

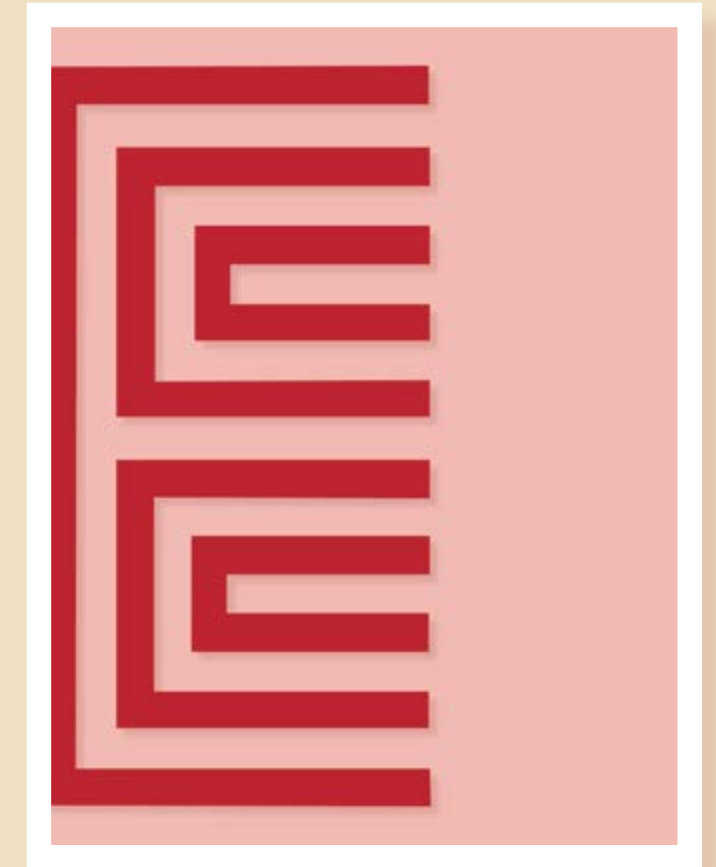
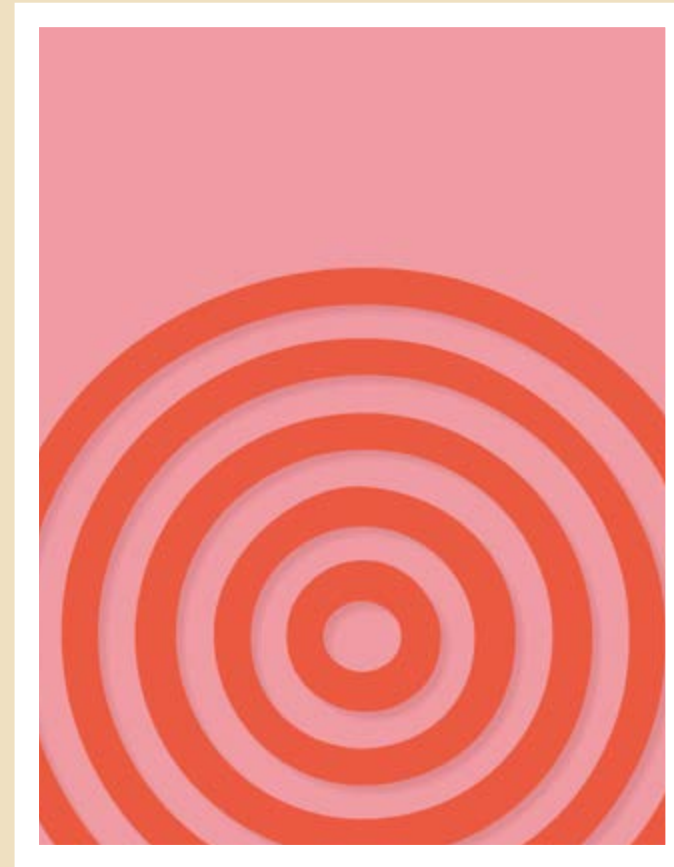
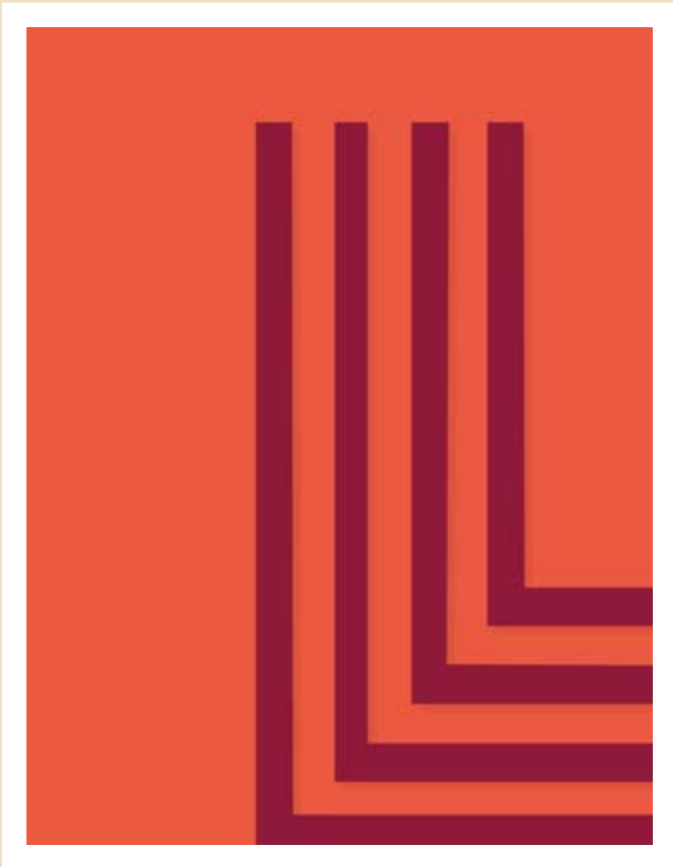
the
LOVE
museum



The LOVE Museum is an experiential installation inspired by **LOVE**.

LOVE. The most popular subject of movies, art, music, literature, gossip and daily life (not counting the 1.5 billion hashtags). Whether it's the love you have for your partner, the platonic love for your best friend, the unconditional love as a parent both to our children and our pets or the unrequited love on a crush, we've all been there and we all know. Now let's celebrate our most treasured human condition.





Location TBD

Ticketing Adult \$30 | Children \$20 | Under 3 Free

Opening TBD

Duration 6 weeks

Open Hours Thursday—Sunday, 11am—7pm

Art & Experiences



Love Letters

Post your Love Letters.

Participate in trying to set the Guinness Book of World Records for the longest wall of Love Letters.

This activation would also include Love Letters from some of our most famous figures. There are public records of letters between:

Ernest Hemingway to Marlene Dietrich

Napoleon to Joséphine

Frida Kahlo to Diego Rivera

Marilyn Monroe to Joe DiMaggio

Beethoven to his "Immortal Beloved"

Henry VIII to Anne Boleyn

Vita Sackville-West to Virginia Woolf



Infinity Room

The ever popular Infinity Room activation. It's a grand slam wherever there is an opportunity to have one. Give an artist an opportunity to make something truly memorable as well as instagrammable.



Art Wall Room

Inspired by Curtis Kulig's famous wall in Culver City. Each wall would be a different major art wall.



Tunnel of Love

An activation that leads you from one room to another, this is the famous carnival ride turned picture perfect moment.



Love in Cinema

Put yourself in some of movie history's most romantic moments.



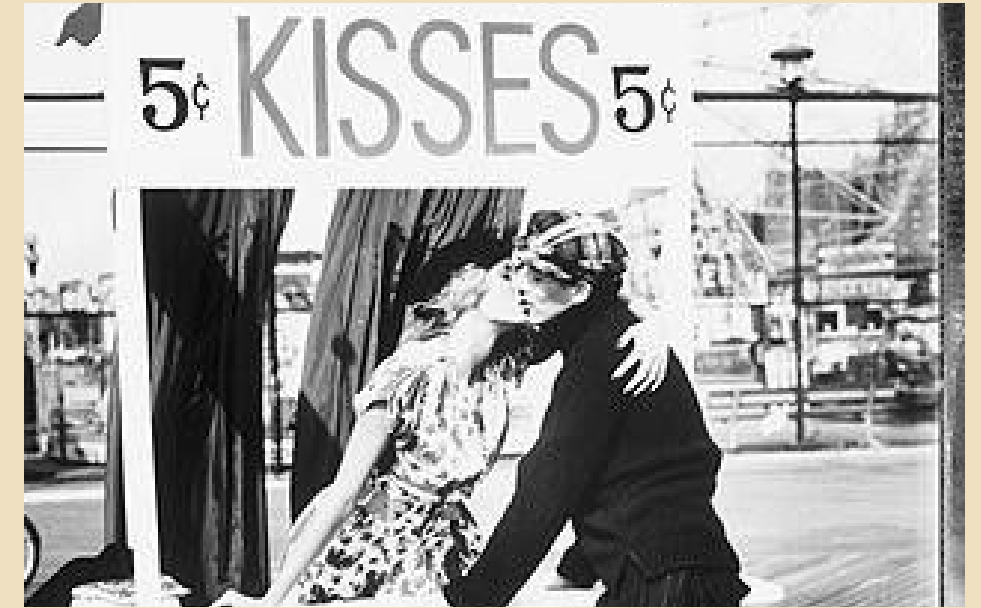
Kissing Room

A room dedicated to the kiss. Whether it's in art, a photobooth kissing booth with various cardboard cut outs of celebrities to pose with, lips as furniture, statistics and stories about kissing such as:

The science of kissing is called philematology

The Romans created three categories of kissing: (1) Osculum, a kiss on the cheek, (2) Basium, a kiss on the lips, and (3) Savolium, a deep kiss

The average person spends at least two weeks of their life kissing.



Rainbow Love Room

This room would be dedicated to platonic love and inclusion. Love of all people, gender, race, social construct and country. Aligning with the mentality of loving your community.



Love Shack

Tacky, but tasteful. This brightly colored room will incorporate all the love clichés we know and love.



Heart Lights

Light room where guests can wear special heart shaped glasses and every light becomes a heart, also fill the room with special installations of different artists' approach to reflecting light and hearts.



The Swing

The painting "The Swing" by Jean-Honoré Fragonard is revered as one of the cornerstones of the Romantic Movement in the 1700s. Give guests an opportunity to re-enact the moment.



70's Love

Dedicated to the Summer of Love, 70's vibe. Will include a VW Love Bus or Love Bug. With the possibility of an artist to paint the vehicle and one day auction it for charity.



Cupid's Wings

Great opportunity for that perfect instagram shot. An angel's wings or maybe you're cupid. Complete with bow and arrow.



Chapel of Love

We also want to give the opportunity for couples to rent out the space and get married in it! Perfect place for a white wedding.



Pillow Fort

Guests can lounge around on this cloud of a 'thousand' pillows.





Locations



Los Angeles

Sponsorships



TITLE

\$500,000

- Presenting naming rights. “The Love Museum presented by X”
- We will create a lock up logo to be used for the duration
- Mention in all press related outlets and top billing in press release
- Logo on all materials + website
- Logo on step and repeat for opening party
- Opportunity to partner with artist/designer to create your experience
- Opportunity to sell products in our retail store
- Opportunity to place products in VIP invitation
- Opportunity to create your own and separate hashtag aside from #thelovemuseumla
- Opportunity to create your own experience within TLM (approx 400 sq ft)
- Opportunity to host opening party
- 100 VIP tickets (to be used anytime)
- 75 GA tickets (to be used anytime)

PREMIUM

\$250,000

- Logo on all materials + website
- Mention in press release
- Opportunity to sell products in our retail store
- Opportunity to create your own and separate hashtag aside from #thelovemuseumla
- Opportunity to create your own experience within TLM (approx 200 sq ft)
- 75 VIP tickets (to be used anytime)
- 50 GA tickets (to be used anytime)

SUPPORTING

\$100,000

- Logo on website (med size)
- Mention in press release
- Opportunity to sell products in our retail store
- 50 VIP tickets (to be used anytime)
- 25 GA tickets (to be used anytime)

EXHIBITOR

\$50,000

- Logo on website (sm size)
- Opportunity to sell products in our retail store
- 25 VIP tickets (to be used anytime)
- 25 GA tickets (to be used anytime)



Merchandise



Apparel

We can make merchandise based on the museum and certain rooms (i.e. Tunnel of Love, Graffiti Room, etc.). We can assign different artists to illustrate the word Love and collaborate with companies such as Stance to create Love themed socks



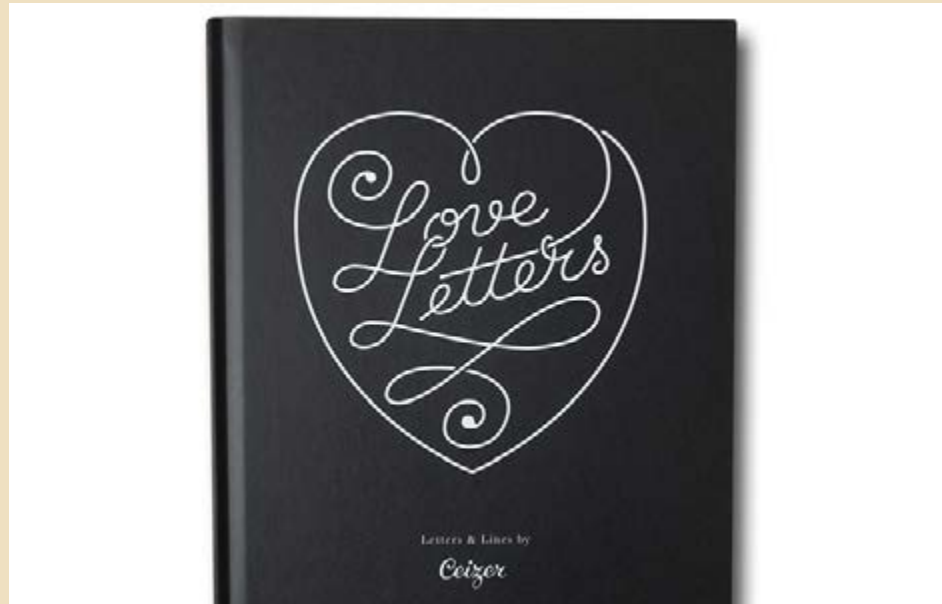
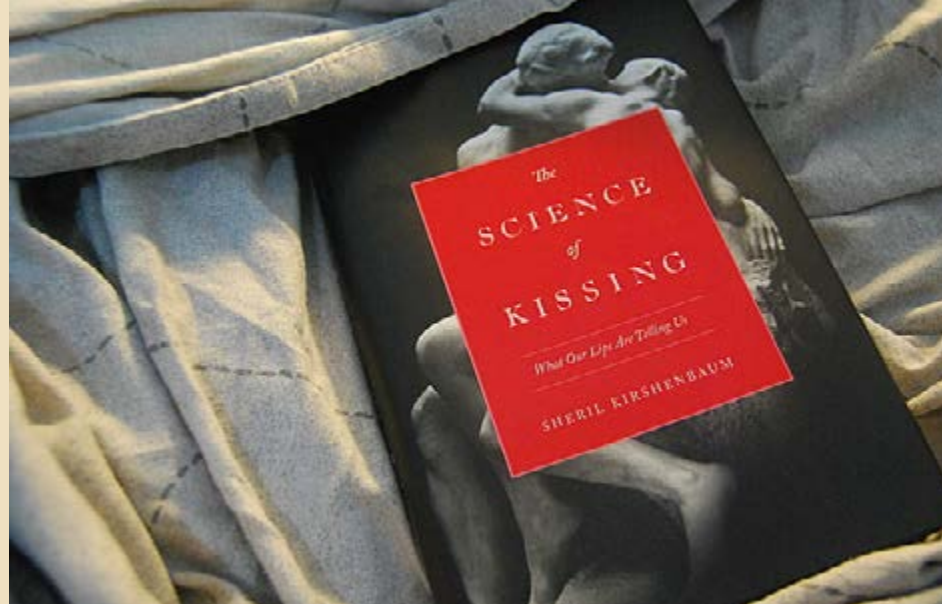
Home

Take a little love home with custom home goods like pillows, mugs, candles, etc.



Coffee Table Book

Our Coffee Table book, licensed works by famous artists all circulating around the theme of LOVE. As well as showing off our experiential rooms and facts shared through the space.



Books

In addition to our own book, offer some other titles about love.



Candy

Nothing says Love like candies. It is the chosen gift for Valentine's day, enjoyed by all ages.



Marketplace

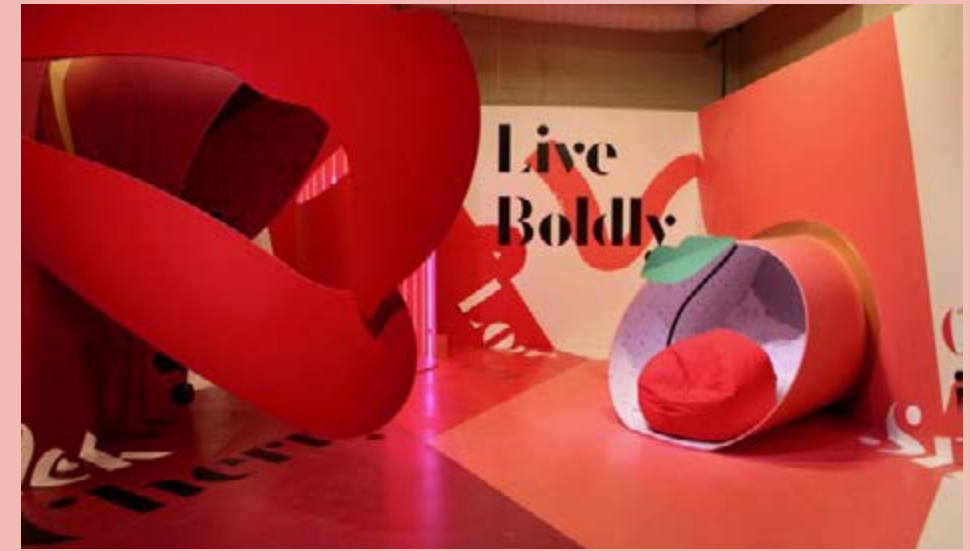
CANDYTOPIA



MUSEUM OF ICE CREAM



29 ROOMS



The experiential installation has proven to be a lucrative market over the past years. Success seen in the examples above.

The Team



Tony Schubert - Founder & CEO, Event Eleven

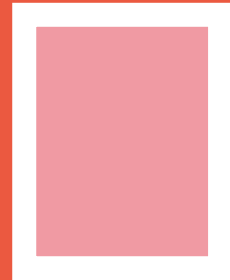
After spending years investing in and promoting his friends' nightclubs and events, Schubert launched Event Eleven in May 2001, naming his company in tribute to his late mother and as a nod to the street he grew up on in Santa Monica, California. In the decade that followed, Event Eleven designed the 1st Annual Latin Grammy Awards, both the debut fashion show and after party for pop star Justin Timberlake's William Rast clothing line at Los Angeles Fashion Week, the Los Angeles Museum of Contemporary Art's historic gala celebrating Robert Rauschenberg, and the annual post-Screen Actors Guild Awards gala.

As a result of his hard work, Schubert was nominated for a Biz Bash Reader's Choice Award for Event Producer of the Year in 2011, and in 2013 the esteemed publication put Schubert on their inaugural list of the Top 35 Event Designers in North America and in 2017 added Schubert to their Top 40 List.

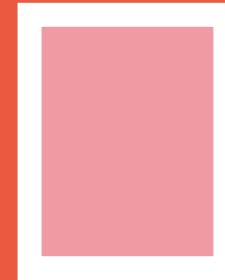
Michelle & Klaus Mueller Genius Brands International

Mishelle is a well know corporate attorney and Klaus has started several well known brands including the Baby Genius Brand and the Celebrity Vault – both of which he has taken public. Mishelle and Klaus are also the founders of the Los Angeles ComicCon which saw over 100,000 visitors over a 3-day weekend last October. Mishelle and Klaus have been involved in dozens of art projects including public art installations in Santa Monica and Havana. Most importantly though they are totally in LOVE.

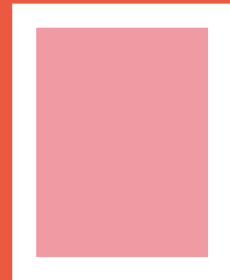
The Love Board



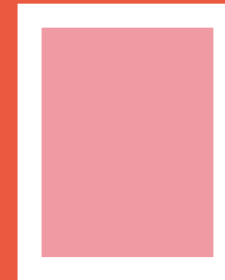
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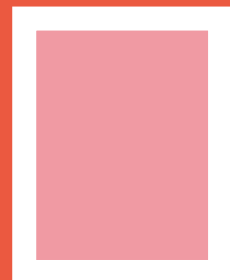
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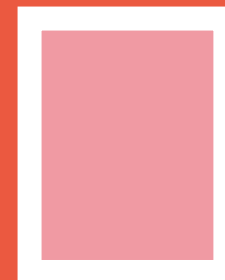
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PEOPLE ARE NOT AS BEAUTIFUL
AS THEY LOOK OR AS THEY TALK.
THEY ARE ONLY AS BEAUTIFUL AS
THEY LOVE, AS THEY CARE, AS
THEY SHARE.



Thank You

