

ISSUE NO.02 | 2025

LA OLYMPICS

REDEFINING HOSPITALITY, DINING, AND ENTERTAINMENT FOR THE WORLD STAGE

GETTING READY
FOR LA 2028



NOABUILDINGDESIGN.COM



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As the excitement for the **2028 Olympics in LA** builds, the city is poised to become a **global hub for tourism, business, and cultural exchange**. The Olympics are expected to **attract over 15 million visitors**, generating an **estimated \$6 billion in economic activity**. This monumental event will not only bring worldwide attention to Los Angeles but also **redefine the city's hospitality, dining, and retail industries**. With a surge in demand for modern, welcoming spaces that reflect the energy and diversity of Los Angeles, **now is the time for hotels, venues, restaurants, and retail spaces** to prepare for this unprecedented opportunity.

At NOA, we understand that the Olympics represent more than just an event—it's **a catalyst for transformation**. Travelers and locals alike will be seeking **memorable experiences** in thoughtfully designed spaces that elevate their stay or visit. From **revitalizing hotels to reimagining restaurants and venues**, the need for bold, innovative design has never been greater. As architectural designers, specializing in hospitality, we're passionate about helping our clients **create spaces that meet this moment**, combining functionality with a sense of place to leave a lasting impression on guests.

Together, we can ensure **your property stands out in 2028** and remains a cornerstone of the community for years to come.

NICK & NATALIE

LA 2028 IMPACT

The LA 2028 Olympics will be a transformative event for Los Angeles, driving significant economic growth and global recognition. With an expected influx of over 15 million visitors, the city will experience a surge in tourism-related revenue, creating an estimated \$6 billion in economic activity and generating thousands of jobs.



15

Million Visitors

700k

Daily Spectators

07

Billion Boost for
Hospitality Sector

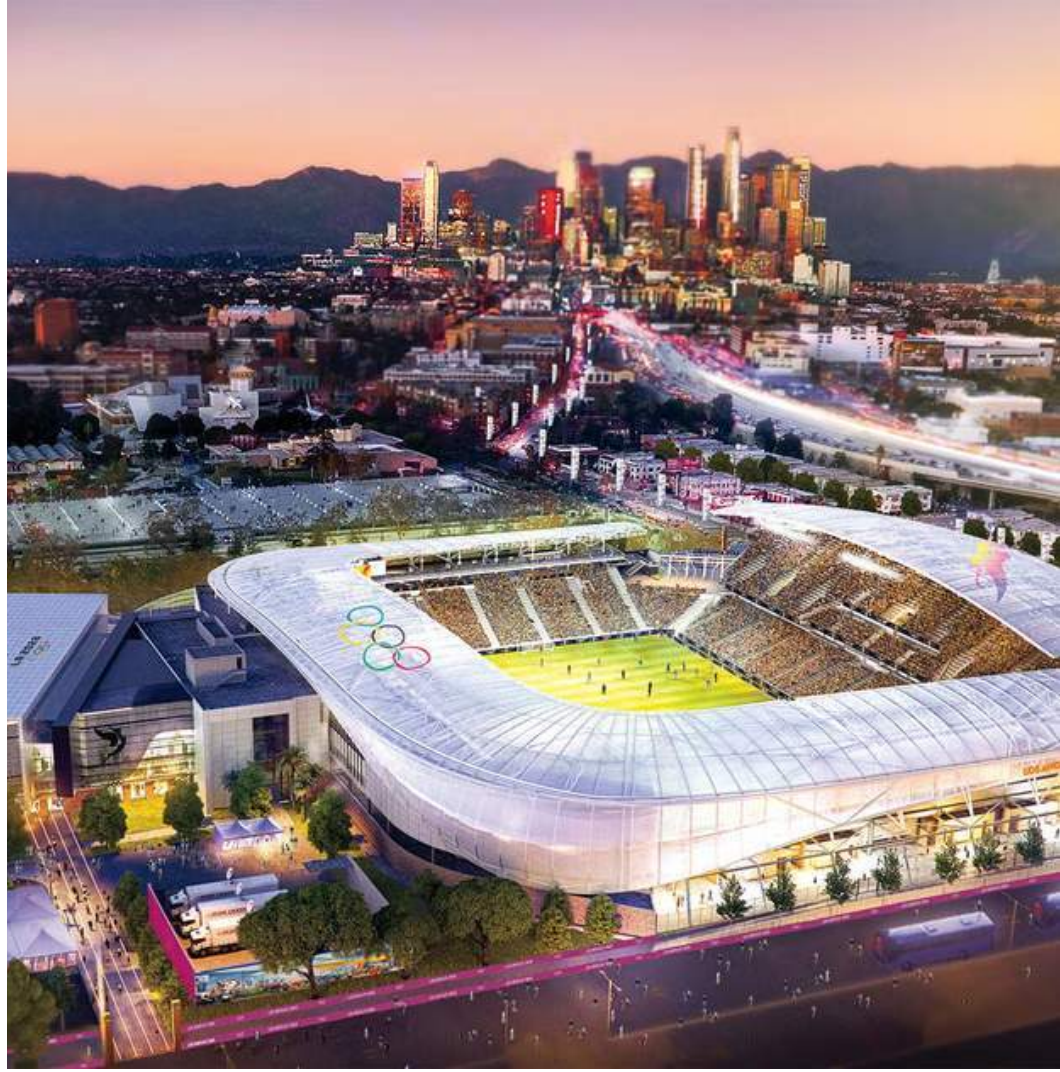
The LA 2028 Olympics will bring transformative changes to the city, driving economic growth, tourism, and global recognition. The event is expected to generate up to \$11 billion in economic activity, creating thousands of jobs across sectors such as hospitality, construction, and event management. With over 700,000 spectators anticipated daily and a total visitor count exceeding 15 million, the Games will amplify demand for hotels, restaurants, and retail spaces. Additionally, Los Angeles aims to leverage its existing infrastructure, minimizing new construction costs and focusing on upgrades, ensuring a sustainable legacy.

- **Economic Impact:** Expected to generate up to \$11 billion in economic activity for Southern California, boosting local businesses and driving regional growth
- **Visitor Numbers:** More than 15 million visitors anticipated during the event, with 700,000 spectators daily.
- **Tourism Surge:** Tourism levels are projected to exceed pre-pandemic highs, with a potential \$7 billion boost to the hospitality sector alone.
- **Infrastructure Legacy:** The Games will prioritize sustainability by using existing venues, avoiding new large-scale construction.
- **Global Exposure:** Billions of viewers worldwide will watch the Games, positioning Los Angeles as a premier destination for tourism and international events.



[Contact us](#)

LA 2028 Impact



80+

Event Locations

50+

Olympic and Paralympic sports

800+

Events

The Los Angeles Olympics 2028 promises to be a landmark event, showcasing the city's rich cultural diversity and world-class infrastructure. This will mark the third time Los Angeles has hosted the Summer Games, following the 1932 and 1984 editions. Events will be held across iconic venues such as the Los Angeles Memorial Coliseum, SoFi Stadium, and the newly renovated Crypto.com Arena, as well as in vibrant neighborhoods like Downtown LA, Santa Monica, and the San Fernando Valley. In addition to using existing facilities, the games will integrate temporary venues and innovative urban spaces, reflecting LA's commitment to sustainability.

HOSPITALITY - OFFICE - INDUSTRIAL - RESIDENTIAL RESTAURANT AVIATION - CASINO - MIXED-USED

The 2028 Olympics will feature over 30 disciplines, including classic events like athletics, swimming, and gymnastics, alongside newer additions like surfing, skateboarding, and sport climbing. Athletes and spectators alike will enjoy a celebration of sport set against the backdrop of LA's sunny weather and iconic landmarks, from the beaches of Venice to the hills of Hollywood. With a focus on inclusivity and innovation, the games aim to inspire a global audience while leaving a lasting legacy for the city and its communities.

PREPARING FOR LA 2028

Los Angeles is gearing up to host the 2028 Olympics! As a local, multidisciplinary architecture firm, specializing in hospitality, we aim to play a pivotal role in ensuring your properties and venues are ready to shine on the global stage. From modernizing facilities to meet international standards to executing large-scale remodeling and renovation projects, NOA offers comprehensive architectural services tailored to enhance both functionality and aesthetic appeal.

PREPARING FOR LA 2028

Below, please find some of our tailored architectural design services to get your property ready for LA 2028.

HOTEL ROOM RENOVATIONS

Updating room designs with contemporary aesthetics and timeless elements.

Redesigning room layouts to maximize functionality and comfort.

Ensuring compliance with ADA standards.

GROUND UP DESIGNS

Hotels, Venues, Restaurants, mixed-use, office buildings, and more.

HOTEL EXTERIOR & UPGRADES

Enhancing curb appeal.

Modernizing facades with contemporary design elements.

Designing and improving outdoor spaces like patios, terraces, or poolside areas for guest enjoyment.

RESTAURANT RENOVATIONS

Refreshing interiors with new furniture, lighting, and decor.

Redesigning the space to maximize seating capacity while maintaining comfort and flow.

Creating outdoor dining spaces to enhance the guest experience.



PREPARING FOR LA 2028

ARCHITECTURE

- Core & Shell (New)
- Core & Shell (Renovation)
- Design Consultation
- Design Guidelines
- Prototype Design
- Rollout Services
- Site & Building Analysis
- Construction Administration

INTERIORS

- Building Strategy
- Design Guidelines
- Branded Environments
- Finish Design Selection
- Prototype Design
- Rollout Services

VENUE ENHANCEMENTS

Expanding event spaces to accommodate larger crowds. Improving aesthetics, seating, adding retail, creating multipurpose areas for meetings or relaxation.



NOA solutions

We are an LA & Orange County based multidisciplinary architecture firm specializing in hospitality, office, aviation, retail, and restaurant projects. Our focus is on creating innovative and functional spaces that enhance the guest and client experience while maintaining a high standard of architectural excellence.

At NOA, we are driven by collaboration and are excited about the opportunity to explore how our expertise in these sectors can get your properties ready for LA 2028. Our team brings a wealth of experience in crafting unique environments that blend functionality with sophistication.

- + CONCEPT DESIGN**
- + SCHEMATIC DESIGN**
- + DESIGN DEVELOPMENT**

- + CONSTRUCTION DOCUMENTS**
- + CONSTRUCTION ADMINISTRATION**
- + CONSULTING**

NOA Architecture offers a comprehensive range of architectural services tailored to meet the specific needs of each client. NOA is a full-service architecture firm. Our offerings include conceptual design and planning through full construction documentation and construction administration. We also offer interior design services, and project management.

- HOSPITALITY**
- ENTERTAINMENT**
- RESTAURANTS**
- OFFICE**
- INDUSTRIAL**
- AVIATION**
- F&B**
- INTERIOR**

 [Contact us](#)



PREPARING FOR LA 2028

THE LEADERSHIP TEAM





Nick Nicola

AIA / NCARB / LEED BD+C / NEWH

**FOUNDING PARTNER
PRINCIPAL-IN-CHARGE**

Nicholas Nicola is an accomplished architect with over 18 years of experience in a diverse range of architectural fields, including hospitality, healthcare, industrial, restaurants, airports, education, residential, and commercial design. A graduate of Cal Poly San Luis Obispo, Nicholas is a licensed architect, LEED accredited, and a proud member of the American Institute of Architects (AIA). He is extremely proficient in REVIT in which he has worked on the #1 and #2 largest REVIT projects in the world.

18 Years of Experience

AIA, ULI, NAIOP, & TEA MEMBER

Background

Bachelor of Architecture, Cal Poly State University, San Luis Obispo, CA Licensed Architect, AIA Orange County Chapter, LEED, first place in building design for industrial building of the future through NAIOP.

Selected Experience

Montage Resort & Estates in the Abacos, Bahamas
TOVA Hotel in Palm Springs
Four Seasons Cabo Del Sol
Towers of the Cosmopolitan Resort & Casino in Las Vegas
Lido House Newport Beach
Red Rock Resort in Las Vegas
Various Restaurant & Retail Projects (domestic & international)



Dr. Natalie Guse

B.A./MBA/DBA

**FOUNDING PARTNER
COO & DIRECTOR OF DESIGN**

As a seasoned entrepreneur, COO and Founding Principal of NOA, Dr. Natalie Guse brings her expertise to the firm's growth and success. Additionally, she serves as the Lead Project Manager and Director of Design Services at NOA, overseeing the execution of innovative designs and ensuring the seamless integration of branding elements across all projects. Her dedication and strategic approach continue to drive NOA's reputation as a leader in architectural design.

20 Years of Experience

AIA, ULI, NAIOP & TEA MEMBER

Background

Bachelor' Degree in Journalism & PR
Master's Degree in Business Administration
Doctor of Business Administration
Specialization: Branding, Design, Marketing

Selected Experience

Project Management
Leader of NOA Brand Design Services including Branding, Corporate Identity, Webdesign, Digital Marketing Management.
Business Development and Strategic Growth Planning
Business Development (domestic & international)
Project Oversight & Quality Management



[Contact us](#)



YASMINE KAISSI

AIA / BACHELORS OF ARCHITECTURE

PROJECT ARCHITECT & LEAD INTERIOR DESIGN ARCHITECT

Yasmine Kaissi is an architectural professional with a strong educational background and diverse hands-on experience in design and drafting. She graduated from Woodbury University in San Diego with a Bachelor's of Architecture and earned an Associate of Science in Architecture from Orange Coast College. She applies her expertise in Revit and AutoCAD to create precise architectural drawings and layouts, including on-site measurements and project planning.

Background

Bachelor of Architecture, Woodbury University San Diego, Associate of Science in Architecture Orange Coast College, Associate AIA Orange County Chapter, AIA Orange County Design Competition MERIT AWARD 2019.

Selected Experience

Montage Resort & Estates in the Abacos, Bahamas
Briland Club, Harbour Island, Bahamas
Various Restaurant & Retail Projects (domestic & international)



SUMMER ABERLE

ARCHITECTURE BACHELOR OF FINE ARTS

ARCHITECTURAL DESIGNER

With a BFA in Architectural Studies from the Savannah College of Art and Design (summa cum laude), Summer has already been recognized by the International Design Awards for her excellence in Cultural Architectural Design. Her multi-disciplinary approach, which spans painting, music, and design, brings fresh creativity and innovation to every project. Her diverse talents inspire and shape the spaces we create for our clients.

Background

BFA, Architecture Bachelor of Fine Arts Savannah College of Art and Design, Recognized Architect at the 2023 International Design Awards, Adobe Illustrator, Revit, Adobe Photoshop & InDesign.

Selected Experience

Project Management across all NOA Projects
Project Oversight & Quality Management
Montage Resort & Estates in the Abacos, Bahamas
Briland Club, Harbour Island, Bahamas
Various Retail & Residential Projects





CREATIONS

Nicola Office of Architecture (NOA) boasts an impressive portfolio of projects, including high-end resorts, boutique hotels, and exclusive developments with renowned operators like Montage. NOA's expertise spans hospitality, retail, office, aviation, and restaurant spaces. With each project, NOA delivers a commitment to innovation, attention to detail, and a vision that transforms spaces into iconic landmarks.



MONTAGE CAY

CRAFTING PARADISE ON A PRIVATE ISLAND ESCAPE.

53-ACRE ISLAND

- Hotels
- Residences
- Spa & Fitness
- Restaurants
- Back of house

 [Read more](#)

Montage Cay is a private 53-acre island retreat in the Abaco Islands including a limited collection of superb, oceanfront Residences operated by Montage. This new development is expected **to be one of the most luxurious resorts in the entire Caribbean.** The Residences at Montage Cay overlook 7 secluded beaches surrounded by the incredible palette of deep blue and turquoise waters of the Sea of Abaco.

From Design Development to the meticulous oversight of Construction Administration, NOA is playing a pivotal role in bringing the dream of Montage Cay to life. Throughout the Design Development phase, our CEO's expertise has been instrumental in shaping every aspect of Montage Cay's architectural identity. With a keen eye for detail and a commitment to excellence, Nicholas and his team has ensured that every element of the project reflects the highest standards of craftsmanship and sophistication.

As the project progresses into the Construction Administration phase, NOA is overseeing the construction phase. Through close collaboration with builders, engineers, and other stakeholders, NOA is overseeing the execution of every design aspect, ensuring that the final result exceeds all expectations.

montage CAY




CRAFTING PARADISE.



53-ACRE ISLAND

- Hotels
- Private Residences
- Spa & Fitness
- Restaurants
- Back of house



 [Read more
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COSMOPOLITAN

WHILE EMPLOYED AT FRIEDMUTTER GROUP

The Cosmopolitan of Las Vegas is a resort casino and hotel on the Las Vegas Strip. The resort includes a 100,000 sq ft (9,300 m2) casino and 3,033 rooms across two towers, as well as a 3,200-seat performance theater and various restaurants.

Nicholas Nicola's involvement in transforming the conceptual design into a built reality, helped make the Cosmopolitan in Las Vegas the iconic resort that it is today.

Through his hands-on approach and dedication to excellence, Nicola played a pivotal role in shaping the East Tower into an iconic architectural landmark on the bustling Las Vegas Strip.

“Realizing the East Tower for The Cosmopolitan in Las Vegas was not just about creating a building; it was about crafting an experience that would resonate with the soul of this vibrant city—a fusion of architectural innovation and the electrifying energy of the Las Vegas Strip.”

Nicholas Nicola
Founding Principal NOA

ELEVATING LAS VEGAS SKYLINES.

EAST TOWER DESIGN
Design Development
Construction Documentation



[Read more](#)



SD AIRPORT

WHILE EMPLOYED AT GENSLE

CREATING SPACES THAT CONNECT THE WORLD, ONE JOURNEY AT A TIME.

SD INTERNATIONAL TERMINAL Arrival Platform

 [Read more](#)

The San Diego International Airport has successfully completed a monumental \$3.4 billion project, culminating nearly a decade of meticulous planning and development. This significant undertaking has led to the replacement of the outdated 1960s-era Terminal 1 with a state-of-the-art facility, alongside the construction of a new access road to the airport.

The highlight of this project was the newly unveiled terminal, boasting 30 gates and featuring enhanced food and retail concessions. The first phase saw the opening of nineteen gates in mid-2025, followed by the demolition of the old terminal.

Nicholas Nicola has made his contributions to the evolution of airport design, notably through his work on the San Diego International Arrival Platform. The SD International Arrival Platform, characterized by its sleek lines and intuitive layout, exemplifies Nicola's commitment to creating spaces that facilitate smooth transitions for travelers while embodying a distinct sense of modernity.



NOVA KITCHEN & BAR

WHILE EMPLOYED AT GENSLER

NOVA Kitchen & Bar is an experiential dining destination, exploring the five elements—wood, fire, earth, metal and water—to engage and tantalize the five senses of taste, smell, sight, touch and sound. The result? An ethereal and magical experience. Inspired by the transient astronomical event of a moving star, Nova empowers guests to experience the five dimensions of life on earth like they never have before.

Nicholas Nicola's involvement in shaping the exterior of NOVA Restaurant & Bar has left an indelible mark on the landscape of contemporary dining establishments. Nicola's vision transformed the building's facade into an emblem of sophistication and modernity, captivating those who lay eyes upon it and promising an exceptional dining adventure.

His use of innovative materials, strategic lighting, and thoughtfully considered architectural lines invites curiosity and sets a mood of anticipation. This approach ensures that the exterior of NOVA Restaurant & Bar is not merely a boundary but a vital part of the dining narrative.

CREATING AN ENVIRONMENT WHERE EVERY DETAIL ENHANCES THE DINING EXPERIENCE.

NOVA KITCHEN
Kitchen & Bar Design

 [Read more](#)



LIDO HOUSE

WHILE EMPLOYED AT WATG

CREATING SPACES THAT OFFER A BLEND OF COMFORT, LUXURY, AND PLACE.

Lido House Newport Beach
Hotel Exterior
Rooftop Bar

 [Read more](#)

Lido House is Newport Beach's favorite guesthouse for locals and visitors. The hotel's design highlights elegant twists on a variety of nautical themes.


The building once housed Newport Beach's City Hall, and its central location (near the marina, beach, restaurants, and boutiques) makes it an ideal jumping off point for exploring the area. Lido House has 130 guest rooms, one presidential suite, various executive suites, and five three-story cottages that are a great option for families and larger groups.

As part of the design team for Lido House, Nicholas Nicola was part of the collective effort to design the hotel's exterior and the rooftop bar. Nicholas Nicola has brought his specialized expertise and focused on integrating the hotel's facade with its coastal surroundings. The work on the rooftop bar emphasized practical design choices that leveraged the scenic views, fostering a relaxed yet refined ambiance. The team's success in marrying the hotel's architectural identity with its environment highlights the importance of collective creativity and precision in creating spaces that resonate with both locale and luxury.

Lido HOUSE

**CREATING SPACES
THAT OFFER A
BLEND OF
COMFORT,
LUXURY, AND
PLACE.**

**Lido House Newport Beach
Cottage Exterior
Rooftop Bar**

 [Read more
noabuildingdesign.com](https://noabuildingdesign.com)





SAN JOSE AIRPORT RESTAURANT

WHILE EMPLOYED AT GENSLER

Designing a restaurant for an airport presented a unique opportunity to merge the vibrant energy of a major transit hub with the calm, casual ambiance of a sit down retreat. The project aimed to create a space that not only serves as a culinary oasis for travelers but also reflects the innovative spirit of the surrounding area.

The layout was meticulously planned to optimize flow and comfort, ensuring a seamless experience for diners, whether they're in a rush or have time to linger.

Nicholas focused on integrating the sensory essence of BBQ and the blues into the ambiance of the dining space. Nicola's approach to the spatial layout aimed to provide both efficiency for hurried travelers and tranquility for those seeking a moment of rest.

His ability to capture the spirit of the location while ensuring a functional and inviting dining space was key to the project's success.

CREATING A HAVEN AMIDST THE HUSTLE AND BUSTLE.

AIRPORT RESTAURANT San Jose Airport Infill Restaurant



[Read more](#)



BULLETIN

Stay informed with our quick updates on essential company and industry developments.



privacy.
exclusivity.
culture.
wellness.

The Modern Luxury Traveler: Redefining Exclusivity

The Rapid Growth of the Luxury Hotel Market
The global luxury hotel market is experiencing unprecedented growth. By 2031, it's projected to reach a value of \$238.5 billion, reflecting a rising demand for high-end, bespoke experiences.

Travelers in this segment aren't just looking for a place to stay—they're seeking immersive, unforgettable experiences. They want more than just luxury; they desire exclusivity, personalized attention, and top-tier amenities that are unique to each destination.

At Nicola Office of Architecture, we've been at the forefront of this movement, designing luxury hotels, resorts, and private estates that cater to these exact needs. From crafting serene environments to creating opulent, one-of-a-kind interiors, we ensure that every project we undertake offers an extraordinary guest experience, grounded in both elegance and functionality.



[Read more](#)

Adaptive Design. Tech Integration. Sustainability.



Office Architecture: Is the Traditional Office Dead?

The question looms large: Is the traditional office space dead? The short answer is no, but its role is evolving rapidly, especially in the realms of development and architecture.

The Shifting Landscape of Office Space

The global shift to remote work has forced businesses to rethink their office space needs. According to a study by JLL, office leasing activity dropped by nearly 47% in 2020, as companies reassessed their physical footprint. However, by 2023, office demand began stabilizing, although still below pre-pandemic levels, with the growing popularity of flexible workspaces and hybrid models playing a significant role.

A Deloitte survey showed that 61% of companies are adopting hybrid work models, with employees working part-time in the office and part-time remotely. This shift has significant implications for how developers and architects design office spaces.



[Read more](#)

CONNECT

**Got a project on your mind?
Let's discuss the details.**

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VISIT US ONLINE

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[Schedule a meeting.](#)

