

WELCOME CREATIVES+PARTNERS

NOVEMBER 2025



THE RESIDENCY AT FLORA

*"AN IMMERSIVE CULTURAL PLATFORM
REDEFINING DENVER'S CREATIVE
SCENE"*

A MULTIDISCIPLINARY PROGRAM BUILT FOR A NEW GENERATION OF CULTURE-MAKERS. THE RESIDENCY AT FLORA IS NOT A GALLERY, A VENUE, OR A MARKETING PLAY. IT'S A LIVING, BREATHING CREATIVE LAB FOR CHEFS, DESIGNERS, WRITERS, FILMMAKERS, AND ARTISTS TO PRODUCE, EXPERIMENT, AND ENGAGE.

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YOUR WHY (03-05)
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FLORA DENVER



WHY IT EXISTS:

FLORA IS A CULTURAL IDEA DISGUISED AS A BUILDING.

THE RESIDENCY CREATES:

- **A RHYTHM OF UNEXPECTED CREATIVE ENERGY**
- **CULTURAL PROGRAMMING AND ACTIVATIONS FEATURING RENOWNED NATIONAL AND INTERNATIONAL TALENT, OFFERING RARE ACCESS IN THE DENVER/RINO MARKET**
- **AN OPEN INVITATION TO EXPERIENCE ART NOT AS AN OBJECT — BUT AS A MOMENT**



01

PROJECT OVERVIEW

WHAT MAKES IT MATTER?

THE CULTURAL PULSE

THE SHIFT IS ALREADY HAPPENING:

- GEN Z AND MILLENNIAL AUDIENCES ARE COLLECTORS OF EXPERIENCES
- LEADING CULTURAL PLATFORMS AND CONCEPT-DRIVEN RETAIL GALLERIES ARE BLENDING FASHION, ART, FOOD, AND PERFORMANCE TO CREATE IMMERSIVE, MULTIDISCIPLINARY ACTIVATIONS
- WE'RE CULTIVATING AN AUTHENTIC CREATIVE COMMUNITY ROOTED IN REAL CONNECTION AND PARTICIPATION—NOT TEMPORARY, SURFACE-LEVEL PROGRAMMING THAT CHECKS BOXES
- PLUS, WE BELIEVE IN GIVING BACK TO A COMMUNITY THAT KEEPS OUR INSPIRATION FLOWING



03

WHAT WE ARE LOOKING FOR

CREATORS

WE'RE DRAWN TO THOSE WHO SHAPE CULTURE IN THEIR OWN WAY — THE CHEFS WHO COMPOSE FLAVOR LIKE SOUND, THE WRITERS WHO TURN MEMORY INTO MOVEMENT, THE DESIGNERS WHO GIVE FORM TO FEELING, THE MUSICIANS WHO BUILD ATMOSPHERE. THE RESIDENCY IS A SPACE FOR ANYONE WHO MAKES MEANING FROM CRAFT.

YOUR "WHY" DOESN'T NEED TO BE POLISHED OR PERFECT — IT JUST NEEDS TO BE ALIVE. WHETHER IT'S TO EXPLORE, TO CONNECT, OR TO PUSH A BOUNDARY, WE WANT TO UNDERSTAND WHAT DRIVES YOU TO CREATE.

YOUR WHY





ARE
YOU ONE
OF US? (05)



WHO BELONGS

06



THE RESIDENCY SUPPORTS:

- ARTISTS WHO DESIGN WORLDS
- CHEFS WHO BUILD MENUS LIKE MIXTAPES
- WRITERS WHO WANT TO HOST READINGS THAT FEEL LIKE LIVE SCORING
- STYLISTS, SET DESIGNERS, EDITORS, EVENT ARCHITECTS AND ANYONE ELSE WHO BRINGS CREATIVITY TO LIFE ACROSS MEDIUMS

WHAT'S IN IT FOR YOU?

CREATORS

- A FULLY FURNISHED LUXURY RESIDENCE FOR THE AGREED DURATION OF RESIDENCY
- A \$500 CREATIVE AWARD TO SUPPORT MATERIALS, TRAVEL, OR PRODUCTION COSTS
- PR AMPLIFICATION THROUGH FLORA'S CHANNELS AND CULTURAL PARTNERS
- ACCESS TO THE FLORA NETWORK — INTRODUCTIONS, COLLABORATIONS, AND CREATIVE CROSS-POLLINATION
- COMMUNITY-FACING MOMENTS WITH NEIGHBORHOOD PARTNERS: PROCESS NIGHTS, WORKSHOPS, AND RESIDENCIES-AS-HAPPENINGS
- A FINAL SHOWCASE OR ACTIVATION THAT FEELS INTIMATE, RARE, AND UNFORGETTABLE



THE PERKS

WHAT'S IN IT FOR YOU?

PARTNERS

- ALIGNS YOUR BRAND WITH DENVER'S EMERGING CREATIVE UNDERGROUND
- EMBEDS YOUR NAME WITHIN MEANINGFUL CULTURAL STORYTELLING AND EARNED MEDIA OPPORTUNITIES
- CONNECTS YOU DIRECTLY WITH NATIONAL AND LOCAL ARTISTS, CHEFS, AND INNOVATORS
- INCLUDES CROSS-PROMOTIONAL MARKETING EFFORTS THROUGH FLORA AND PARTICIPATING CREATORS — SHARED CONTENT, FEATURES, AND COLLABORATIVE VISIBILITY ACROSS DIGITAL AND EXPERIENTIAL TOUCHPOINTS
- POSITIONS YOUR BRAND AS A SUPPORTER OF EXPERIMENTATION AND CULTURAL PROGRESSION
- CREATES ACCESS TO EXCLUSIVE GATHERINGS, SHOWCASES, AND BEHIND-THE-SCENES CREATIVE MOMENTS
- BUILDS AUTHENTIC, LONG-TERM RELATIONSHIPS WITH TASTEMAKERS SHAPING THE NEXT WAVE OF CREATIVE IDENTITY



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HOW TO APPLY

VISIT THE LINK TO THE RESIDENCY APPLICATION [HERE](#)





TIMELINE

November 2025

Officially announce The Residency at FLORA. Finish curating the proposed Selection Committee. Artist applications open.

January 2026

Deadline for artists to apply. Selection Committee review and creator choices solidified for 2026.

December 2025

Final Selection Committee members are announced. Soho House CWH representative to participate in the selection committee process to choose inaugural residents.

February 2026

Inaugural resident begins. Launch first creator/artist in partnership with Soho House CWH, including a series of branded events — dinners, workshops, and showcases.

SELECTION COMMITTEE

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WHAT IT MEANS TO JOIN

THE SELECTION COMMITTEE DEFINES THE PULSE OF THE RESIDENCY — THE TASTEMAKERS, CURATORS, AND CULTURAL CONNECTORS WHO IDENTIFY VOICES THAT DESERVE TO BE SEEN, HEARD, AND CELEBRATED.

COMMITTEE MEMBERS WILL COLLABORATE DIRECTLY WITH EDEE ANESI, DEVELOPER AND VISIONARY BEHIND FLORA, TO REVIEW SUBMISSIONS AND SELECT THE INAUGURAL COHORT OF ARTISTS, CHEFS, DESIGNERS, AND CREATORS SHAPING DENVER'S NEXT CREATIVE CHAPTER.

YOUR PERSPECTIVE HELPS SHAPE A CULTURAL PLATFORM THAT BLENDS ART, FOOD, MUSIC, AND DESIGN INTO SOMETHING ENTIRELY ITS OWN.



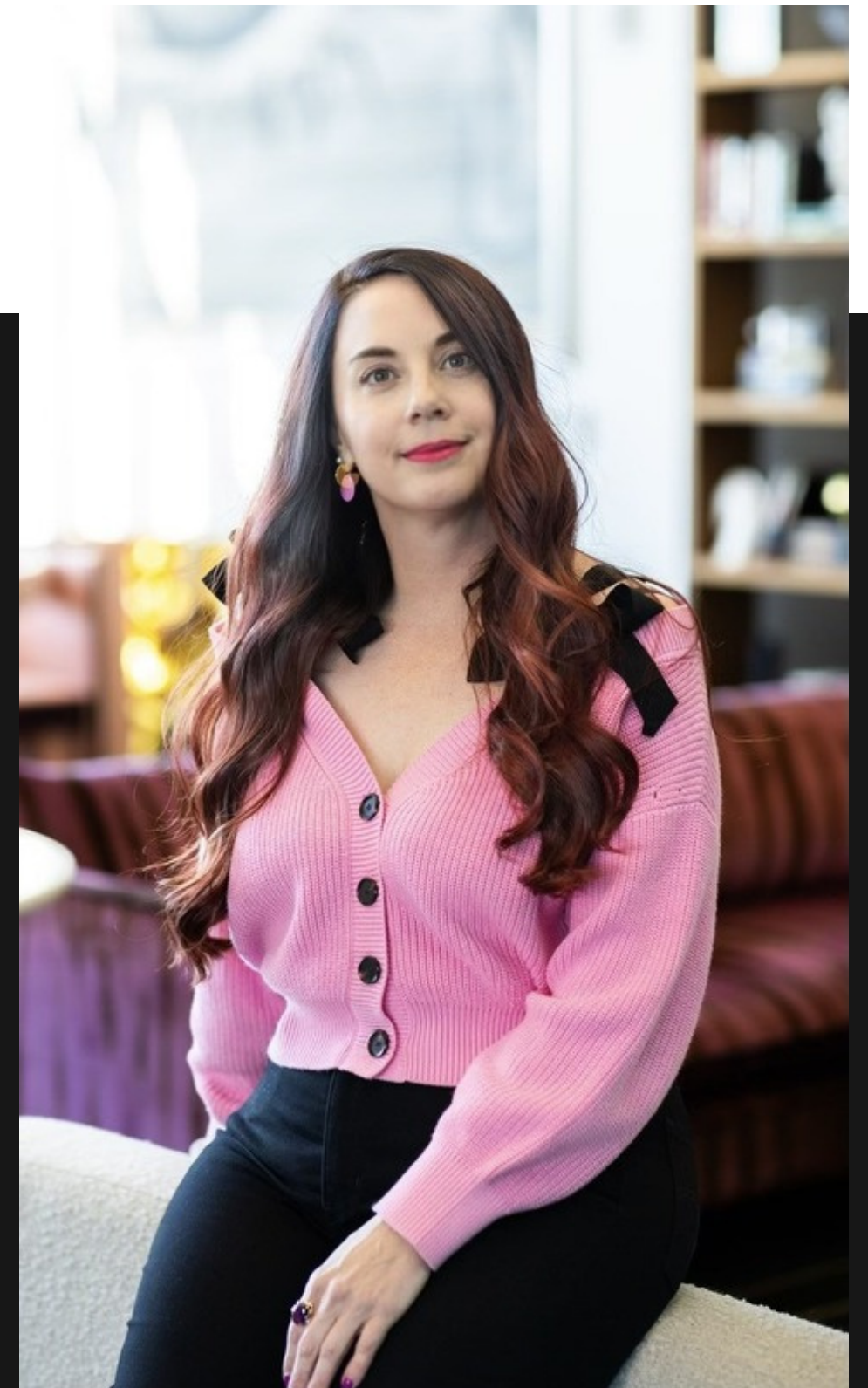
SELECTION COMMITTEE

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MEET EDEE ANESI

EDEE ANESI IS A DENVER-BASED DEVELOPER AND FORMER ART ADVISOR WHOSE WORK CONNECTS CONTEMPORARY ART, ARCHITECTURE, AND DESIGN. EDUCATED AT CU BOULDER, NYU, AND SOTHEBY'S INSTITUTE OF ART IN LONDON, SHE SPENT OVER A DECADE IMMERSED IN GLOBAL ART SCENES FROM LONDON TO LOS ANGELES, DEVELOPING DEEP TIES WITH ARTISTS, COLLECTORS, AND GALLERIES.

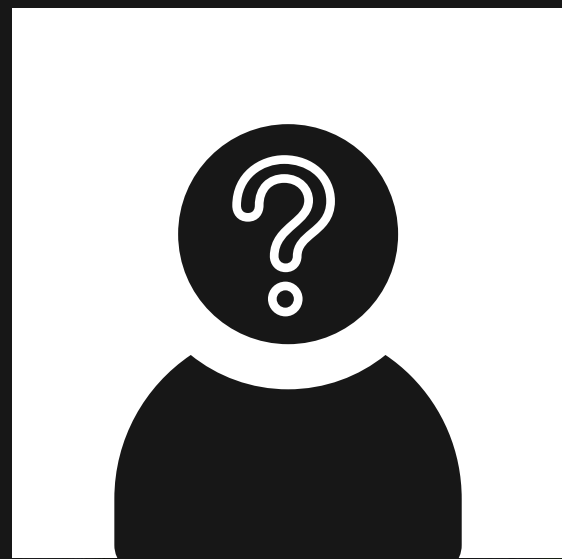
IN DENVER, EDEE CHANNELS HER ARTISTIC PERSPECTIVE INTO REAL ESTATE PROJECTS LIKE LUMINA IN LOHI AND FLORA IN THE RINO ARTS DISTRICT, WHERE SHE'LL LEAD THE SELECTION COMMITTEE FOR THE RESIDENCY. THROUGH THIS INITIATIVE, SHE CULTIVATES COLLABORATION BETWEEN GLOBAL AND LOCAL CREATORS, SHAPING FLORA INTO A LIVING INTERSECTION OF CULTURE, ARCHITECTURE, AND COMMUNITY.



SELECTION COMMITTEE

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PROPOSED SELECTION COMMITTEE



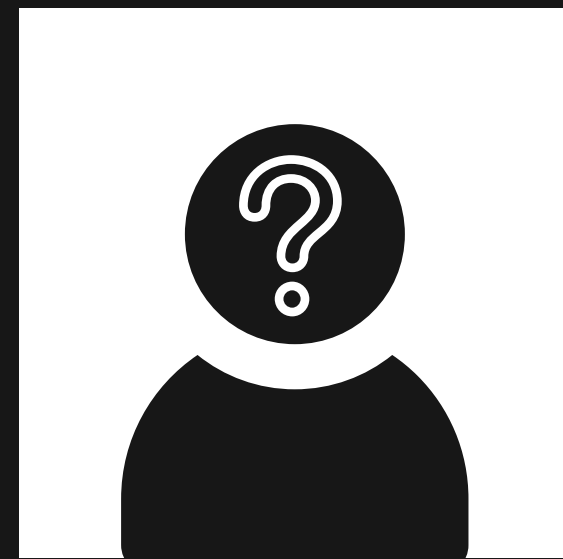
CHIEF CURATOR
TBA



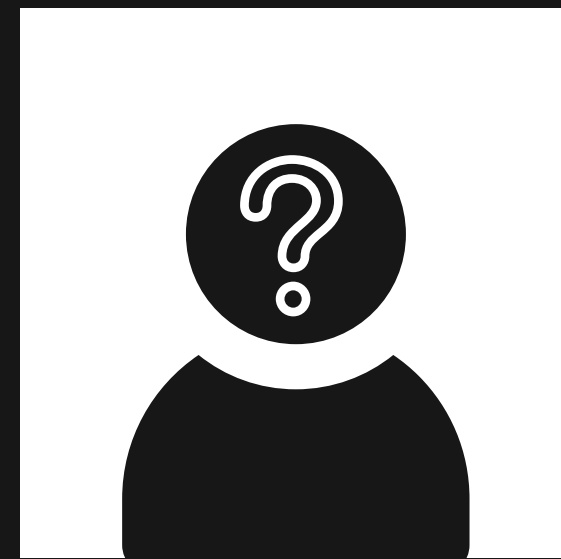
**MICHELIN-STARRED
CHEF**
TBA



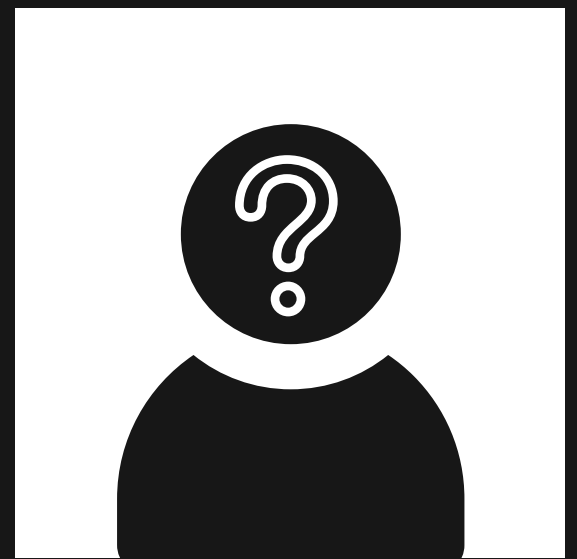
**EXECUTIVE CREATIVE
DIRECTOR**
TBA



**INTERNATIONALLY
ACCLAIMED ARTIST**
TBA



**FILMMAKER OR SINGER
SONGWRITER**
TBA



**CULTURAL PARTNER
FROM GLOBAL
HOSPITALITY
COLLECTIVE**
TBA

WWW.FLORARINO.COM

THE RESIDENCY IS JUST THE START.

***FLORA IS SHAPING DENVER'S NEW CREATIVE UNDERGROUND — THE KIND OF PLACE
YOU HEAR ABOUT BEFORE YOU SEE IT, AND ONCE YOU DO, YOU DON'T FORGET IT.***

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@FLORA_RINO