

NORDIC × LA 2028

Independent Nordic initiative in Los Angeles, Summer 2028



OUR VISION

NORDIC ESSENCE HOUSE

The Nordic Essence House is a living, breathing destination for champions.

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

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× LA 2028**

OUR VALUES

**NORDIC
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1. A Trusted Nordic National Home

We are a secure and flagship stage for the NORDIC nations and their excellent 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.

A background image of the Los Angeles skyline, featuring several tall skyscrapers and palm trees in the foreground. The image is slightly faded to allow text to be read clearly.

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3. Measurable Impact & Global Reach

We deliver measurable impact: visibility and cultural legacy, ensuring every anchor brand's presence resonates long beyond Los Angeles 2028.

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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ESSENCE: A NORDIC LANDMARK FOR LOS ANGELES 2028

A dedicated destination for Nordic companies, partners and culture in Los Angeles 2028.

Just 5 minutes to Dodger Stadium:
Between Chinatown and Downtown, the cultural and urban heart of Los Angeles.



THE NORDIC ESSENCE STAGE.

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ESSENCE is supplier to the Nordic House and medical center, with access to Nordic celebrations and activities during the games and beyond.

BRAND POWER

A stage at the heart of Los Angeles 2028 to elevate visibility and influence.

ENDURING LEGACY

Build presence and resonance in the US market and beyond.

WORLD-CLASS SETTING

Unforgettable venue for hosting and connecting during the summer games.

NORDIC INNOVATION & SUSTAINABILITY.

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DESIGNED FOR THE FUTURE
ESSENCE stands as a landmark of clarity, balance, and innovation.

SUSTAINABILITY IN ACTION
Nordic commitment to green living and circular solutions in every detail.

INNOVATION ON DISPLAY
Architecture as a stage for technology, culture, and values.

A PLATFORM FOR PARTNERSHIPS
A global showcase where sponsors connect and activate during the summer games 2028 and beyond.



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THE NORDIC ESSENCE STAGE.

NORDIC GATEWAY.

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NORDIC PLACE OF LIFE.

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THE FLOW OF WELLNESS,
CAPTURED IN LIGHT.

A living digital facade:
water as the Nordic symbol of life and renewal.

ARK
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NORDIC SKY LOUNGE.

VIP, family, celebrities, press, events

 **NORDIC**
SKY LOUNGE

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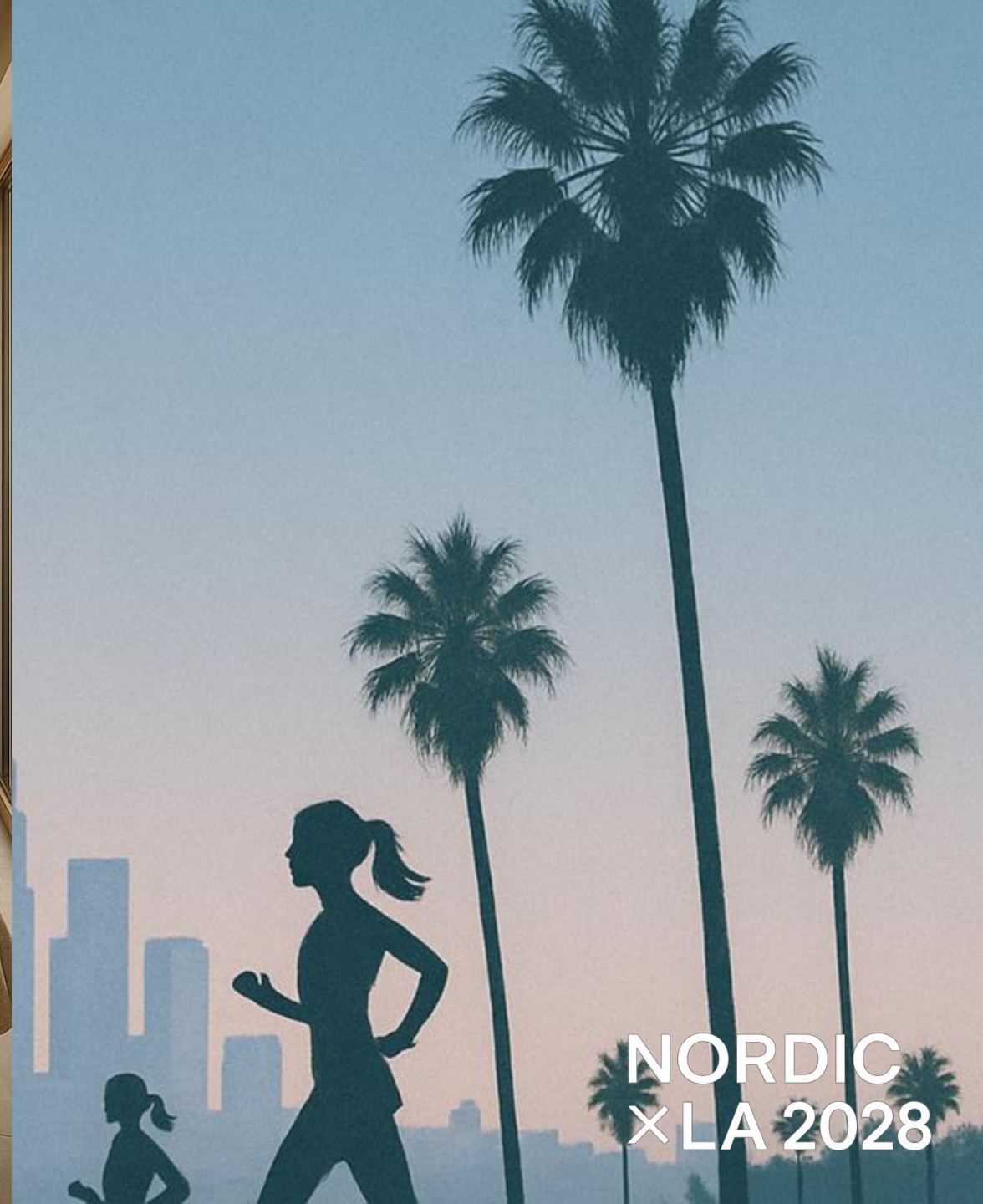
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NORDIC MOBILITY.
EV test drives + athlete performance shuttle.



THE ESSENCE OF RECOVERY.

At our interior wellness/residential floors: calm, private treatment and athlete massage areas.



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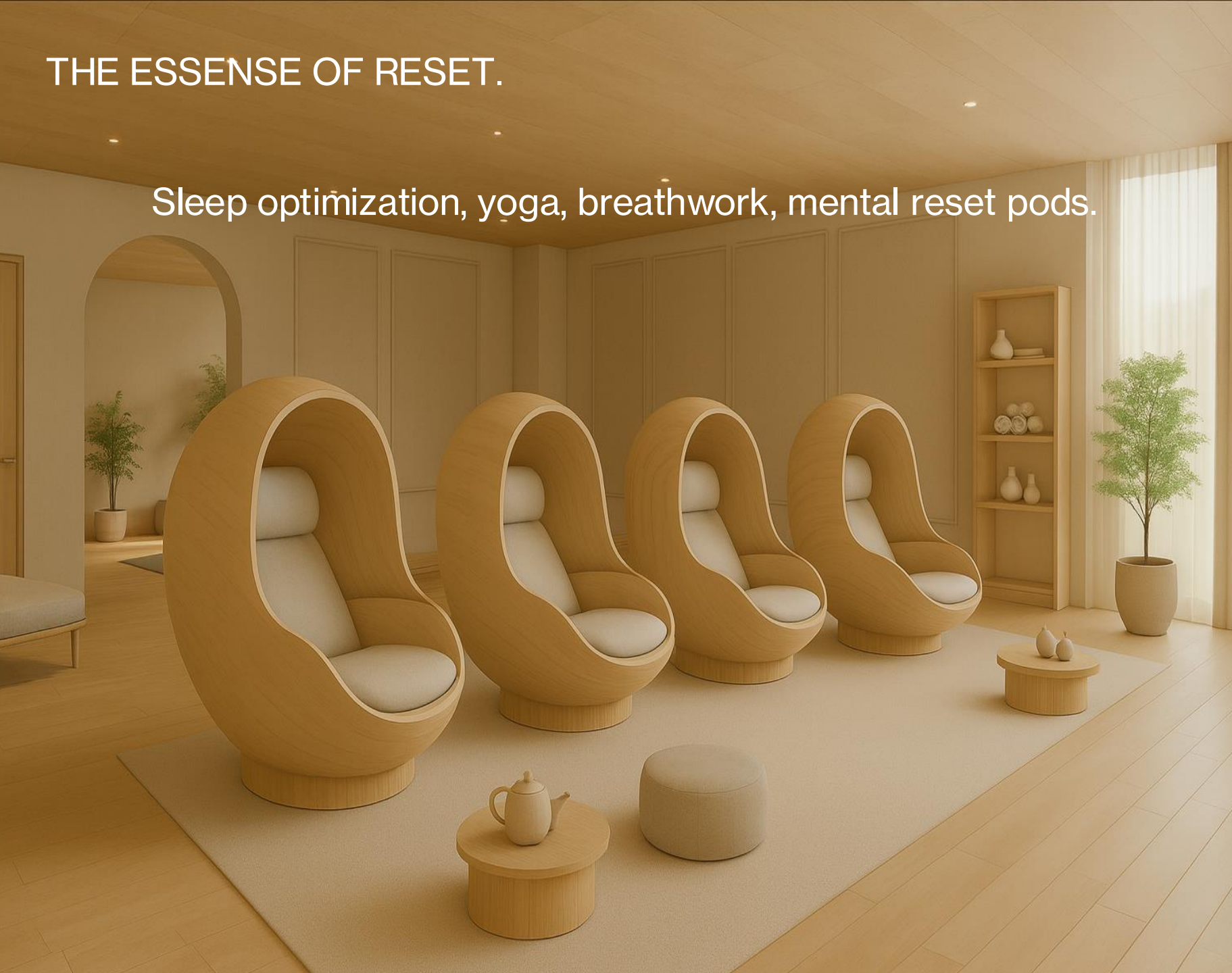
NORDIC COLD PLUNGE.

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



THE ESSENCE OF RESET.

Sleep optimization, yoga, breathwork, mental reset pods.



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NORDIC SAUNA.

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



NORDIC ESSENCE MIND.

Outdoor yoga, breathwork, mental reset, plunge pools.



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THE NORDIC KITCHEN
ESSENCE OF VITALITY.

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



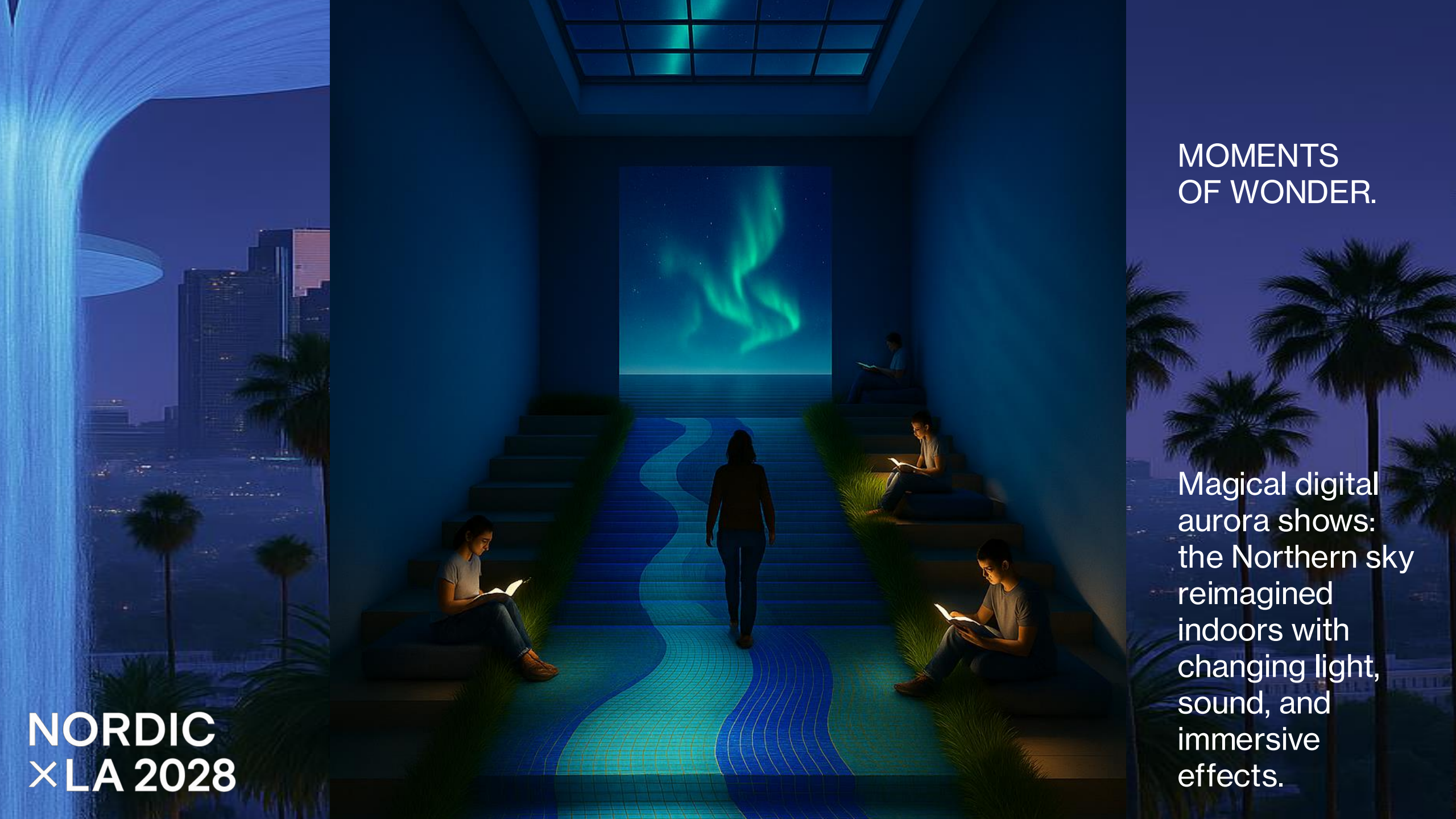
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RELAX + REVIVE MUSIC STUDIOS.

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



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**MOMENTS
OF WONDER.**

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

A digital fashion show stage set against a backdrop of a city skyline at night. The stage features a wide staircase with a blue and white checkered pattern. Several models are positioned on the stairs, wearing colorful, patterned dresses. The scene is illuminated with blue and green light, creating a futuristic atmosphere. In the foreground, several people are seated on the stairs, holding up their phones to capture photos or videos of the models. The overall aesthetic is modern and digital.

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CULTURE
IN MOTION .

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

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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THE NORDIC ESSENCE
SUSTAINABILITY ZONE.

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

NordYara

GREEN
HYDROGEN

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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 champion ambition.

THE NORDIC ESSENCE OF PLAY.

Where imagination, family, and Nordic spirit flourish.



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THE BLUE HOUR.

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




Aurora Air

BLUE HOUR
©

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THE NORDIC
ESSENCE OF
VICTORY.

A celebration
of Nordic
champions,
partners, and
the spirit of
triumph,
together, at
Essense.



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An aerial view of a large-scale light installation at night. The scene is dominated by numerous tall, slender trees whose trunks and branches are illuminated with a vibrant blue light. The trees are arranged in a dense, somewhat regular pattern across a dark landscape. In the foreground and midground, a large crowd of people is visible, appearing as small silhouettes against the blue light. The ground is dark, but there are several small, circular, glowing lights scattered among the trees and people. The overall atmosphere is magical and ethereal.

AERIAL VIEW:
“The Enchanted Frozen Forest”

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AERIAL VIEW:
“The Magic Icebergs”

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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 the summer games.

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.

TIMELINE

2025 START:
ALIGNING
PARTNERS AND
RESOURCES

2026
CONSTRUCTION
PARTNERS JOINT
PLANNING
DEVELOPMENT

2027
EXECUTION OF
NORDIC HOUSE
PROGRAMS AND
PR

NORDIC HOUSE
AT THE 2028
SUMMER GAMES

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

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Be a part of The Nordic Essence House at LA 2028.

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NORDIC ESSENCE HOUSE

at Nordic LA x 2028

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