

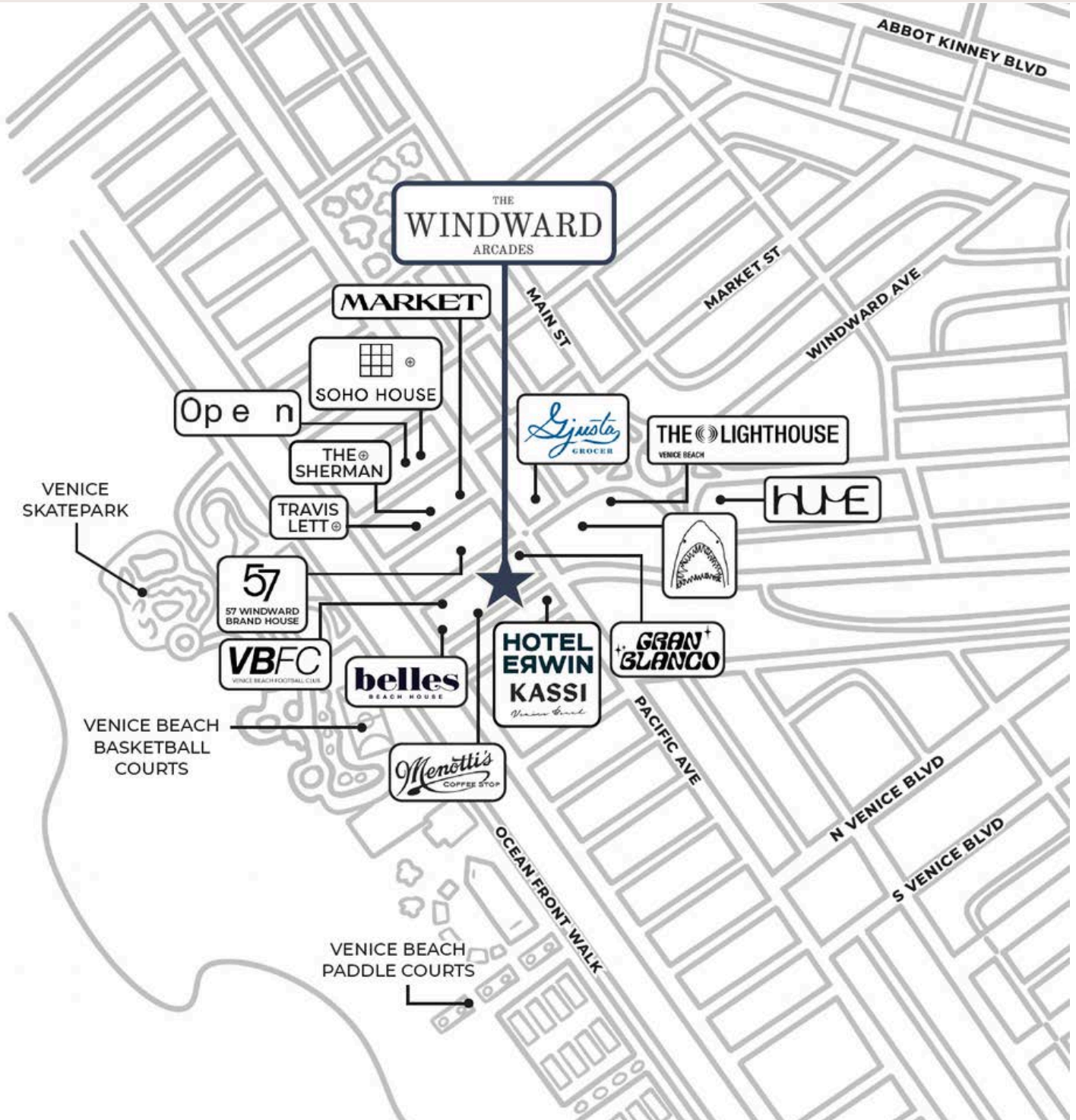
BRANDVIEW INC

THE WINDWARD ARCADES

**YOUR BRAND DESERVES
A LANDMARK.**

WINDWARD DISTRICT

The Windward District has been Venice's cultural epicenter since 1905 – from Abbot Kinney's original canals, to today's restaurant groups, brands, and creatives who have quietly made it one of the most interesting blocks in Los Angeles.



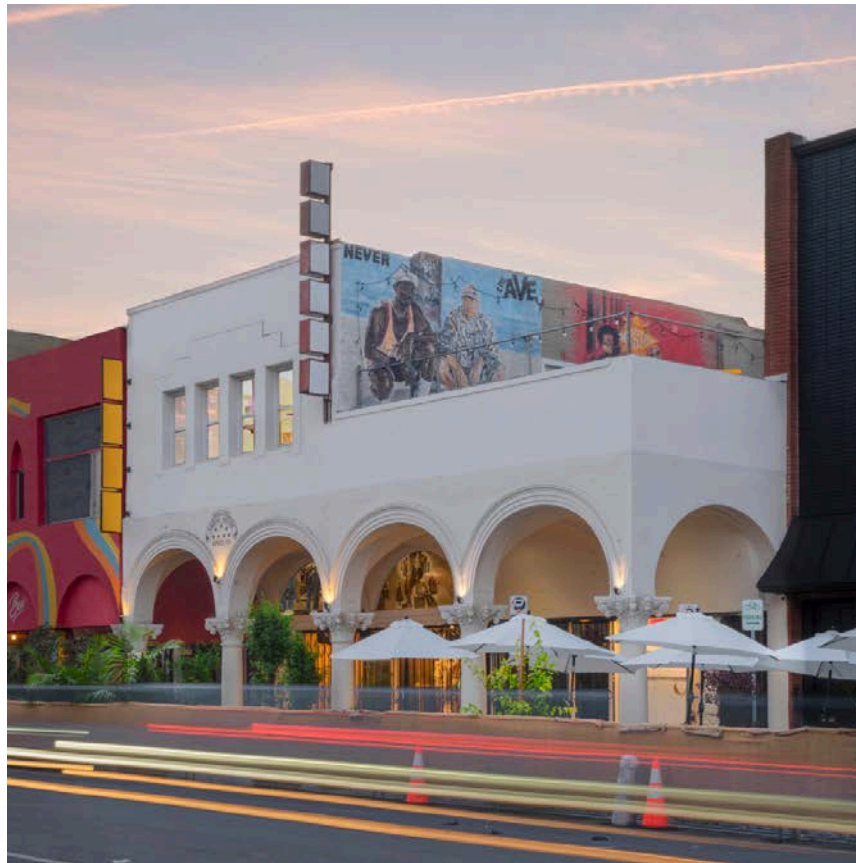
THE WINDWARD ARCADES

A PERMANENT HOME FOR YOUR BRAND IN VENICE.

There are venues. There are pop-ups. And then there's Windward Arcades – a 5,531 SF indoor/outdoor space at the most photographed corner in Venice Beach, available as a permanent brand platform.

This is one of the most iconic backdrops in Los Angeles. The 200-person assembly permit means your product launches, athlete programming, and VIP events happen here – not at a rented venue. The indoor/outdoor flow means your content shoots move seamlessly from the rooftop terrace to the street-level arches without a location scout.

Your brand doesn't just get a location. It gets a landmark that earns its own media.



A PLATFORM, NOT A POP-UP.



Pop-ups generate a moment. Windward Arcades generates a story.

Here your brand becomes part of Venice's cultural fabric - not a campaign that ends when the activation does. The space works as a community hub on Tuesday, a content studio on Wednesday, and a 200-person launch event on Saturday. No permits to pull. No venue to rent. No logistics to rebuild from scratch every quarter.

The brands that belong here aren't choosing between marketing spend and real estate. They're recognizing that the right address is the marketing spend.





THE BRANDS THAT BELONG HERE DON'T NEED CONVINCING.

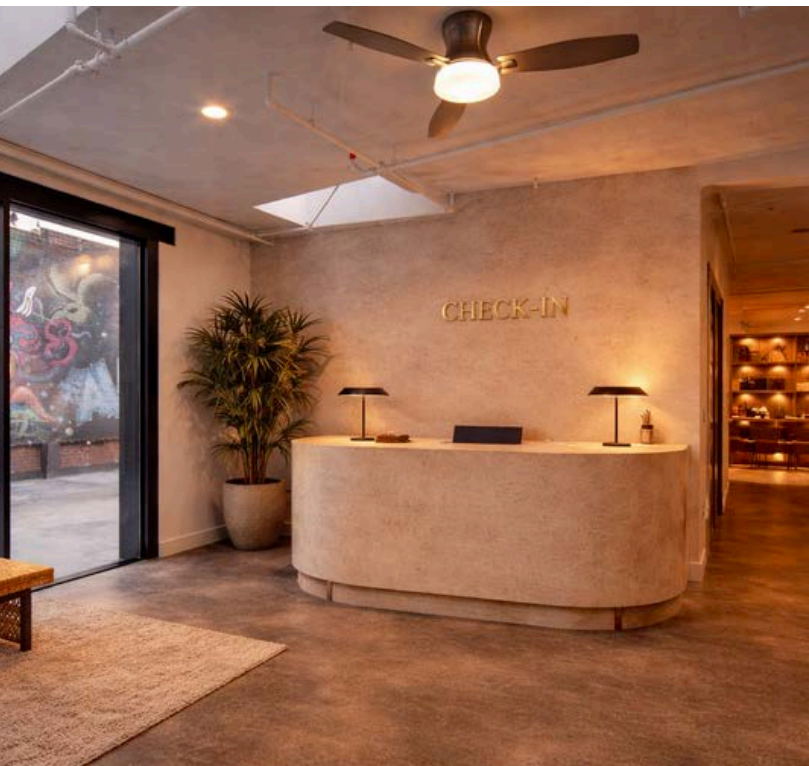
They've already built something worth showing off. Now they need a place that's worthy of it.

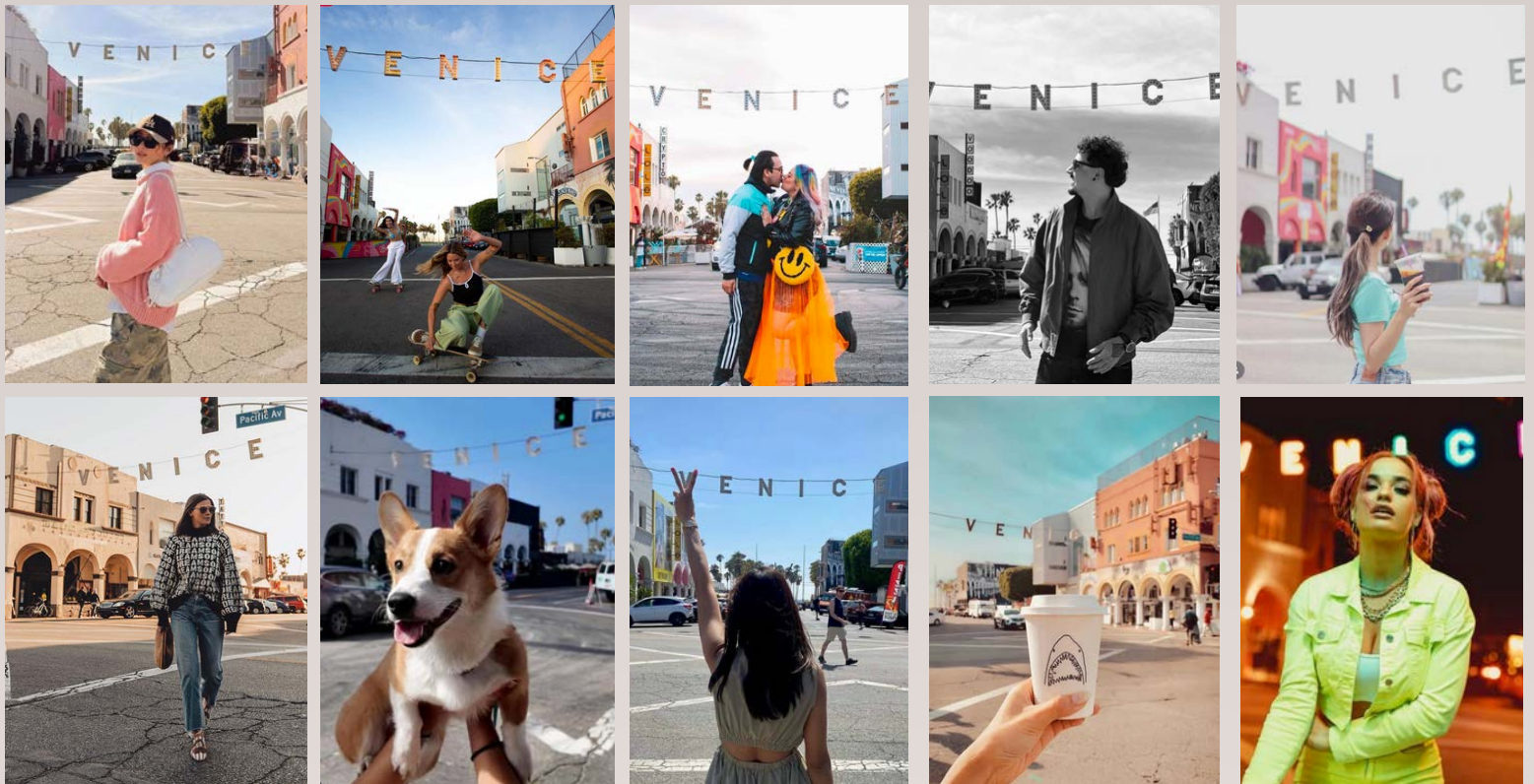
- Global and emerging consumer brands with cultural ambitions bigger than any single campaign
- Activewear, supplement, and performance brands with athlete and influencer communities that need a permanent home base
- Beauty and wellness brands ready to stop selling product and start building a place people belong
- Brands where content, events, and programming aren't marketing tactics — they're the whole model

Venice is ready. Are you?

CULTIVATE A COMMUNITY

Your Customer Is Already Here. Steps from Soho House, the Venice Beach boardwalk, and the 2028 Olympics — your community doesn't need to be built. It's here now.





THE VENICE BILLBOARD EFFECT

Every tourist, every influencer, every athlete at the Venice Sign — your studio is in that frame. And in 2028, NBC broadcasts the Olympic triathlon from this exact corner to 3 billion viewers worldwide.

- The triathlon runs through Windward Circle, putting this block on a global broadcast stage
- Athletes, coaches, and performance-focused travelers will flood this neighborhood before and during the Games
- Brands with a permanent presence here own that moment

VENICE SIGN VISITS

11M+

per year, every year

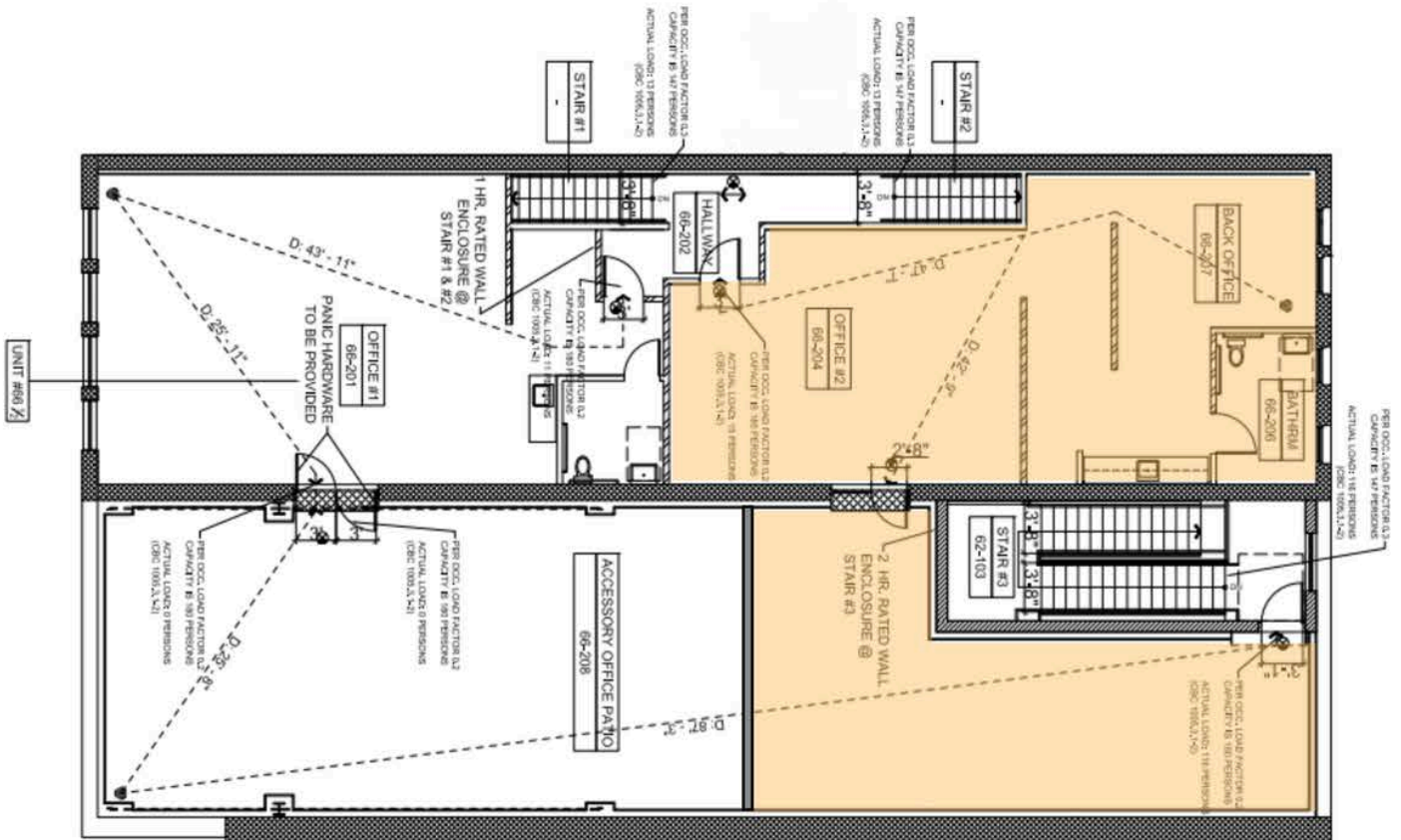
OLYMPIC BROADCAST

3B+

viewers, 200+ countries

Millions of people visit the Venice Sign every year, and every single one has a camera out. That's owned media at Olympic scale.

IMAGINE THE POSSIBILITIES



Configurations are flexible:

Entire Space: 5,531 SF + Rooftop Terrace (3,526 SF interior/2,030 SF deck)

- Split Option A (Front Only): 3,000 SF + Patio
- Split Option B (Rear Only): 2,500 SF + Patio



www.windwardarcades.com

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