



A HOUSE ON THE BEACH





AT LAST... A HOME FOR THE VENICE CREATIVE COMMUNITY



A place for collision and connection.
A place for experimentation.
Where culture and commerce collide.
Where minds meet over food and drinks.
Where work and play go hand in hand.
Where cultural innovation breaks ground.
Where the creative spark can flourish.

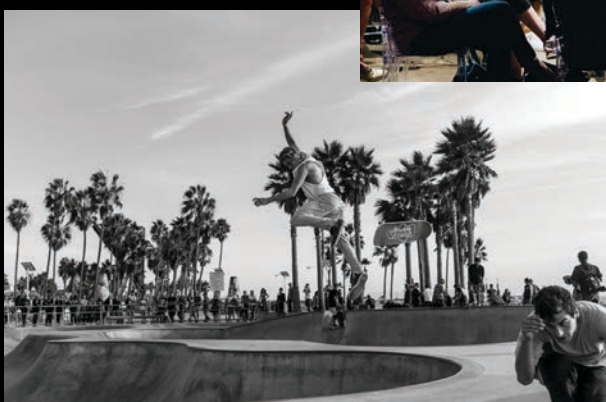
Welcome to NeueHouse Venice Beach.



HOME OF



— Conversations



— Connections



— Experiences



— Ideas



THE NEW



TUCKED AWAY ON AN UNASSUMING TWO BLOCK STREET JUST OFF THE BOARDWALK,

— A New Home for Venice Beach

73 Market Street was once home to some of the most vital and influential creative minds in art and entertainment—visionaries who worked, collaborated, and broke new ground behind these walls.

This is where Larry Gagosian opened his first LA gallery and Basquiat painted through the night below street level. Where David Hockney exhibited formative works. Where Hal Ashby screened rough cuts and Randy Newman wrote the score for *The Natural*.

This colorful, creative tradition is the inspiration and backdrop for NeueHouse Venice Beach, NeueHouse’s third Los Angeles house, and one with a distinct sense of purpose: to unite Venice’s vital, yet disparate community of creators and innovators under one roof, to provide a home where culture and commerce can mingle once again.

This Summer 2022, NeueHouse Venice Beach opens its doors, a home for the exchange of new ideas, connections, and culture.

A new home for Venice Beach's Creative Community.


**A HOME FOR
TODAY'S CREATORS,
INNOVATORS,
AND THINKERS.**



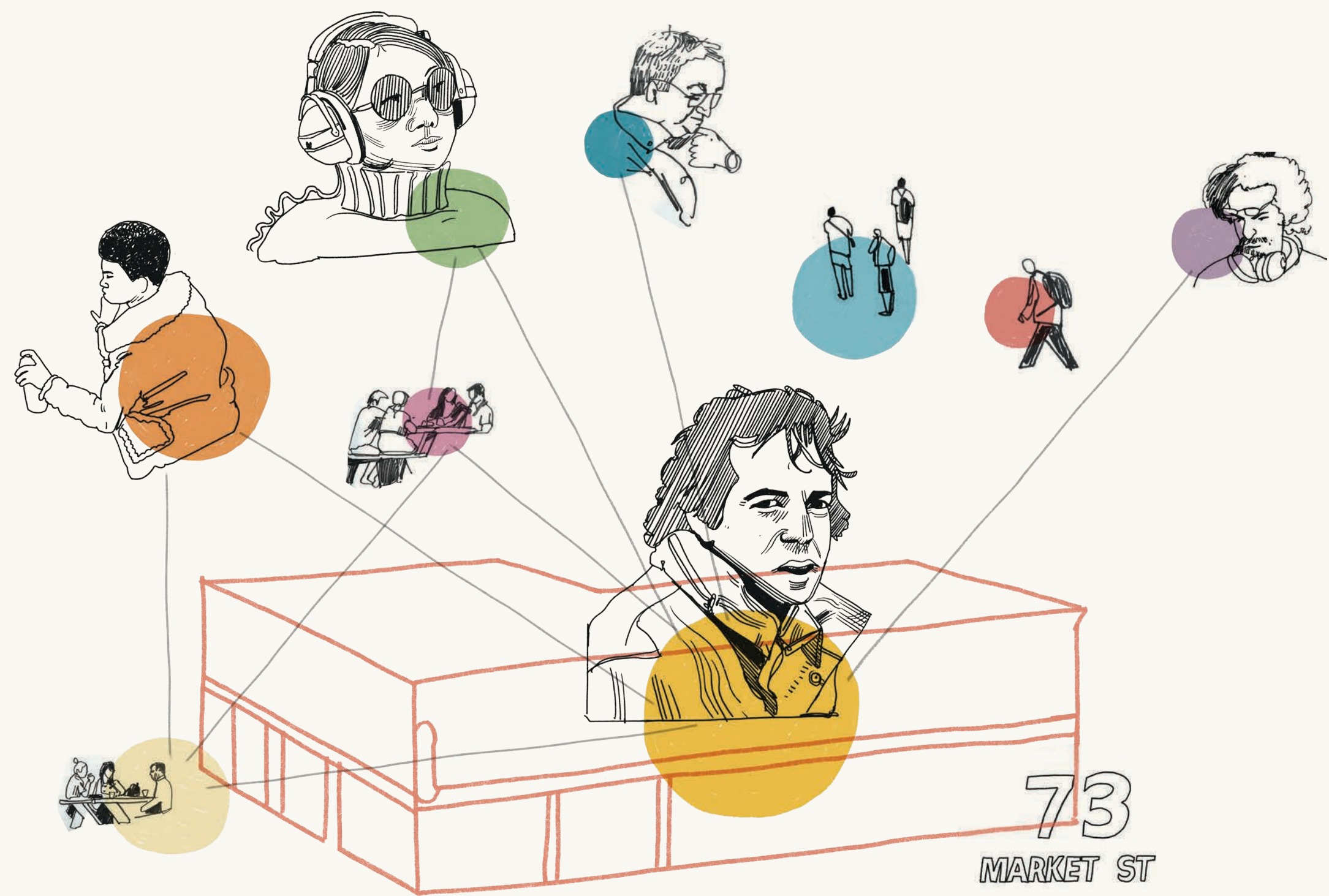


“
WHEN YOU GO TO A STUDIO
AND WORK, YOU DO GOOD WORK.
YOU WORK HARD.
BUT WHEN YOU COME TO VENICE,
YOU DO SPECIAL WORK.

— Bruce Paltrow,
Oscar-winning Screenwriter

73 MARKET ST

AN ADDRESS WITH A HISTORY



MARKET ST



In 1973, a Hollywood actor turned movie producer named *Tony Bill*, fresh off his Oscar-winning film *The Sting*, purchased 73 Market. He turned the building into a haven for artists, writers, filmmakers, and creators of all kinds to come together to work on their creative endeavors, collide, inspire and learn from each other. For decades, this street has served as a home base and inspiration for the creative industries, and **NeueHouse Venice Beach** continues this tradition.

— 73 Market Street

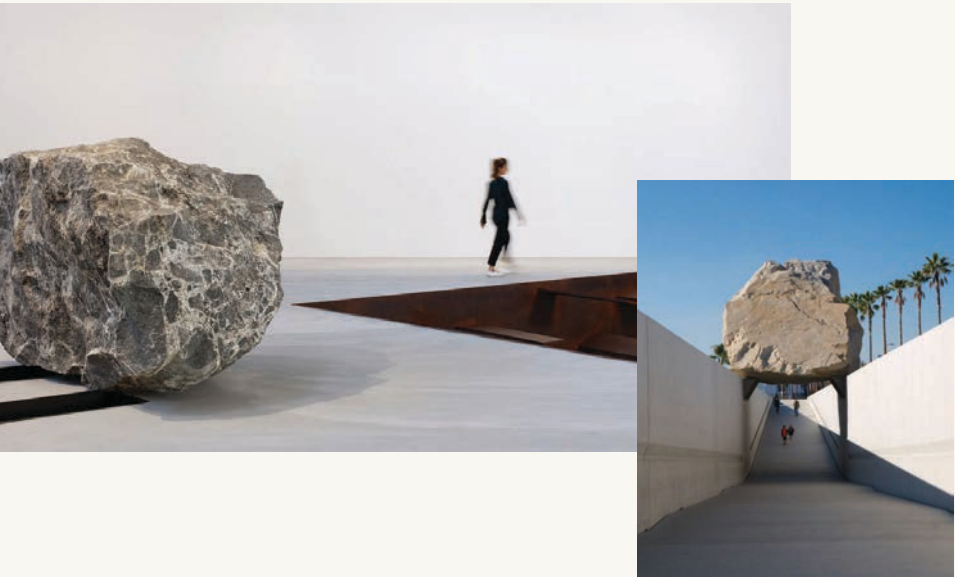
THE GAS HOUSE

The indisputable LA home of the Beats for a three year period, where countercultural figures like Ken Kesey and Jack Kerouac met, fought, played chess, listened to jazz, and drank coffee, before it was finally shuttered by police as a “public nuisance.”



MICHAEL HEIZER

An inventor of the movement now known as Land Art, Heizer showed his first monumental boulders at the original ACE/Gallery on Market Street.



A CREATIVE HERITAGE



JEAN MICHEL BASQUIAT

In 1983, the 21-year-old phenom decamped from New York and took up residence in Larry Gagosian's below ground living quarters on Market Street. Working from late afternoon to morning, Basquiat painted prolifically in preparation for crucial shows at Gagosian, including iconic works made from materials scavenged from the street.



RANDY NEWMAN & THE NATURAL

During post-production for 1984's smash hit *The Natural*, Randy Newman holed up at 73 Market Street to compose the score. Tony Bill recounts hearing the music floating up through the floor, and Newman taking breaks to ask him what for his thoughts of the work going on down below.





LIGHT AND SPACE ARTISTS

In the late 60s and early 70s, a new artistic movement took shape in the Market Street studios of artists Robert Irwin and Larry Bell—one that used only the raw materials (light & space) for which Venice is famous to create groundbreaking new works of art.



GAGOSIAN GALLERY

Native Angeleno Larry Gagosian bought a vacant lot on Market in the late 70s, where he proceeded to build his first LA Gallery (and living quarters), courtesy of the visionary local architect Robert Mangurian.



LA LOUVER GALLERY

In 1978, a young David Hockney exhibited some of his earliest prints at L.A. Louver exhibition, where he continues to exhibit to this day.



72 MARKET ST OYSTER BAR & GRILL

Opened by Tony Bill and actor Dudley Moore in 1983, 72 Market Street became a beachside destination for visiting Hollywood royalty, beloved for its laid back atmosphere and feel good food, as well as its in-house radio show and lecture series with pre-eminent literary figures.





SUN
SURF
SAND
MEET
WORK
SOCIAL
CULTURE

TO VENICE WITH LOVE



For at least 80 years, someone has been saying that Venice Beach was in danger of losing its soul, its creative spirit.

The Beats brought anarchic energy in the 1950s. Then came the hippies and Bohemians. The neighborhood became an artists' enclave, and still, in every decade since, people have feared that outsiders would snuff out Venice's creative soul. Hollywood discovered it. Tech took over. But through each era, there has been one constant: Venice's spark. People come here seeking a different way of life: a little further from the city and closer to the beach, among others like-minded creative people. Venice Beach attracts all types, a community united in its pursuit of a life set apart.

What Venice Beach has been missing up to now is a place for this community to come together, where different creative communities and pursuits can collide and coalesce.

NeueHouse Venice Beach was conceived for this purpose.
A place where creative minds flow seamlessly from work to play and back again.
A place to gather around ideas, culture, exceptional food and drinks.

We can think of no more fitting place for NeueHouse to be.



“
MARKET ST, THEY ALL SAY, IS SPECIAL.

— *Barbara Isenberg,*
Los Angeles Times, 1977

IN GOOD



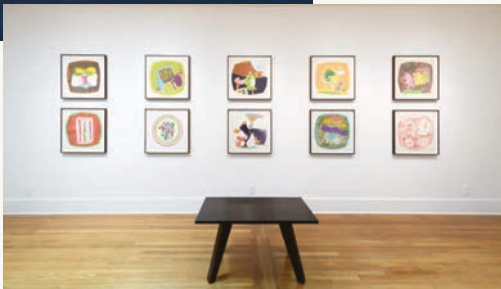
FOOD & BEVERAGE

Gjelina
Gjusta Bakery
Test Kitchen
Felix
Market
Superba
Great White
Butcher's Daughter



ARTS & CULTURE

Iris Project
Art Unified
Shoshana Wayne Gallery
Winston House



RETAIL

Birkenstock
General Admission
Heist
Nick Fouquet



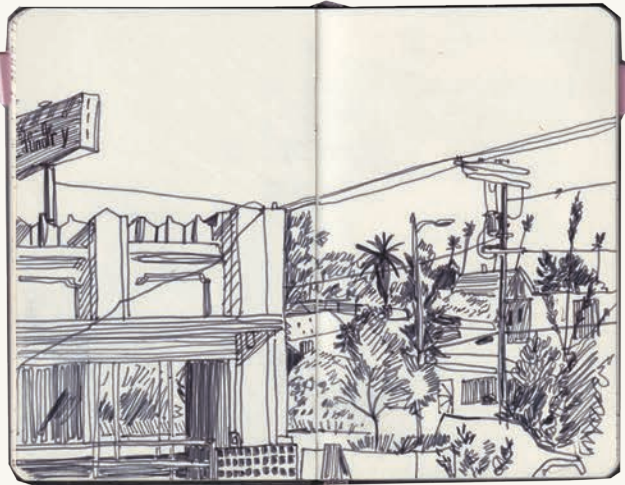
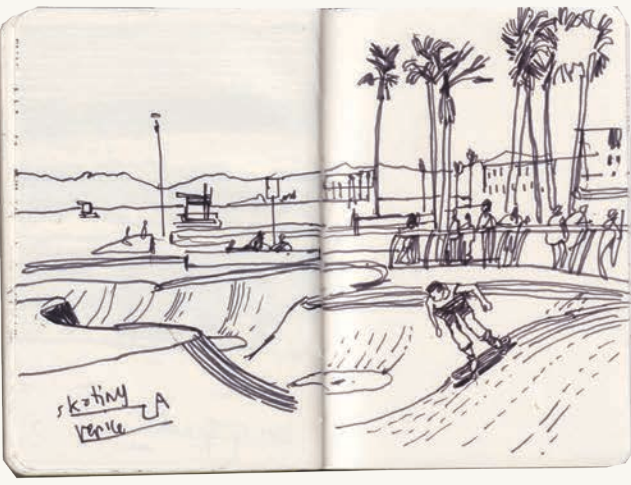
COMMERCE

Media Monks
Headspace
Vice
FNDR
TBWA/Chiat/Day
72 & Sunny
Anomaly
Team Downey

COMPANY

“
CLEAN AIR AND
FREEDOM OF VISION...
IN VENICE THERE ARE
NO BOUNDARIES.

— Douglas Christmas,
Founder of Ace Gallery



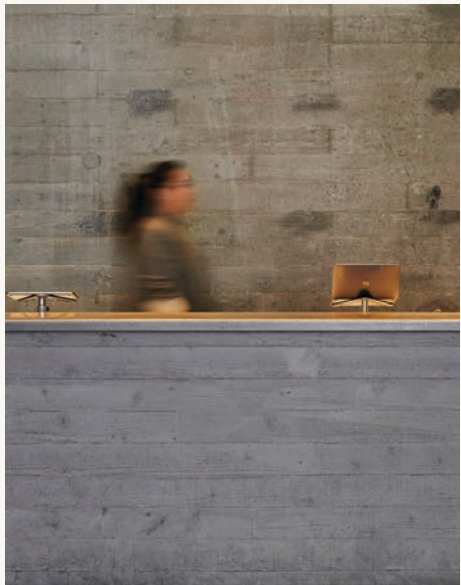
Venice Beach Notebook Sketches by Illustrator
and NeueHouse Member Pat Vale

COMMUNITY

Our members are our raison d'être.

The NeueHouse community is curious, current, and bound by a passion for culture. They welcome the chance to exchange ideas with talented people from all walks, and value an atmosphere where frequent casual interaction can lead to innovation in their own work.





DESIGN

Beauty lives in all that we do.

Every NeueHouse is designed to exude the warmth of home, foster new connections, and set the stage for cultural experiences. We believe the shape, heritage, and story of our environment impacts the way we work and live.

Pulling on the hand-crafted rustic aesthetic of coastal California, **Neuehouse Venice Beach** is defined by simplicity with natural wood, textiles, and brick — a love story between timeless beauty and a rustic charm.

HOSPITALITY

Service to elevate the experience.

Hospitality is at the core of the NeueHouse experience: gracious and anticipatory. Imaginative food & drinks serve as the centerpiece for connection and community.

The Members' bar at **NeueHouse Venice Beach** was conceived as a destination-worthy gathering place for spontaneous interaction, casual conversation, and moments of relaxation.





PROGRAMMING & EVENTS

Live experiences to inspire the work.

NeueHouse is a story best told through the live experience. With thought-provoking events, we provide a platform for discourse and discovery to advance ideas and conversations, creating powerful shared moments.

The Spanish Steps at **NeueHouse Venice Beach**, among other communal gathering spaces, serves as the central backdrop for unique cultural experiences.

Resident Options

STUDIO

The studios at **NeueHouse Venice Beach** provide dedicated space for teams to create their best work. With a fully enclosed environment, each studio allows a level of intimacy and focus that is exclusive to their working needs.

ATELIER

Located in our resident spaces, the ateliers at **NeueHouse Venice Beach** provide permanent desks for individuals or small teams who thrive in an open, dynamic environment.

Non-Resident Options

GALLERY

Open and airy workspaces designed to encourage collaboration and spontaneous interaction with other members. The Gallery serves as an energy center to the space, where casual conversations can lead to new connections and ideas.

SALON

A flexible membership for the way we live, work, connect and gather now. Salon offers 10 days per month to work and meet and unlimited access to our restaurants, bars and cultural programming.

SHARED AMENITY SPACES



- Conference Rooms
- Wellness Room
- Podcast Studio
- Art Gallery
- Private Phone Rooms
- Quiet Room
- Showers
- Sun Terrace

FLOOR 1

— Floorplans



- 1 Gallery
- 2 Atelier
- 3 Studio
- 4 Conference Rooms
- 5 Phone Rooms
- 6 Art Gallery / Flexible Work
- 7 Broadcast / Green Room
- 8 Quiet Room
- 9 Lockers
- 10 Shower

FLOOR 2



- 11 Flexible Work / Dining
- 12 Bar and Restaurant
- 13 Outdoor Terrace Dining
- 14 Private Dining Room / Conference Room

I'LL BE AT NEUHOUSE.

NeueHouse
Venice Beach



Join the Community
NeueHouse.com/Venice-Beach

MembershipVenice@NeueHouse.com
