

The LA28 Olympic logo is a large, glowing blue structure that resembles a stylized tree or a fountain. It has a wide, flat top and a central column that tapers slightly. The background is a night view of the Los Angeles skyline with palm trees in the foreground.

LA28

NORDIC ESSENSE HOUSE at LA28 Olympics

501 West College Street, Los Angeles

LA28 + NORDIC

LA28

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.

LA28

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.

LA28

The background of the slide features a panoramic view of the Los Angeles skyline at dusk or dawn, with several tall palm trees in the foreground. The sky is a clear, deep blue, and the city lights are beginning to glow. The overall mood is professional and aspirational.

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.

AN OFFICIAL LA28-ALIGNED PROJECT

ESSENCE 501 has been recognized by the Los Angeles Mayor's Office of Major Events as a key Olympic-aligned project for LA28.

Strategic Location

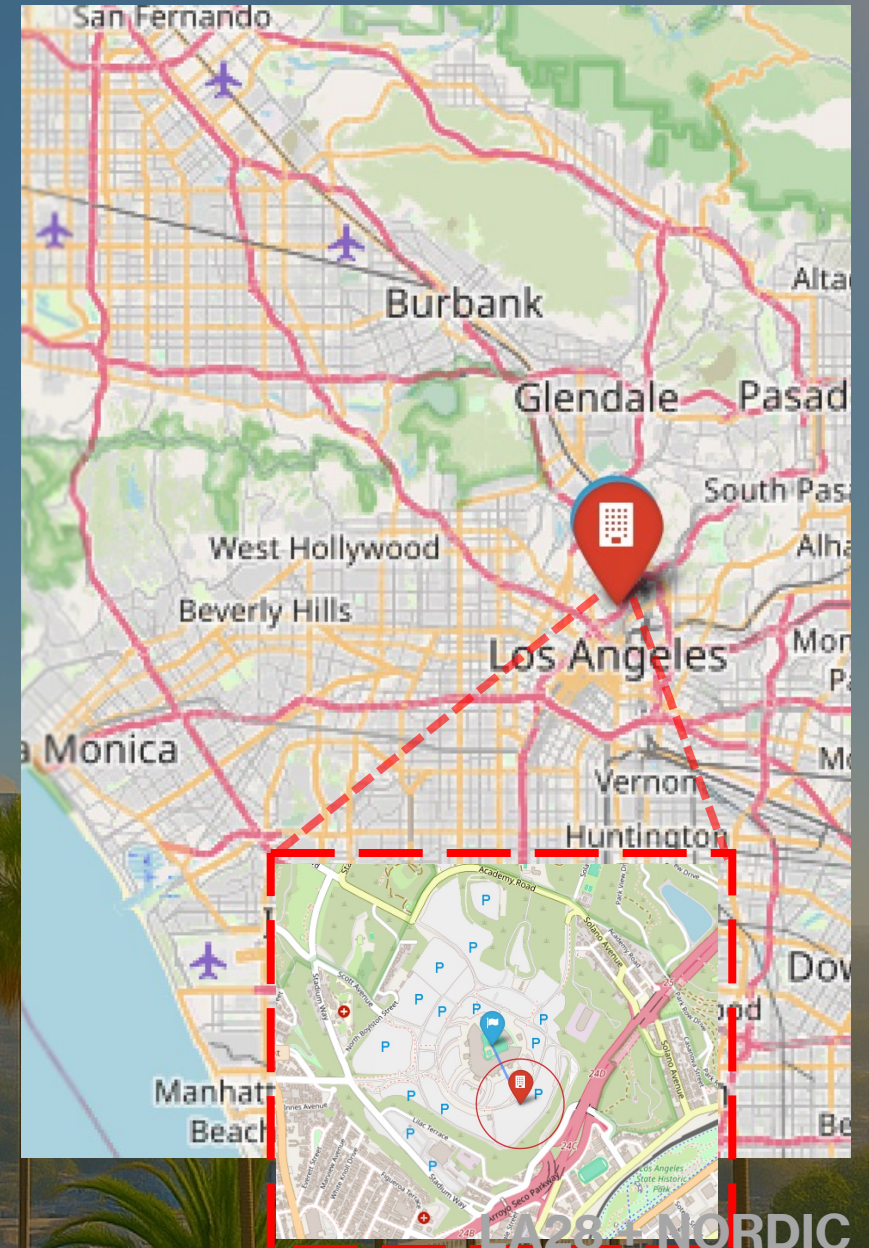
Minutes from major Olympic venues including Dodger Stadium and Downtown Los Angeles.

Home of NORDIC ESSENCE HOUSE

ESSENCE will host the Nordic Olympic House during the Games.

A Global Meeting Place

Connecting Nordic nations, companies, athletes, and international partners during LA28.





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 LA28.

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THE NORDIC GATEWAY

ESSENSE 501 stands as the Nordic gateway to Los Angeles during LA28: 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.

LA28 + NORDIC

An architectural rendering of a modern, multi-story residential building. The building features a mix of light-colored and dark brown facades. It has numerous balconies with glass railings and some with plants. The roof is flat and covered with a grid of solar panels. Several rooftop terraces are visible, some with people sitting or walking, and others with plants. The building is set in an urban environment with other buildings and trees in the background.

THE NORDIC PLACE OF LIFE

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.

LA28 + NORDIC

An architectural rendering of a modern building's courtyard. The building features a facade of vertical wooden slats and large windows. A prominent balcony on the upper level has several people standing on it. The courtyard is a multi-level space with a central staircase, a large wooden planter box filled with colorful flowers, and a wall-mounted waterfall on the left. People are engaged in various activities: some are walking, some are sitting on the steps, and two men are sitting at a small green table in the foreground, reading. The scene is bright and lively, suggesting a vibrant community space.

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.



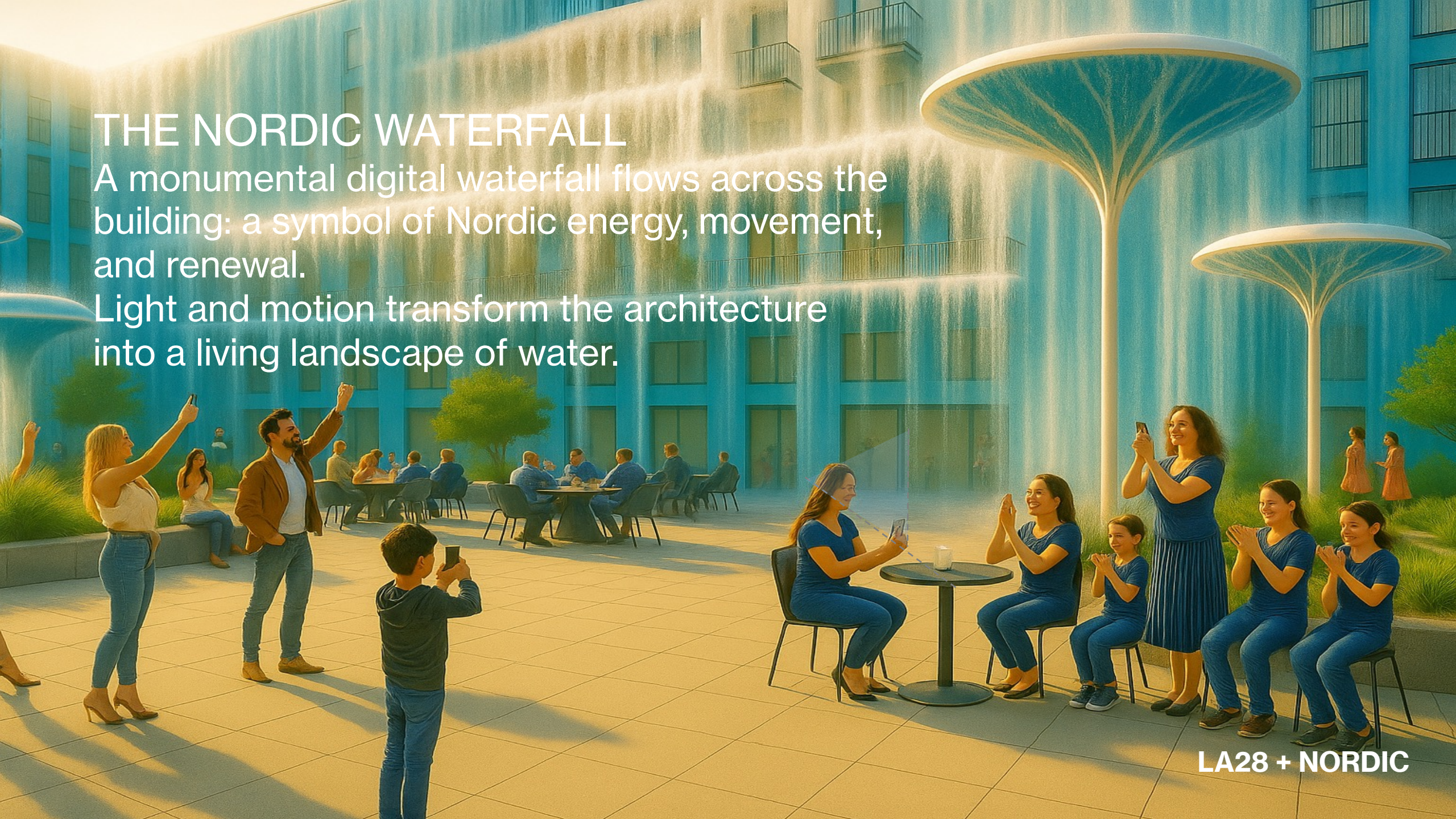
THE BIRTH OF THE NORDIC FOREST

From the frozen iceberg emerges life.
Luminous Nordic trees rise across the building, transforming
ESSENSE into a glowing forest of vitality: a powerful symbol
of renewal, wellness, and Nordic spirit.

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**
SKY LOUNGE

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NORDIC MOBILITY HUB

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



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RECOVERY

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



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COLD PLUNGE ROOMS

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



LA28 + NORDIC

SAUNA ZONES

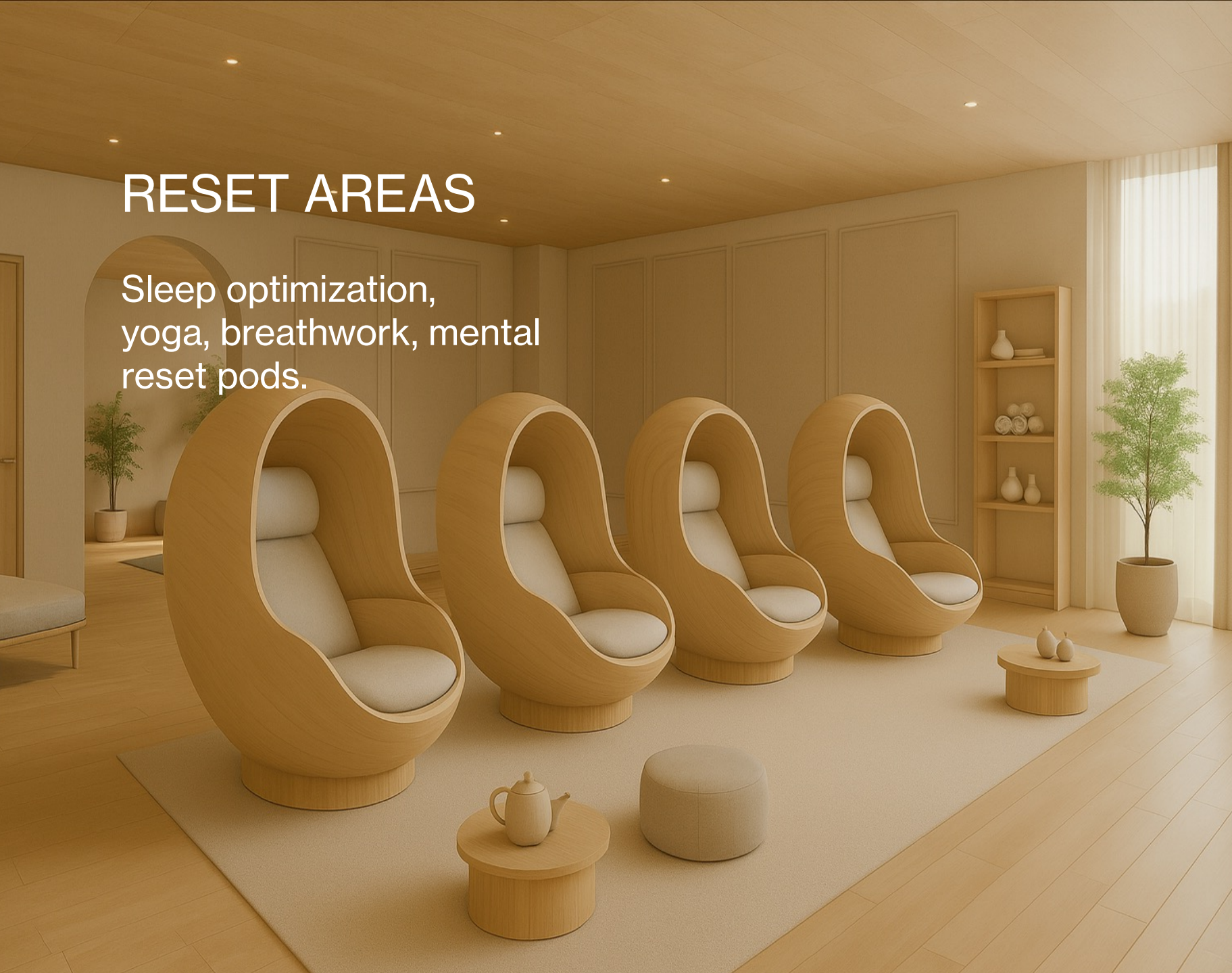
Adjoining the plunge, in Nordic timber with glass partitions, seamlessly providing a Nordic ESSENCE experience.



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RESET AREAS

Sleep optimization,
yoga, breathwork, mental
reset pods.





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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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.

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NORDIC PURSUIT OF EXCELLENCE

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

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MOMENTS OF WONDER

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

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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.

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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.

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THE NORDIC ESSENCE SUSTAINABILITY ZONE

Where Nordic innovation
meets Olympic 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 Olympic ambition.

LA28 + NORDIC

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.



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THE NORDIC ESSENCE OF VICTORY

A celebration
of Nordic
champions,
partners, and
the spirit of
triumph,
together, at
LA28.



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LA28

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 LA28

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 LA28.

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 LA28

501 West College Street, Los Angeles

www.nordicessensehouse.com



NORDIC ESSENCE HOUSE at LA28 is an independent partner platform hosted at 501 West College Street, Los Angeles, aligned with Nordic teams and sponsors. It is not an official property of, or affiliated with, the International Olympic Committee (IOC), the LA28 Organizing Committee, or the United States Olympic & Paralympic Committee (USOPC).

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