

LANDA

A summer universe in Stockholm.

A piece of summer, saved for winter.

WARM SAND

SUMMER LIGHT

SHARED PHYSICAL WORLDS

LANDA AT A GLANCE

A summer universe in Stockholm.

WHAT WE'RE BUILDING

Landa is an indoor destination that brings the feeling of summer into winter: **sunlight, warmth, breeze and sand**, with space to unwind, spend time together and explore.

THE OPPORTUNITY

We want to make a summer escape **part of everyday city life**—somewhere people can visit for an afternoon or evening without travelling abroad.

THE EXPERIENCE

Four modes—**Rest, Social, Play and Immersive**—offer different ways to enjoy the same summer universe, from reading beside the water to sharing a physical adventure.

WHAT MAKES IT POSSIBLE

Architecture, hospitality and sensory technology work together. Our proposed approach combines optical sunlight, radiant warmth, controlled airflow and sound to create the feeling of being outdoors.

WHAT COMES NEXT

Develop the first Stockholm location with **property, technical and operating partners**, beginning with a prototype of the core summer experience.

THE NEED

Winter quietly shrinks our world.

The light fades. Plans become smaller. Summer turns into something we remember, postpone or fly away to find.

What if Stockholm had somewhere to feel open, warm and fully present—without leaving the city?





THE PHYSICAL PROPOSITION

An indoor summer destination in Stockholm.

Landa brings summer indoors through sunlight, warmth, breeze and sand. Come to read, relax, share a drink or explore a physical adventure.

LIGHT	A horizon that moves from clear midday to long sunset.
WARMTH	Warm air and sand underfoot: summer felt through the body.
BREEZE	Subtle air movement that makes the world feel alive.
SOUND	Ocean sounds and spatial audio bring the landscape to life.
TOUCH	Water, sand and physical objects you can touch and explore.

Read. Have a drink. Be alone together. Or step into an adventure.

FOUR PROPOSED MODES

One universe. Different ways to inhabit it.

Four ways to spend your time within the summer universe.

01 Rest / Chill

DO Read, recline, listen to the horizon, walk through warm sand.

FEEL Unhurried. Spacious. Restored to yourself.

02 Social

DO Share a drink, talk, watch the light change, spend easy time together.

FEEL Connected without a programme.

03 Play

DO Take a useful role in a physical cooperative mission with shared challenges.

FEEL Absorbed, capable and connected through action.

04 Immersive

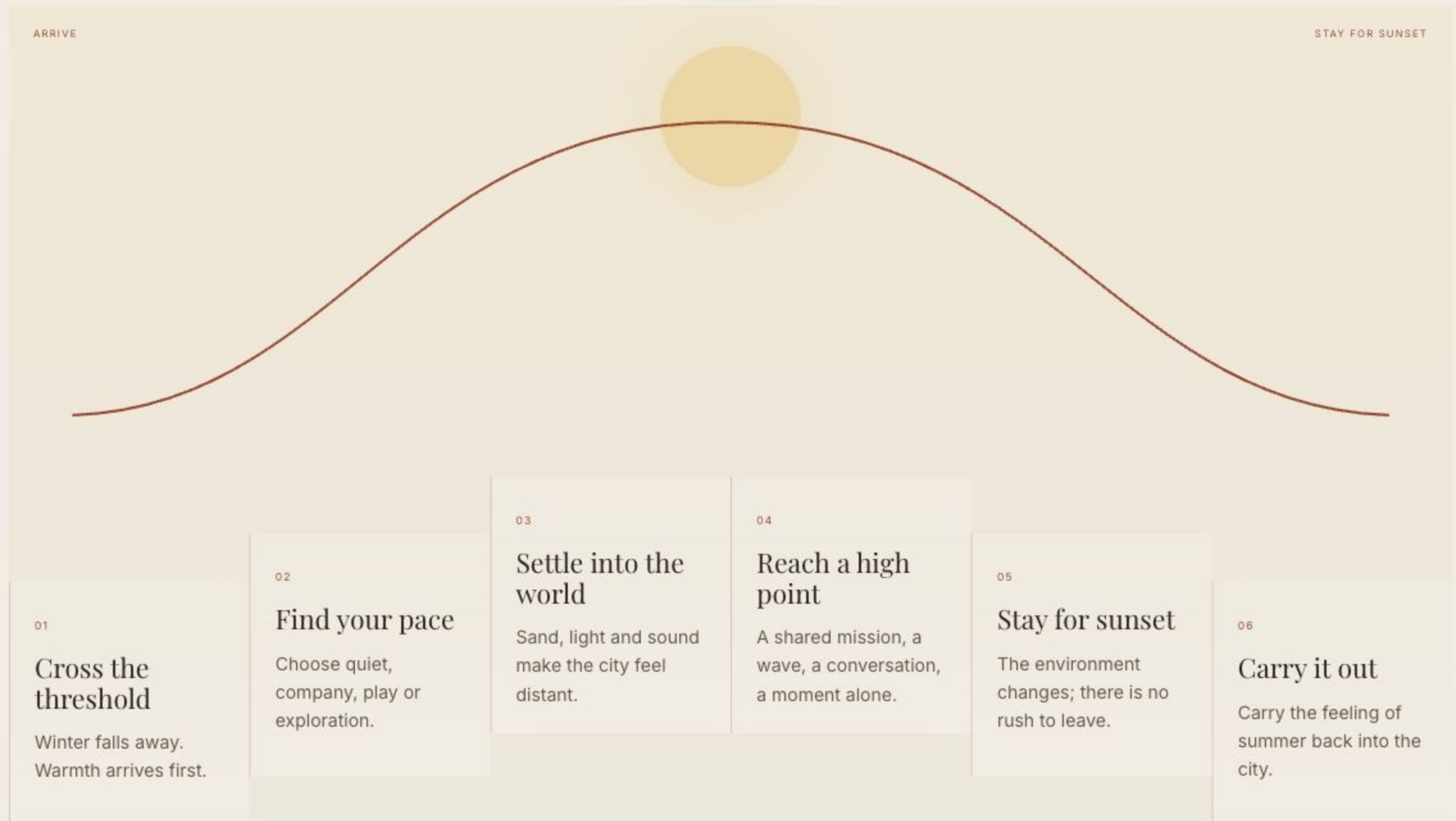
DO Explore responsive light, sound, waves and changing environmental stories.

FEEL Transported—while remaining fully in your body.

An afternoon in summer.

THE VISIT

Come in from the cold and spend an
afternoon in summer.



Summer indoors is within reach.

Built environments already combine climate, light and immersive worlds.

01 · INDOOR CLIMATES



Image: Therme Group

Therme

Water, planting and environmental engineering create large indoor wellbeing destinations.

[Explore Therme ↗](#)

FOR LANDA

A warm, planted environment for spending time together through winter.

02 · IMMERSIVE NATURE



Image: teamLab

teamLab + d'strict

teamLab creates connected digital artworks. South Korea's d'strict combines nature imagery, sound and scent at ARTE MUSEUM.

[teamLab ↗](#) · [d'strict ↗](#)

FOR LANDA

Changing horizons and environments that invite exploration.

03 · A SHARED INDOOR SUN



Photo: Tate Photography / Andrew Dunkley & Marcus Leith

The Weather Project

Olafur Eliasson · Tate Modern, 2003. Light, mirrors and mist created a vast indoor sun that people could gather beneath.

[Explore the installation ↗](#)

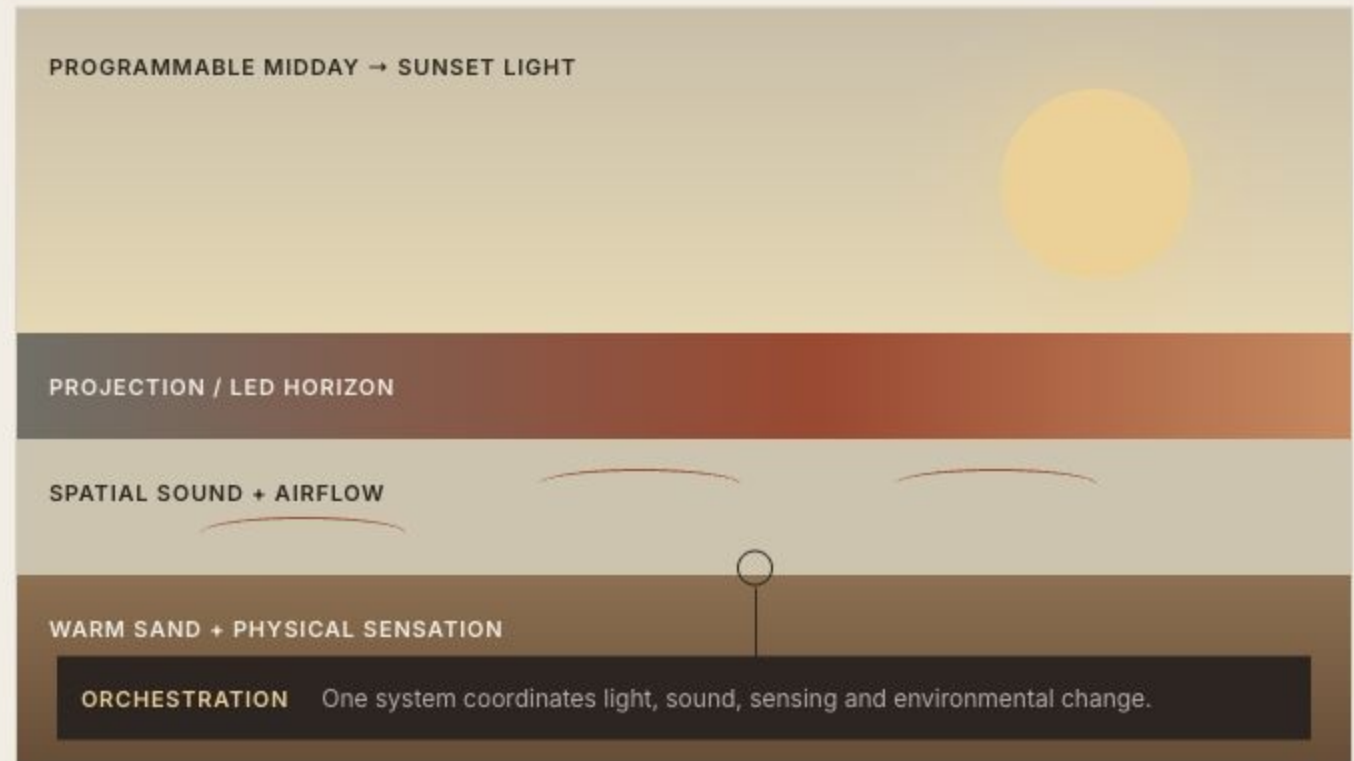
FOR LANDA

Landa would add controlled radiant warmth beneath a shared indoor sun.

Landa brings these possibilities together: a summer destination for rest, company, play and discovery.

Bringing the sun indoors.

Programmable light creates the sky and sunset.
Radiant heat, warm sand, gentle airflow and spatial sound bring summer to the body.



MATURE CAPABILITIES TO COMBINE

Programmable, tunable architectural light

Projection and LED display systems

Spatial audio and show-control orchestration

Responsive sensors and environmental controls

ELEMENTS TO PROTOTYPE

The most convincing breeze and ocean-wave sensations

Sand, water and responsive surfaces for sustained public use

How physical missions transform across one adaptable environment

Powering an indoor summer.

Renewable heat, thermal storage and heat recovery could warm Landa's indoor summer landscape.

01 · GENERATE



Capture energy

Assess solar generation and renewable electricity alongside the building's heat supply.

02 · STORE



Store heat

A separate, insulated thermal store could hold energy for use when heat is needed.

03 · CIRCULATE



Warm the world

Warm sand and water, supported by heat pumps and heat recovery from the building.

NORDIC PRECEDENT

Polar Night Energy's Pornainen installation stores **100 MWh** of heat and supplies up to **1 MW** to a Finnish district-heating network.

[Operator announcement · June 2025](#) ↗

DESIGNING FOR LANDA

The beach sand provides everyday warmth. A dedicated store handles longer storage. Building demand, storage size and seasonal performance will be developed with an energy engineer.

People already travel to feel a different world.

Three precedents show appetite for physical wellbeing, sensory immersion and seasons made available beyond nature's timetable.

01	02	03
WELLBEING DESTINATIONS	IMMERSIVE ART · TOKYO	SEASON AS DESTINATION · SWEDEN
Therme Group	teamLab Planets	ICEHOTEL 365
5.3m annual visitors	2.51m visitors in 2025	Since 2016 open year-round
Operator-reported annual visitors across the five-site portfolio announced in December 2025.	At a single venue, per operator report for January–December.	Ice-art suites, ice bar and exhibition maintained through summer.
WHAT IT DEMONSTRATES Physical wellbeing can operate as a destination at scale.	WHAT IT DEMONSTRATES Sensory immersion can draw a large audience to one place.	WHAT IT DEMONSTRATES A season can become a physical destination beyond its calendar.
Source ↗	Source ↗	Source ↗

Established destinations demonstrate demand for wellbeing, immersive experiences and seasonal escapes.



STOCKHOLM · A CITY ON THE WATER

[View of Stockholm-201185.jpg](#) · [Jonatan Svensson Glad](#) /
[Wikimedia Commons](#)
[CC BY-SA 4.0](#) · Display crop

STOCKHOLM FIRST

A local escape with destination power.

Stockholm's long winters and waterfront setting shape Landa's first summer destination.

- | | | | |
|----|------------------|----|------------------|
| 01 | A solo afternoon | 02 | After work |
| 03 | A date | 04 | Friends visiting |
| 05 | A team day | 06 | A winter weekend |

SUMMER, WITHIN EVERYDAY REACH.

*An afternoon alone, an after-work drink, a date or a weekend
with friends.*

One environment. More than one reason to visit.

PROPOSED BUSINESS LOGIC

Proposed revenue streams: admission, food and drink, and group experiences.



A place to return to.

Admission opens the summer landscape. Food, drinks and group experiences extend the visit. Changing light, cultural programming and new experiences create reasons to come back.

Individual visits	Rest / Chill · Social · Immersive	CORE ADMISSION
Food and drink	A reason to stay through the light change	SPEND PER VISIT
Private groups	Play missions · celebrations · team experiences	RESERVED SESSIONS
Programmed moments	Seasonal stories · artists · evening formats	RETURN VISITS
Future partnerships	Hospitality · culture · brands · tourism	PROPOSED

PILOT MEASURES Willingness to visit — Repeat behaviour — Dwell time — Operating requirements



ABOUT ME

Imani

Founder of Landa and Yūkan Labs.

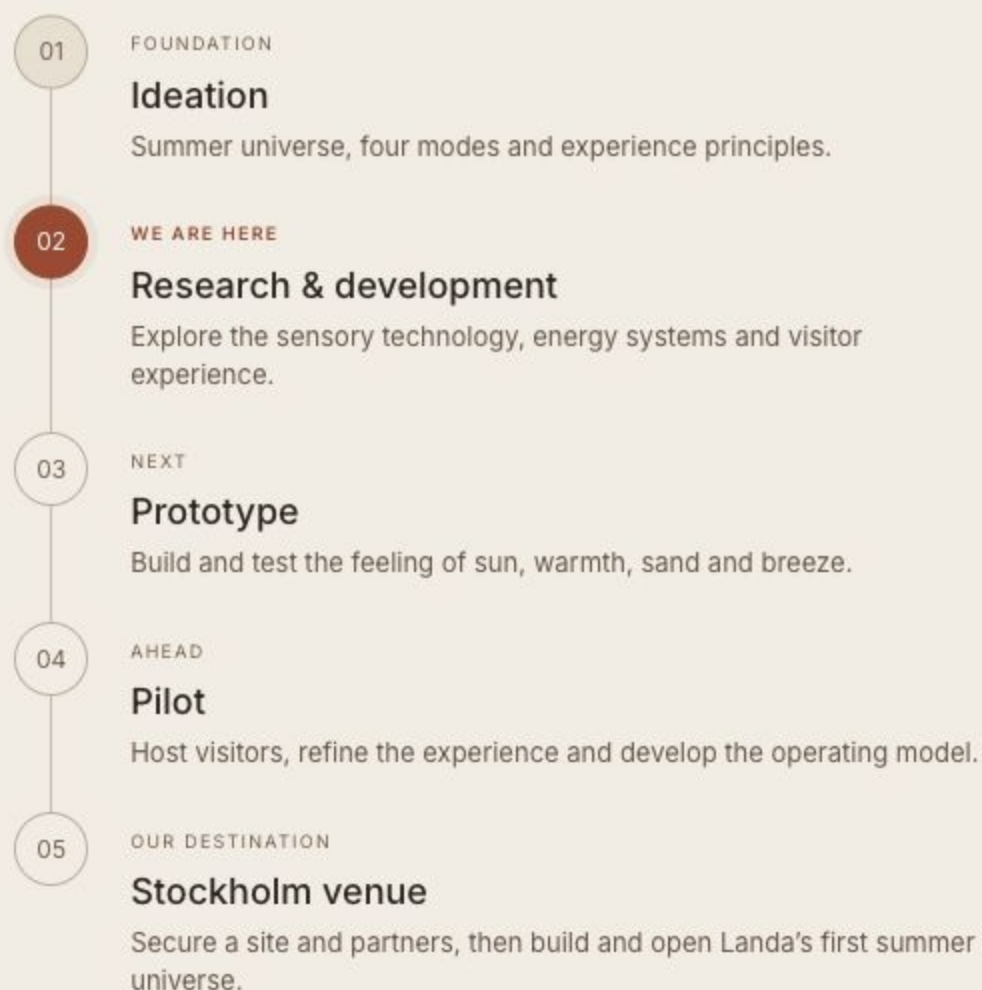
I'm studying Political Science and Sustainable Development, with experience in product design, quality assurance and systems thinking.

My background spans Hyper Island, an internship at AKQA and UK rail delivery. I bring these perspectives together to shape Landa's experience, design and development.

CURRENT STAGE · IDEATION & R&D

From an idea to a summer universe.

The concept, four modes and visual direction are established. We're developing the research and technical approach for a first prototype.



THE INVITATION

Help build Stockholm's summer universe.

Landa is looking for a cofounder and early partners who can turn an original physical experience into a place people return to.

01

Venture + capital

Shape the company, open investor conversations and build the financing path.

02

Property + operations

Find the right conditions for a safe, generous and workable first environment.

03

Experience + technology

Prototype the orchestration of light, horizon, sound and physical sensation.

LANDA

START THE CONVERSATION

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LEARN MORE

yukanlabs.com/landa