / 907 sm

May 8, 2026

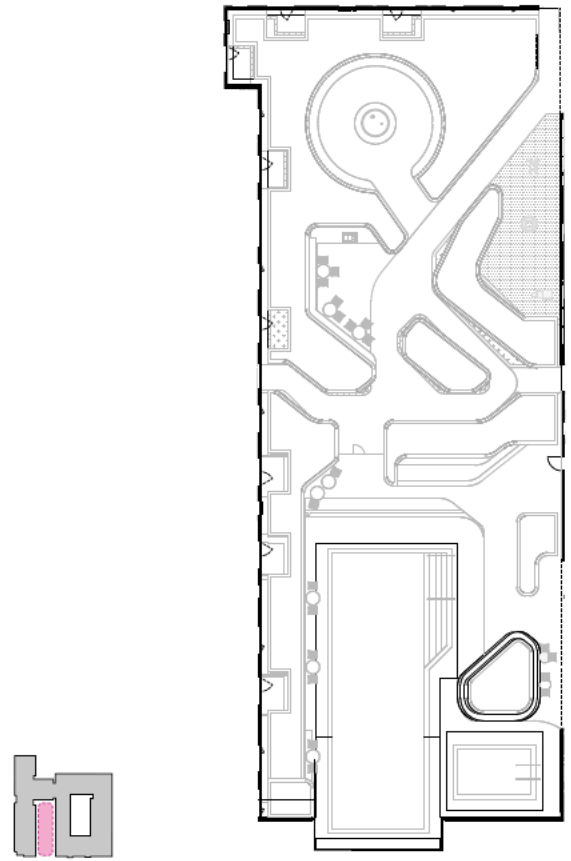
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NORDIC ESSENSE HOUSE
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NORDIC ESSENSE HOUSE – Upper Courtyard | 1,105 m²



Upper Courtyard: Floor Area: 11,885 sf / 1,105 sm

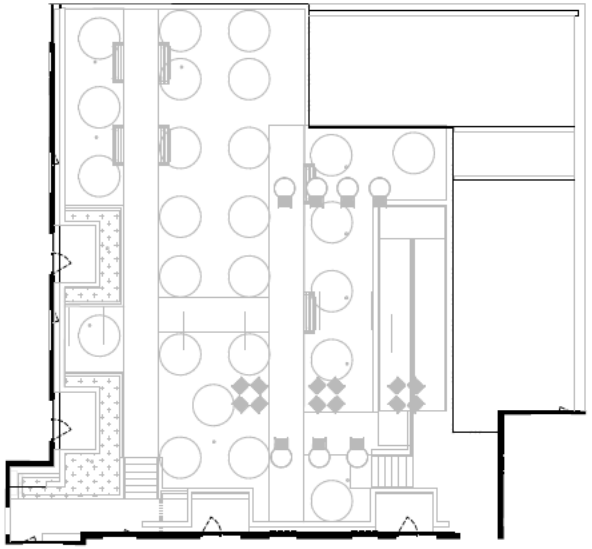
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NORDIC ESSENSE HOUSE – Upper Courtyard, North | 400 m²





Upper Courtyard, North: Floor Area: 4,310sf / 400sm

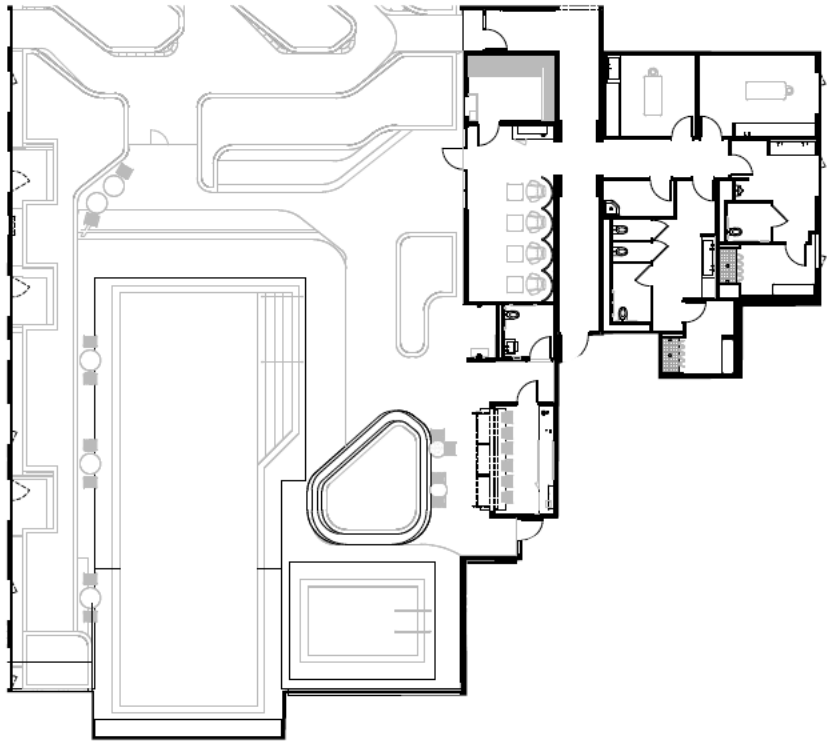
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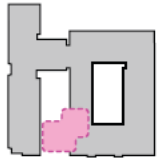
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NORDIC ESSENSE HOUSE – Pool Bar 14 m² | Spa 191 m²





Pool, Bar and Spa: Floor Area: Pool Bar: 155 sf / 14 sm | Spa: 2,058 sf / 191 sm

May 8, 2026

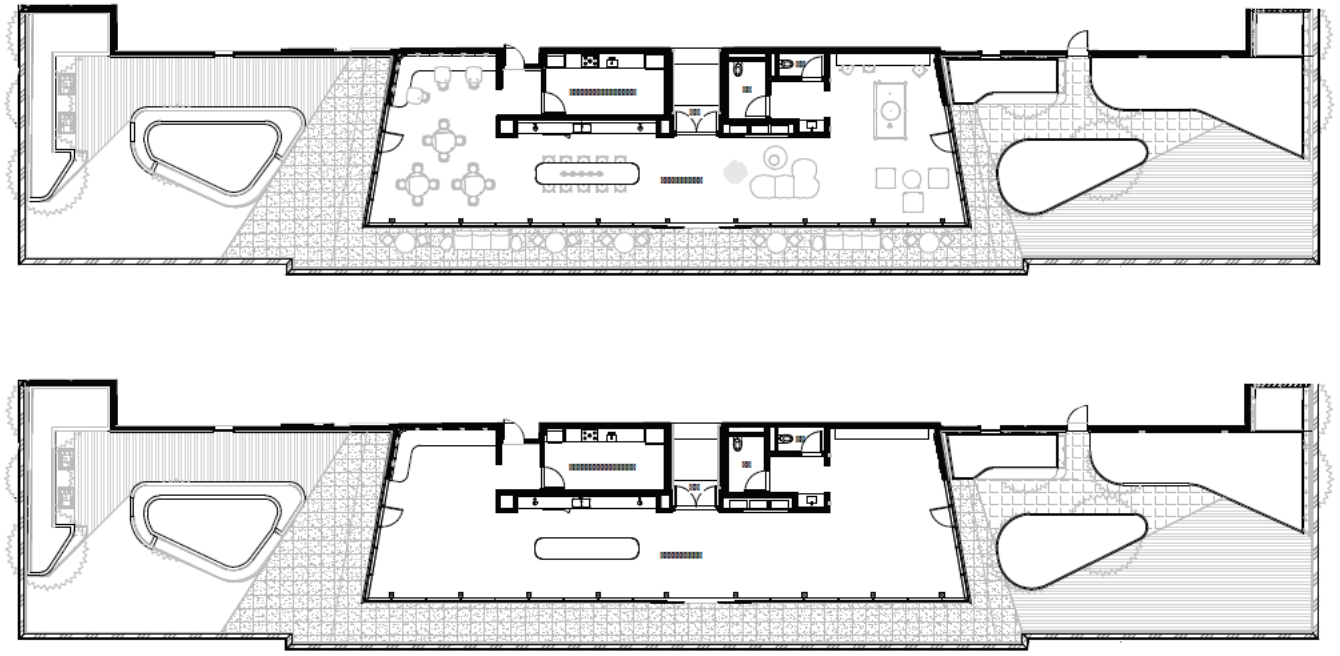
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NORDIC ESSENSE HOUSE – Club House | 202 m²





Club House: Floor Area: 2,171 sf / 202 sm

May 8, 2026

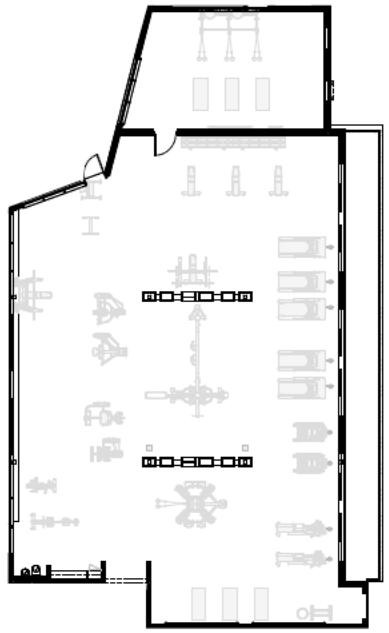
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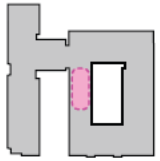
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NORDIC ESSENSE HOUSE
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NORDIC ESSENSE HOUSE – Fitness Center | 351 m²





Fitness Center: Floor Area: 3,777 sf / 351 sm

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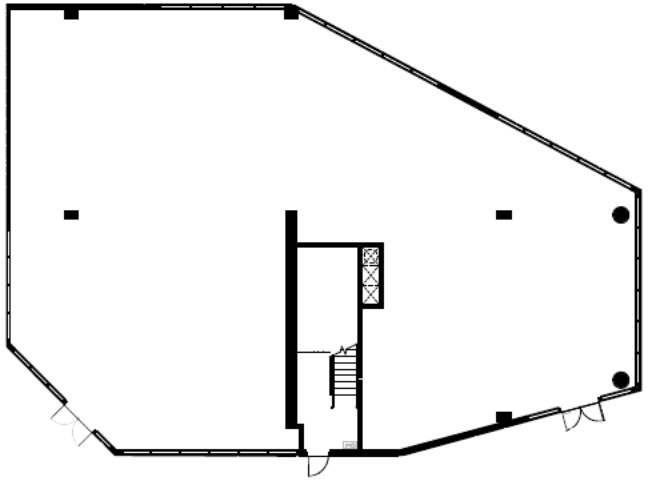
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NORDIC ESSENSE HOUSE
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NORDIC ESSENSE HOUSE – Retail A | 431 m²





Retail A: Floor Area: 4,638 sf / 431 sm

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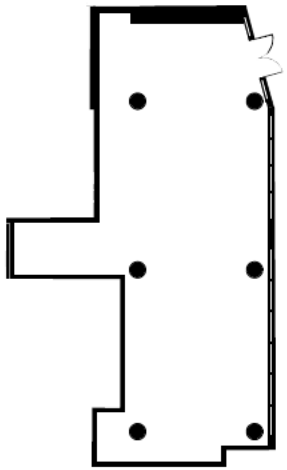
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NORDIC ESSENSE HOUSE
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NORDIC ESSENSE HOUSE – Retail B | 151 m²





Retail B: Floor Area: 1,622 sf / 151 sm

May 8, 2026

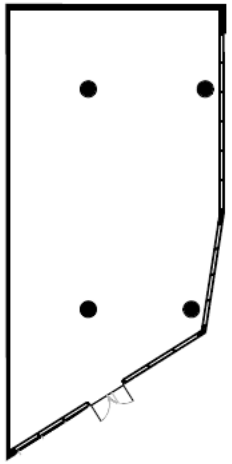
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NORDIC ESSENSE HOUSE
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NORDIC ESSENSE HOUSE – Retail C | 156 m²





Retail C: Floor Area: 1,682 sf / 156 sm

May 8, 2026

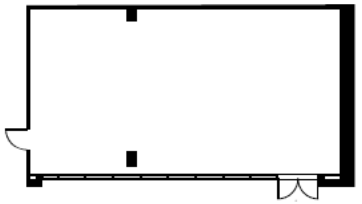
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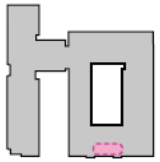
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NORDIC ESSENSE HOUSE
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NORDIC ESSENSE HOUSE – Retail D | 106 m²





Retail D: Floor Area: 1,140 sf / 106 sm

May 8, 2026

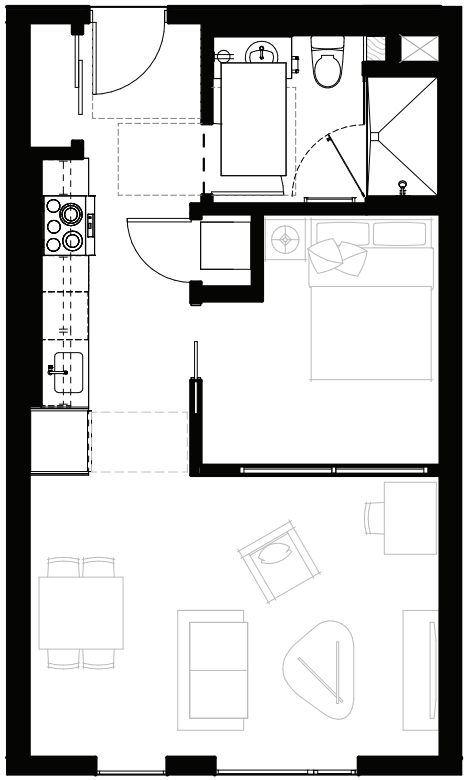
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NORDIC ESSENSE HOUSE
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NORDIC ESSENSE HOUSE - Junior 1BR SA | approx. 47 m²
Athlete, Media and Team Accommodation



Unit SA

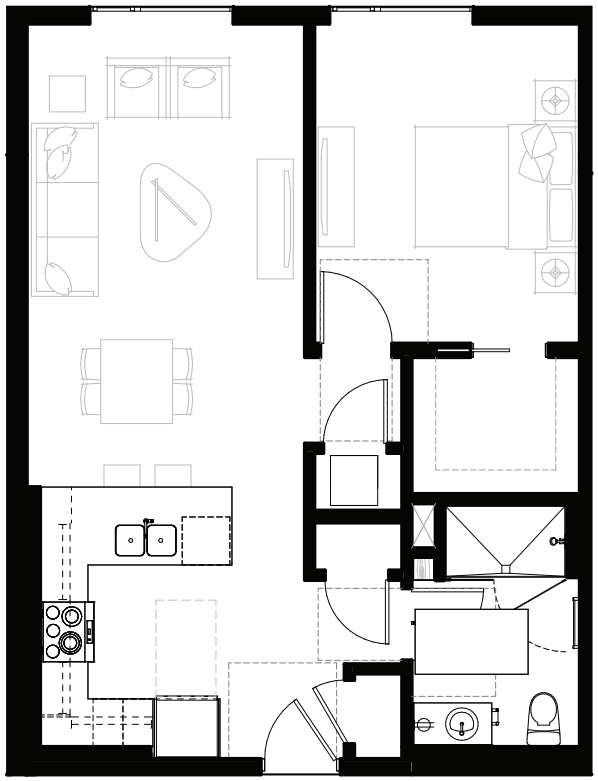
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NORDIC ESSENSE HOUSE
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NORDIC ESSENSE HOUSE - 1BR 1A | approx. 59 m²
Executive and Sponsor Accommodation



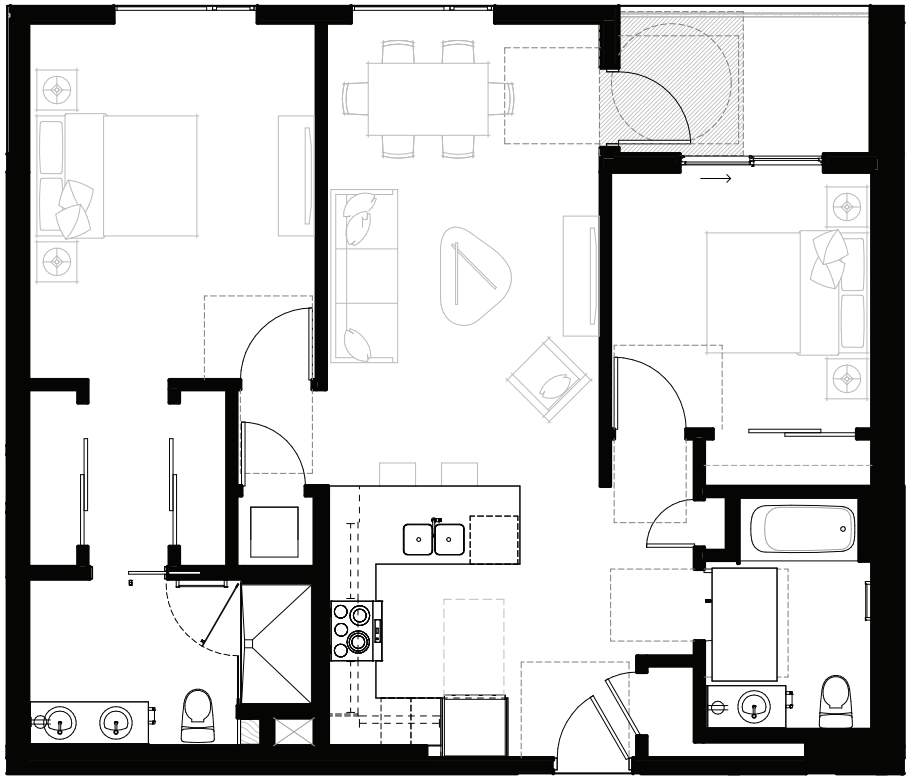
Unit 1A

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NORDIC ESSENSE HOUSE
NEHO28LA

NORDIC ESSENSE HOUSE - 2BR 2A | approx. 92 m²
Team Leadership, Shared Accommodation, Families and VIP Guests



Unit 2A

SCALE: 1/8" = 1'-0"

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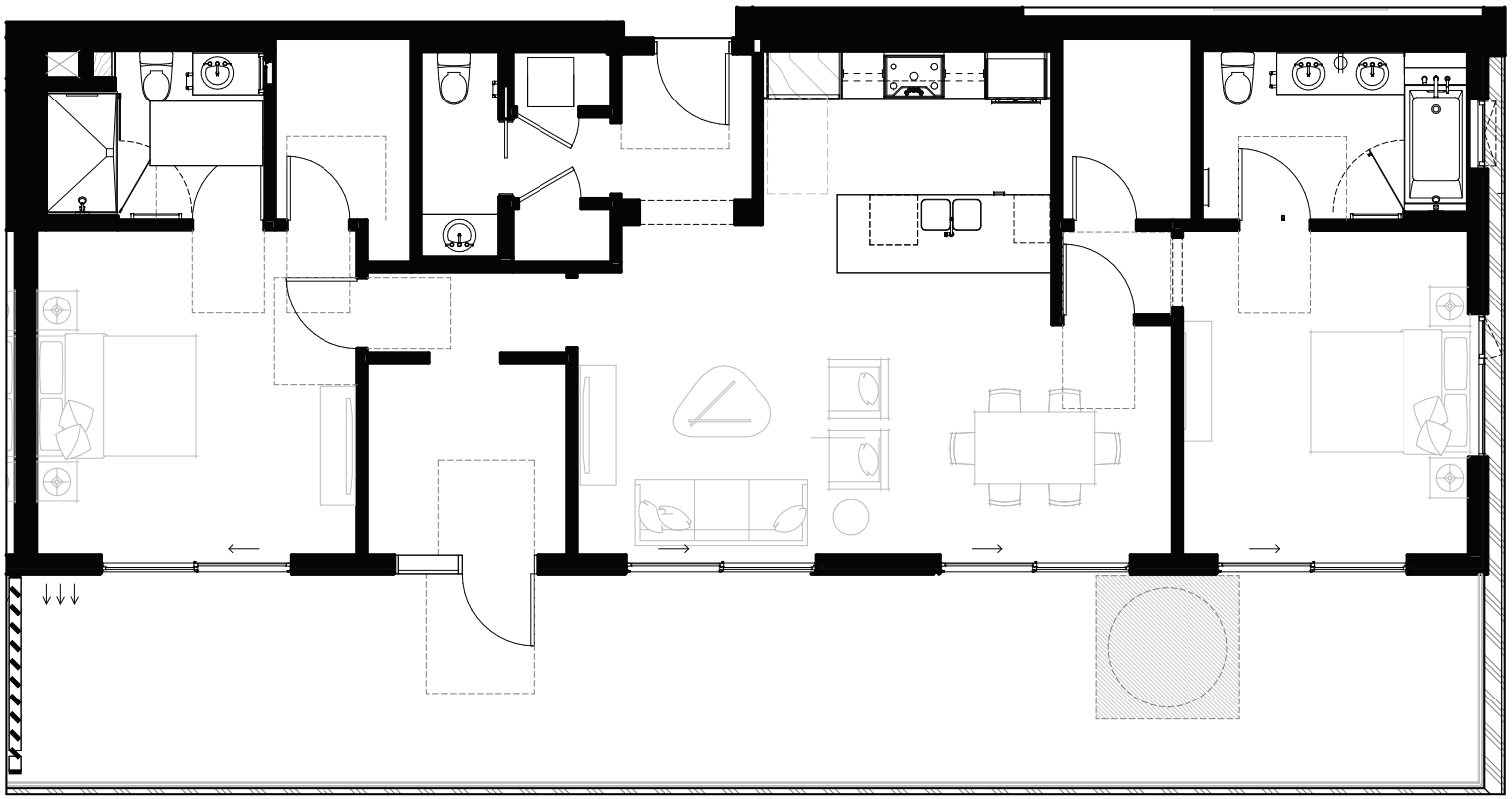
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Unit PH1 (4)

NORDIC ESSENSE HOUSE
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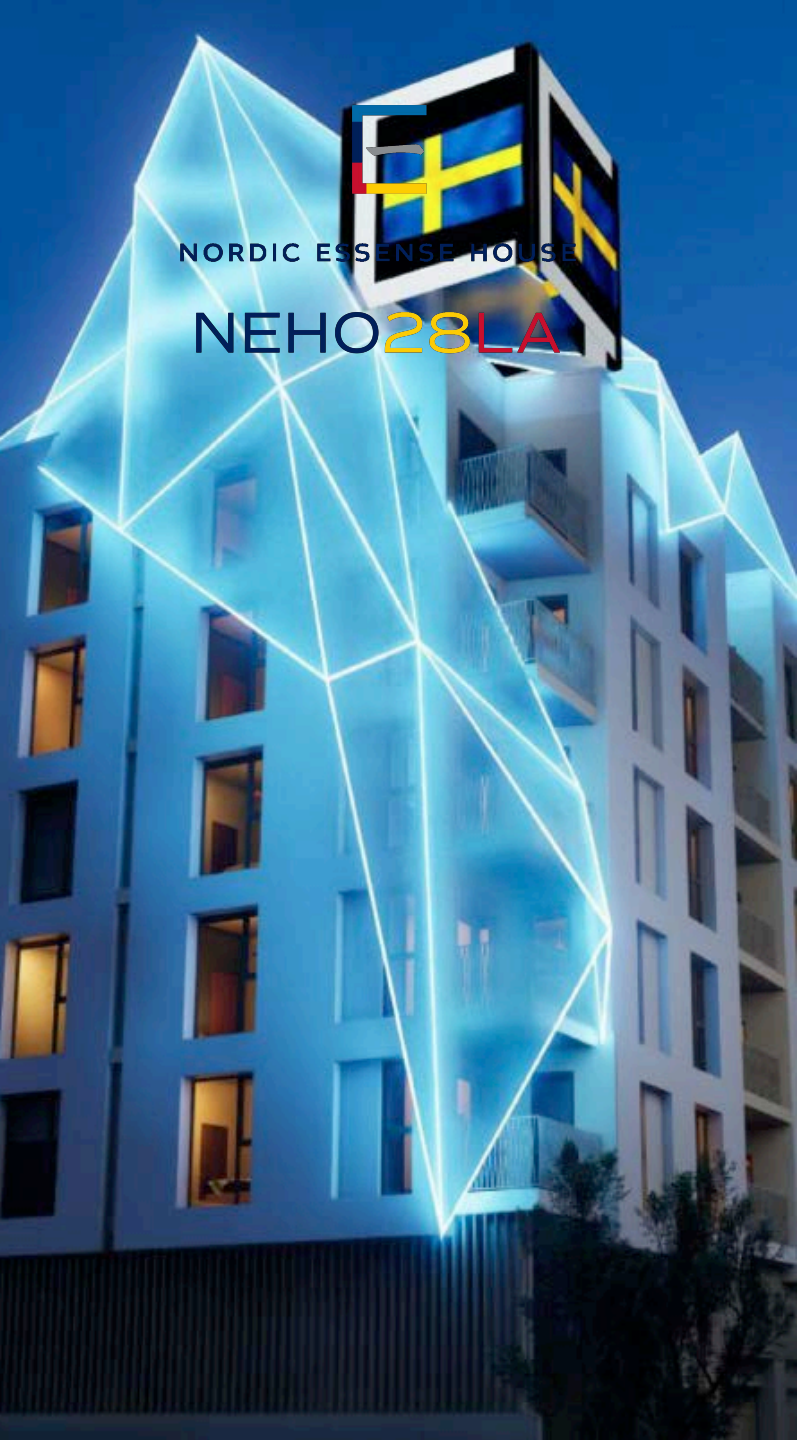
NORDIC ESSENSE HOUSE - PH1 | approx. 122 m²
Premium VIP, Federation and Founding Partner Hospitality



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16'

SCALE: 1/8" = 1'-0"


NORDIC ESSENSE HOUSE
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Partnership Platform Architecture
A four-level system aligned to role, access, and value



NORDIC ESSENSE HOUSE
NEHO28LA

A STRUCTURED PARTNERSHIP PLATFORM

A tiered ecosystem connecting partner roles, access and value across NORDIC ESSENSE HOUSE.

- Each partner enters at a defined level with clear rights, responsibilities and opportunities for physical and program integration
- Category ownership connects brand ambition with physical presence, programming and narrative visibility
- Built to deliver immediate Olympic and Paralympic impact while creating long-term value through ESSENSE 501
- Designed to engage Nordic, international and Los Angeles-based partners across complementary categories



FOUR PARTNERSHIP LEVELS

Each level offers a tailored investment, role and degree of integration.

LEVEL	STRATEGIC ROLE	INVESTMENT RANGE (USD)	BRANDING & VISIBILITY	GUEST HOSPITALITY	EVENT MANAGEMENT & OPERATIONAL SUPPORT
FOUNDING	Platform co-author and strategic leader	$2.0M – $3.5M	Platform-wide signature presence across exterior, interior, website, digital and media.	Fully integrated VIP and executive hospitality with hosted experiences, athlete/VIP coordination.	Comprehensive event management, logistics, installation, sponsor liaison, staffing.
CATEGORY	Exclusive leader within a defined business category	$750K – $1.5M	Prominent category branding with a dedicated branded zone and strong website/media presence.	Premium category hospitality including hosted guests, networking events and curated VIP experiences.	Operational coordination for category activations, logistics, installation, staffing, sponsor liaison and technical support.
PROGRAM	Integrated participant in selected programs and experiences	$250K – $750K	Branding tied to selected programs, rooms, events and program-specific digital/media recognition.	Hospitality support for specific programs, events and activations.	Event logistics, installation assistance, scheduling and technical coordination for selected activations.
SUPPORTING & TECHNICAL	Contributor of products, systems, technologies or services	$100K – $250K	Recognition appropriate to contribution, including product identification and technical acknowledgements.	Hospitality participation appropriate to contribution.	Operational coordination directly related to supplied products, technologies or professional services.



NORDIC ESSENSE HOUSE
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PARTNERSHIP ACTIVATION & ACCESS

Benefits are structured by partnership level, partner objectives and ESSENSE 501 capacity.

BENEFIT AREA	FOUNDING Highest Priority	CATEGORY Priority Access	PROGRAM Program-Specific Access	SUPPORTING & TECHNICAL Contribution-Specific Access
SPACE & ACTIVATION	Priority access to the highest quality spaces and activation opportunities across ESSENSE 501.	Dedicated category activation opportunities within selected spaces and environments.	Access to program-specific activation spaces aligned with designated initiatives.	Space participation appropriate to partner role and contribution.
HOSPITALITY	Priority access to VIP, executive and hosted hospitality experiences across all environments.	Premium hosted hospitality opportunities within category relevant programs.	Hospitality access supporting designated programs and events.	Hospitality participation appropriate to partner role and contribution.
PROGRAMMING & CONTENT	Leadership role across priority programming, content production and visibility platforms.	Category-led programming and content opportunities across selected platforms.	Participation in selected programming and content initiatives.	Product, service or expertise integration within selected initiatives.
OPERATIONS & SERVICES	Comprehensive operational coordination, planning and partner support across the full partnership ecosystem.	Dedicated category coordination and operational support.	Program-specific operational support and coordination.	Coordination related to supplied products, services or technical expertise.
ALLOCATION PRINCIPLE	Highest priority across spaces, hospitality, programming, content and services.	Priority by category relevance and partnership objectives.	Program-specific allocation based on initiative needs and capacity.	Contribution-specific allocation based on partner role and integration.

PRIORITY COMMITMENT PRINCIPLE
Early commitment can influence space, activation, category positioning and hospitality planning, subject to availability and final agreement.

Final allocations and schedules are customized and confirmed in the applicable agreement.



NORDIC ESSENSE HOUSE
NEHO28LA

PARTNERSHIP LEVELS

LEVEL 1

FOUNDING

Platform Co-Author & Strategic Leader

INVESTMENT RANGE (USD)

$2.0M – $3.5M

BEST FOR

Organizations seeking maximum visibility and long-term strategic alignment.

KEY BENEFITS

- Signature platform presence across exterior, interior, website and digital media
- Highest allocation of premium spaces and hospitality
- Executive VIP experiences with hosted hospitality and athlete access
- Full event management, operations and sponsor concierge
- Leadership participation in innovation, programming and strategic initiatives



IDEAL PARTNERS

Global brands • Sovereign funds • Fortune 500 companies • Destination partners



NORDIC ESSENSE HOUSE
NEHO28LA

PARTNERSHIP LEVELS

LEVEL 2

CATEGORY

Exclusive Leader Within a Business Category

INVESTMENT RANGE (USD)

$750K – $1.5M

BEST FOR

Companies wanting exclusive ownership of a product or service category.

KEY BENEFITS

- Exclusive category designation and prominent branding
- Dedicated branded activation zone and strong media presence
- Premium hosted hospitality, networking events and VIP receptions
- Operational coordination for category activations and logistics
- Full installation, staffing and sponsor liaison support

IDEAL PARTNERS

Automotive • Airlines • Finance • Healthcare
Technology • Luxury brands





NORDIC ESSENSE HOUSE
NEHO28LA

PARTNERSHIP LEVELS

LEVEL 3

PROGRAM

Integrated Program Participant

INVESTMENT RANGE (USD)

$250K – $750K

BEST FOR

Organizations wishing to align with specific experiences or programs.

KEY BENEFITS

- Branding within selected programs, rooms and experiences
- Recognition across program marketing and communications
- Hospitality support for designated events and activations
- Event logistics, scheduling and activation assistance
- Participation in curated experiences and program highlights



IDEAL PARTNERS

Consumer brands • Wellness • Education
Sports • Lifestyle organizations



NORDIC ESSENSE HOUSE
NEHO28LA

PARTNERSHIP LEVELS

LEVEL 4

SUPPORTING & TECHNICAL

Technology • Products • Professional Services

INVESTMENT RANGE (USD)

$100K – $250K

BEST FOR

Companies contributing products, technology or specialized expertise.

KEY BENEFITS

- Product, technology or service recognition
- Technical acknowledgements and brand visibility
- Hospitality participation appropriate to contribution
- Operational coordination related to supplied products or services
- Opportunity to showcase innovation and expertise



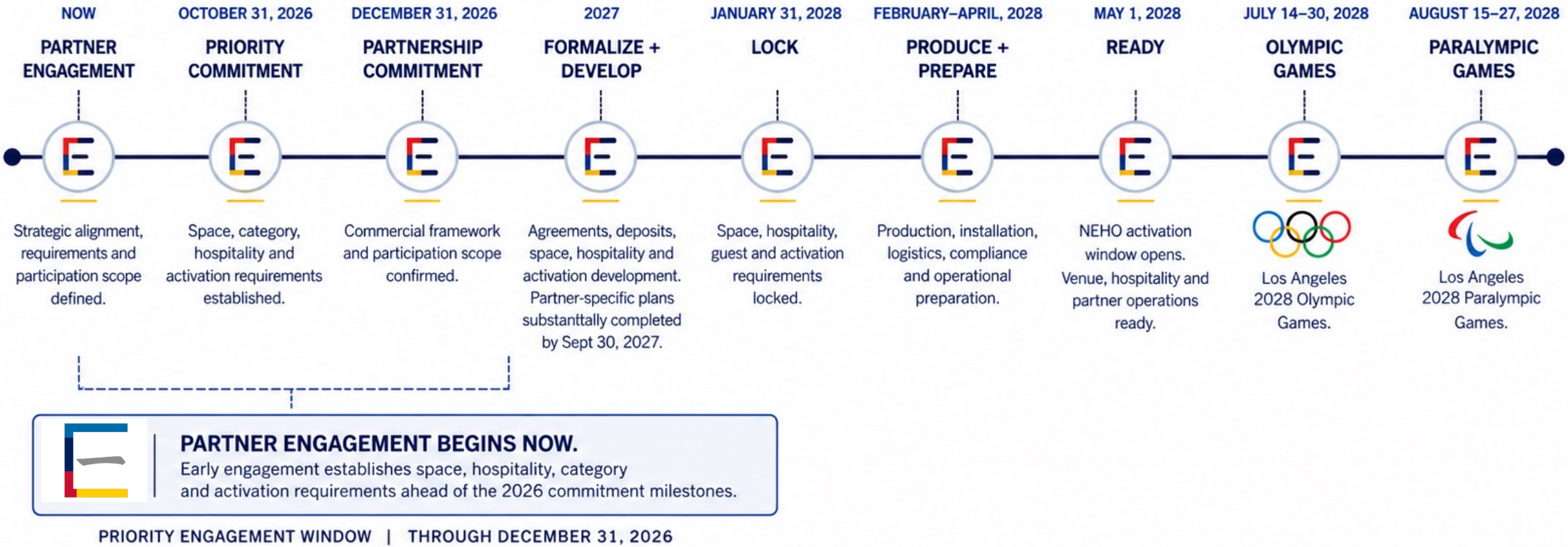
IDEAL PARTNERS

Construction • AV & Tech • Mobility • Energy
Engineering • Telecommunications

NORDIC ESSENSE HOUSE
NEHO28LA

PROGRAM MILESTONES

KEY DATES TO LOS ANGELES 2028



PARTNER ENGAGEMENT BEGINS NOW.
Early engagement establishes space, hospitality, category and activation requirements ahead of the 2026 commitment milestones.

PRIORITY ENGAGEMENT WINDOW | THROUGH DECEMBER 31, 2026

THE TEAM BEHIND NEHO28LA

Integrated leadership across development, strategy, partnerships and Olympic programming.

AGI AVANT GROUP

DEVELOPMENT & PROPERTY



David Nieh
CEO & Partner



Alexis Wong
Partner, Chairman



David Johnson
Vice President Projects



Frank Chiu
CFO & Partner



Nick Ferrante
Director, Development

NORDIC ESSENSE HOUSE

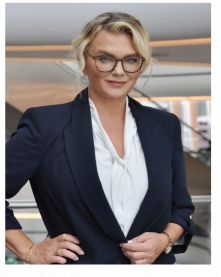
STRATEGY, PARTNERSHIPS & PROGRAMMING



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

NORDIC ESSENSE HOUSE
NEHO28LA

ADVISORY BOARD

Supported by an experienced Advisory Board providing 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

THE PARTNERS BEHIND NEHO28LA

Specialist partners supporting the development, operations, communications, hospitality and delivery of NEHO28LA.

CONSTRUCTION

WESTPORT

ARCHITECTURE & DESIGN

STEINBERG HART

COMMUNICATIONS & ACTIVATION

WPP

PROPERTY OPERATIONS

GREYSTAR

MEDIA & PR

Burson

GOVERNMENT

OFFICE OF THE MAYOR OF LOS ANGELES



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