

Attune LA: Culver City

Purpose

NXT ART

PRESENTATION

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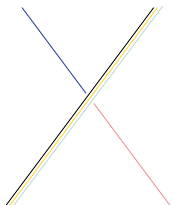
Sound, light, community

Connecting LA through the art of sound

The power of public art is demonstrated in how it can reflect our society, spark inspiration, and transform our connection with our surroundings and each other.

We bring you **Attune LA**

Sound and light frequencies are the basic building blocks of life. In a moment where we need to engage in positive connection we bring a multi-disciplinary project that activates, harmonizes and synchronizes locations and communities throughout the diverse landscapes of Los Angeles County.



THE DESCRIPTION

The time is NOW

Each site will host a speaker array and light sculpture that will amplify frequencies and compositions designed by acclaimed talent so we can tune into ourselves and experience a sound journey collectively.

This network will link one location to the other and provide attendees with a synchronized sonic connection to each other. All of the sound art program will play simultaneously so attendees will experience the exhibit together, in unity across the County of Los Angeles.

Goal

Los Angeles

WE ARE A RESILIENT COMMUNITY

Together we can manifest a project that joins us together with positive interests. This holds so much potential to support each other in an intentional & positive moment of solidarity.

Free to the public, the goal is to create a sense of unity through a shared experience.

Timeline

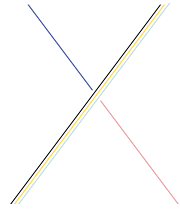
POWER OF THE COLLECTIVE



2025

We sometimes feel like we cannot do anything, but the power of the collective conscious is not to be disregarded.

CREATE A NETWORK



SITES SELECTED TO UNIFY THE CITY

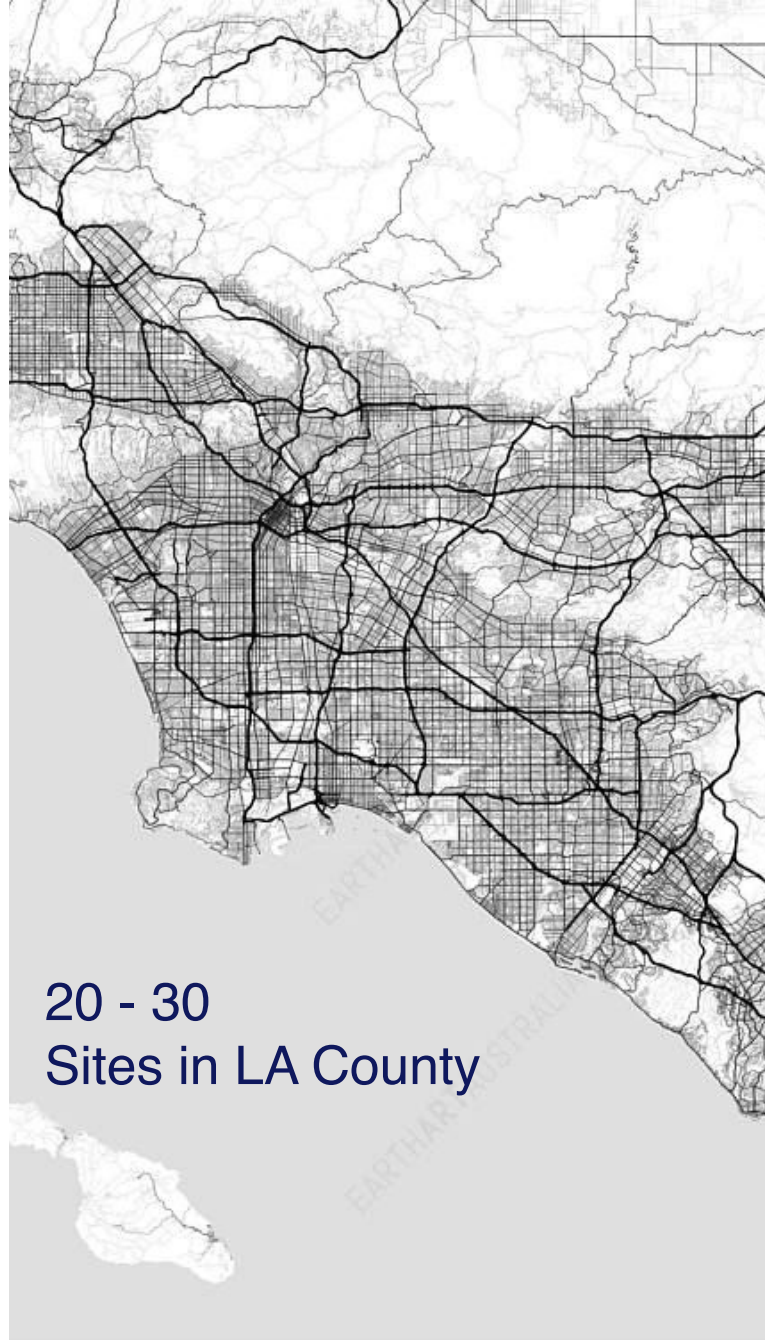
Creating a collective experience.

Initiatives such as the Festival Trail underscore the need for a connected City. Attune can create a platform for a larger and longer term plan of continuation for residents, tourists experiencing a unified LA. www.festivaltrail.org

Participating areas include:

- Los Angeles Council Districts
- Long Beach
- West Hollywood
- Santa Monica
- Long Beach
- Pasadena
- Inglewood

WWW.NOWARTPUBLIC.COM



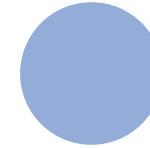
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NXT ART

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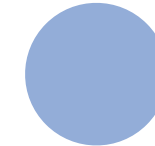
Selections based on:

05



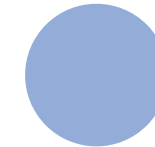
Cultures

Ensuring communities throughout the County have representation and are in locations where gathering can happen.



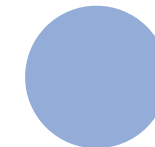
Basics

- 100 attendees in a comfortable family friendly environment
- Low to no acoustic noise
- Outdoor
- Access to power (not mandatory)



Initiatives

Ensuring that the placement is in alignment with other initiatives such as the Festival Trail for the Olympics and other City lead projects



Access

All activations are FREE to the public and designed to be accessible by positing them adjacent to METRO stations, Parking lots and family friendly

INCORPORATE
ORGANIZATIONS

Expand awareness

Installation sites will be places to congregate. We intend for sites to be places of connectivity and concepts presented by artists. Each site can host opportunities for immersion, education and greater understanding/awareness. We want to invite local businesses and companies that are aligned to participate with us. Contact us to learn more.



CULTURAL ORGANIZATION

HEALTH AND WELLNESS

COMMUNITY SUPPORT



ARTISTS WHO WANT TO SUPPORT

TALENT WITH PURPOSE



WWW.NOWARTPUBLIC.COM



Our team is poised to curate internationally acclaimed multidisciplinary artists who are experts in light and sound mediums.

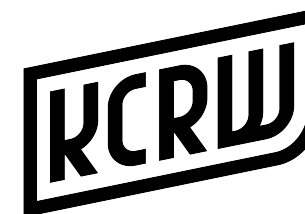
Los Angeles is home for many renowned organizations and recognized talent and our team is bringing them to the table.

Working with leading experts that are backed by scientific research we will support selected talent to create a world class public art moment for our City.

NXT ART

PRESENTATION

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NOWART |.

HEALTH TUNES 

ARUP

LOOKOUT FM

Push
More
Buttons



Expertise in Auditory Experiences

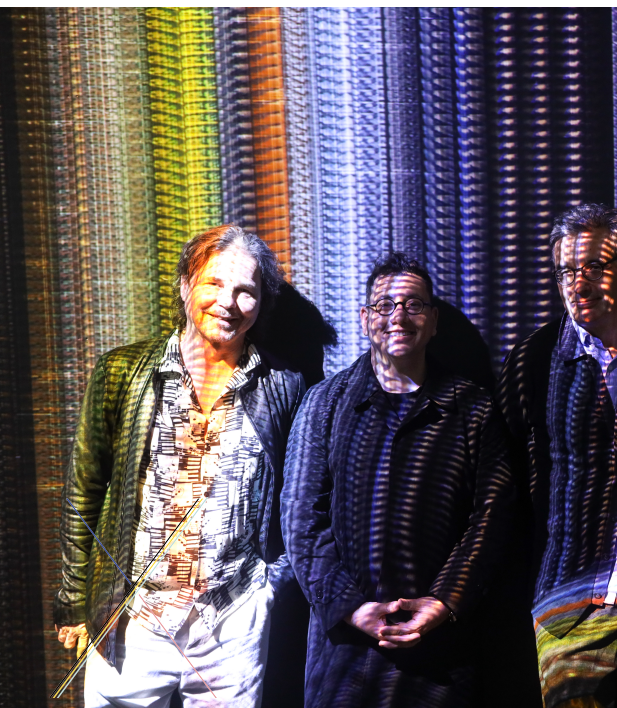
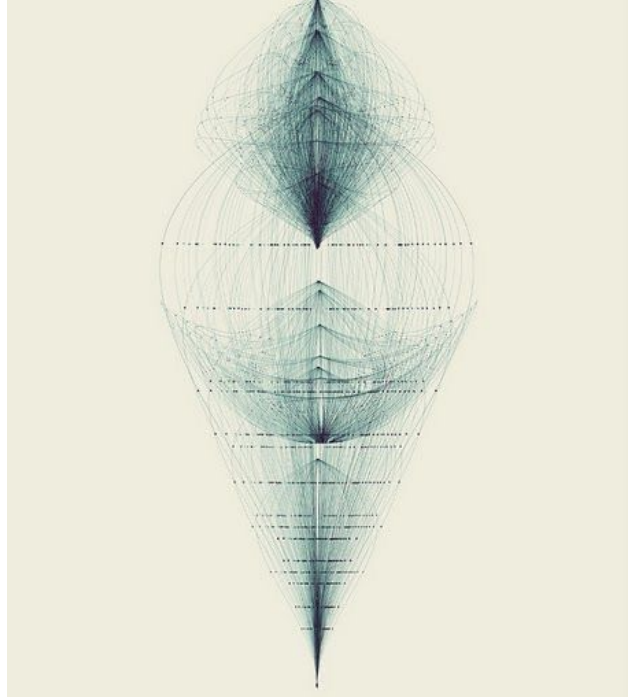
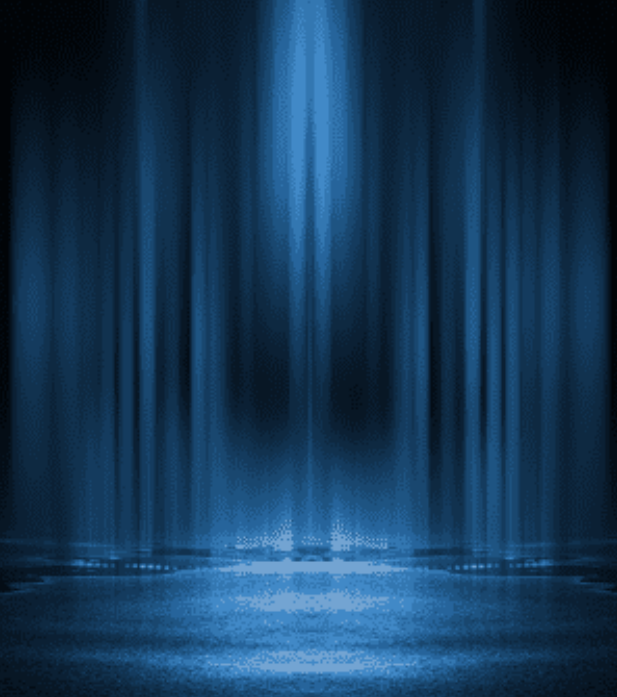
Advisor

Walter Werzowa - Health Tunes

Walter Werzowa is a **visionary composer, entrepreneur, and leader in music, technology, and neuroscience-driven sound innovation**. An Austrian-American creative pioneer, he has built a career at the **intersection of music, AI, and wellness**, founding multiple international companies and shaping the future of **immersive sound and MusicMedicine**.

As a **Professor at the University of Music and Performing Arts Vienna (mdw)**, Werzowa focuses on **immersive audio, spatial sound, and interdisciplinary collaboration**. He is also an **advisory board member at Spatial Inc. (California) and NeuralPositive (USA)**, helping shape **next-generation auditory experiences**.

His industry accolades include **Platinum and Gold records**, an **Emmy**, multiple **Clio Awards**, and the **German Digital Award for Beethoven X**. His **TED Talk on music's transformative power in healthcare and AI** solidifies his position as a thought leader. Additionally, he is a **member of the American Recording Academy (Grammy Awards)** and a **Fellow of the Royal Society of Arts (FRSA)**.



2025

DURING SUNSET HOURS:
6pm - 9pm (3 hour duration)

Fall/Winter

Program

STATIONS WILL HAVE SOUND EXPERIENCES CREATED BY ACCLAIMED MUSICIANS FOCUSED ON COMPOSITIONS OF HEALING

SPEAKERS WILL BE TECHNOLOGICALLY ADVANCED TO INCLUDE FREQUENCIES AND FIDELITY THAT HAS BENEFICIAL EFFECTS

LIGHT WILL BE RESPONSIVE TO THE HEALING INTENSION AND IN COMBINATION WITH THE SOUND

PROGRAM WILL INCLUDE:

- FIELD RECORDINGS OF SOUND THROUGHOUT THE COUNTY
- SOUND JOURNEYS
- BREATH WORK PARTICIPATION
- PARTICIPATORY INCLUSION WITH AUDIENCE

"I felt a responsibility as a Public Art leader, to create space for our community to experience and access the work by profound local artists who are internationally renowned."

Carmen Zella, Founder & Director, NOW Art

Our Projects

LUMINEX is a walkable outdoor ART & TECHNOLOGY EXHIBITION

that started as a response to our disenfranchised community during COVID. LUMINEX anchored art and technology for local residents and visitors into a safe and friendly experience of DTLA.

TRIFORIUM Fridays revised the legendary Civic sculpture commissioned by Joseph Young in 1975. The first Polyphonoptic sculpture created, Young created lights which responded to sounds generated by an underground organ in patterns for a future vision of Los Angeles. We had local artists celebrate the work with new technology overseen by the Young Foundation.



NXTART
Foundation

*"LA is a global leader in Arts and Culture, and leading up to the 2026 World Cup, the 2027 Super Bowl, and the 2028 Olympic and ParaOlympic Games events like this one **showcase ALL that Los Angeles has to offer**. I'm committed to supporting innovative events like this one."*

- Mayor of Los Angeles, Karen Bass

Community collaboration, focused curation, state of the art production, and partnerships are key aspects to our success.

TO PLAY VIDEO



Project Leads



Carmen Zella

Chief Curator / Producer -
Creator

Owner and Chief Curator of locally based public art agency, NOW Art. Carmen is dedicated to bringing multidisciplinary talent to the public in radical acts of creative and artistic scale. As a long-time advocate for interdisciplinary practices, she continues to seek out opportunities and advance ways in which we experience art.

The project is driven by a belief in the power of art and community to connect people. It responds to the challenges faced by Los Angeles, aiming to foster a sense of hope, connection and resilience.



Paul Chavez

Technical Director -
Creator

Audiovisual systems design and user experience expert and evangelist. Currently working with interaction and visual design teams to enable the audiovisual community to reach their goals faster and more effectively. Paul collaborated on LUMINEX as the Technical Director and is a participant and facilitator for many multidisciplinary artists works.



Claudia Oliveira

Director of Growth and
Development - Producer

Claudia Oliveira is an alumna of Coro Fellowship and Concordia LLC Roundtable, a BizFed Executive Committee member, and a UCLA Los Angeles Community Engagement Council member. She has served in many civic roles as CEO of the DTLA Chamber of Commerce and President of the Downtown Los Angeles Neighborhood Council. She has been with NOW Art for a year, and produced last years LUMINEX 3.0.

Partner + Site Specs Attune LA



Partnership Culver City

Fiscal Support - \$10-15k per site

Participation

Identifying Location, Permits, Marketing/Promotion, Volunteers

Community Opportunities - Brand location, Tables for Community Organizations (cultural/mental health/healing), Food Vendors (nothing noisy or messy)

Site Requirements:

- Accommodate 100 at any given time
- Appropriate for picnic blankets and beach chairs, the audience brings
- 4x20 amp circuit access (ideal)
- Access at 1:00 pm (day of) for set up / 6:00 pm - 9:00 pm Exhibition / 10 pm Strike
- Good Acoustics/Minimal Street Noise

Budget

Creative Fees

Artist Fees
Audio Production and Finishing
Curatorial Fees
Live performance costs
Onsite Curators
Lighting & Sculpture Design

Total - \$50k

Technology + Production

Equipment (Sound and Lighting)
Tech Crews
Project Management
Starlink
Onsite Production
Transportation
Power per site
Live Acoustic network - microphones
Pre-Production

Total - \$120k

Marketing

Website
PR Branding
Advertisements +
Promotional
Onsite Signage
Social Media Promotion
Documentation
Video and Photography
Broadcast

Total - \$30k

Developing the Project

OPPORTUNITIES

PARTNERSHIPS + SUPPORT

The project seeks partnerships with cultural organizations, artists, and companies to support its implementation. It also explores opportunities for in-kind sponsorships and donations

To inquire about Corporate Sponsorship opportunities please email

Claudia Oliveira **Growth and Development Director**

claudia@nowartpublic.com

Wendy Celaya **Grant Director**

wendy@nowartla.org

General support donations can be sent to: [DONATE](#)

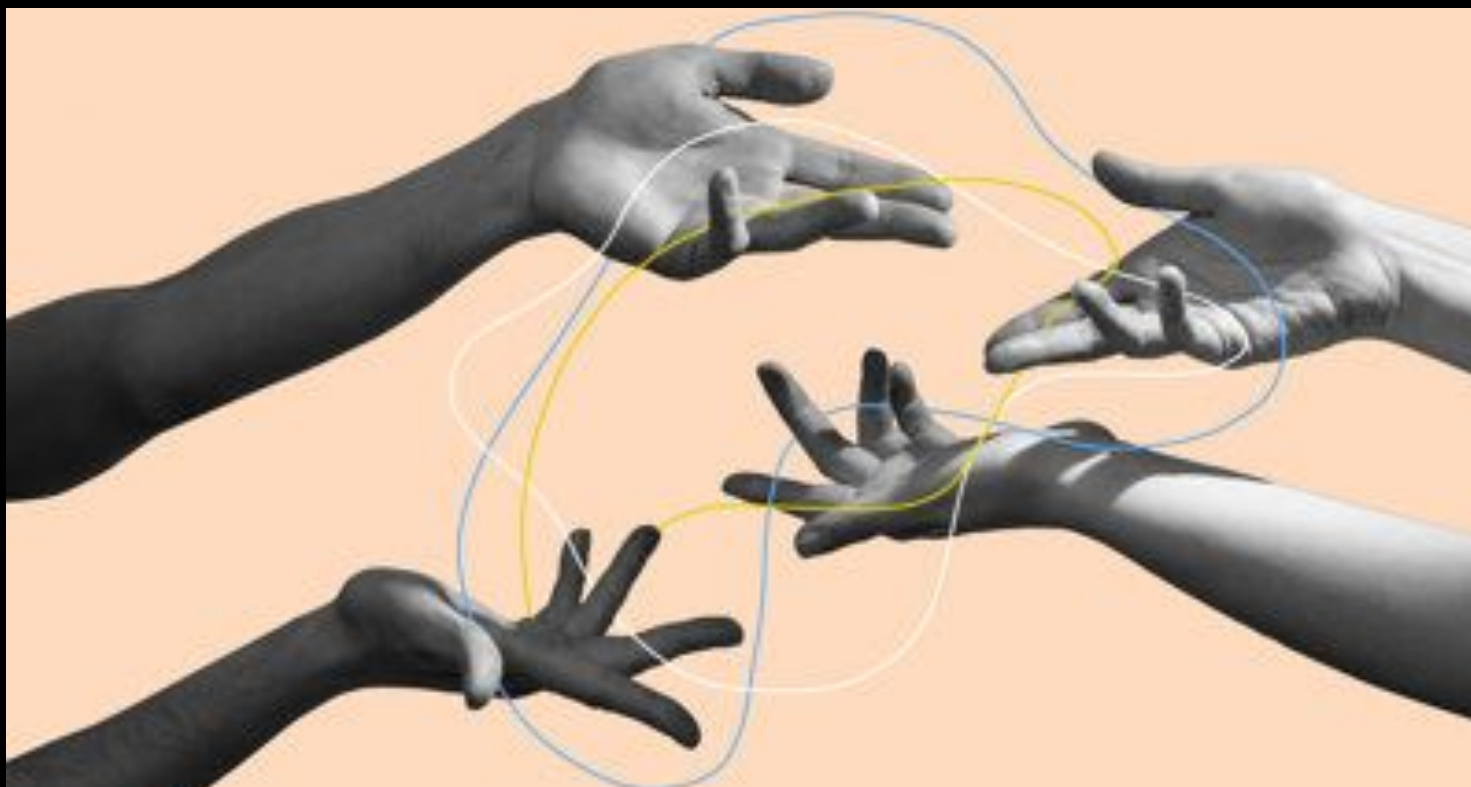
REACH OUT AND CONNECT

JOIN US

We are inspired by the response to this project and hope that you will want to be involved.

There are many layers to contributing: Volunteer, Sponsorship, Donation and In-Kind support.

Contact us to learn more: info@nowartpublic.com



W W W . N O W A R T P U B L I C . C O M