

NATURE HUB

UN Water Conference 2023
Partnership Pack



Nature Hub – Overview

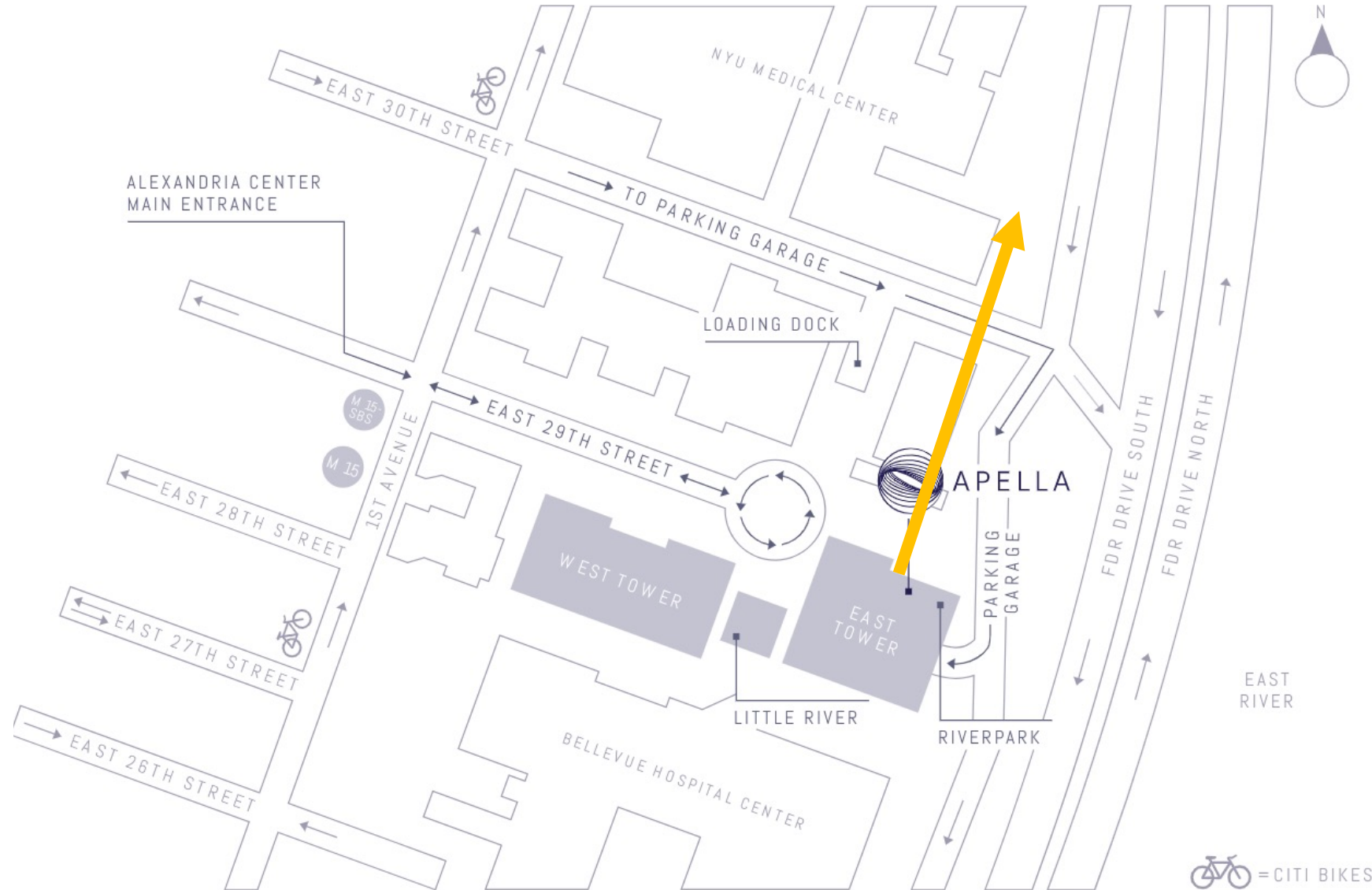
When: March 22 & 23, 2023 | 9 AM – 7:30 PM

Where: Apella – 450 East 29th Street, 2nd Floor,
New York, NY, 10016

What: On the sidelines of the UN Water Conference, the Nature Hub will feature a day of nature-focused programming (9-5:30) and an evening cocktail reception (5:30-7:30), bringing together NGO, corporate, and public sector actors around the shared goal of elevating nature as a critical pathway for meeting water-related SDGs and addressing the climate and biodiversity crises.

The Nature Hub Nature Hub will provide valuable convening space for diverse audiences to take stock of the global freshwater landscape, celebrate recent successes including at COP27 and COP15, and put renewed focus on emerging solutions.

The Venue – Apella



Address

450 East 29th
Street, 2nd Floor,
New York, NY,
10016

To UN Headquarters

Walk: 16 Min

Drive: 5 Min

Public Transit: 7 min

and event destination venue, secluded on the edge of the East River, yet within touching distance of Midtown Manhattan. Escape the rush of the city and retreat to a private 3.5-acre property featuring a tree-lined entry drive, and stunning river views. Apella's sleek, turnkey space serves as a distinctive backdrop for a modern event experience. Offering world-class hospitality, forward-thinking menus, and sophisticated multimedia solutions, Apella sets the standard for an unparalleled guest experience. A departure from the expected.

TAKE A VIRTUAL TOUR



LOUNGE



EAST TOWER LOBBY



GRAND STAIRCASE

“

Every aspect of the event: the building, the views, the staff, the accommodations, and most importantly the reaction was incredible.

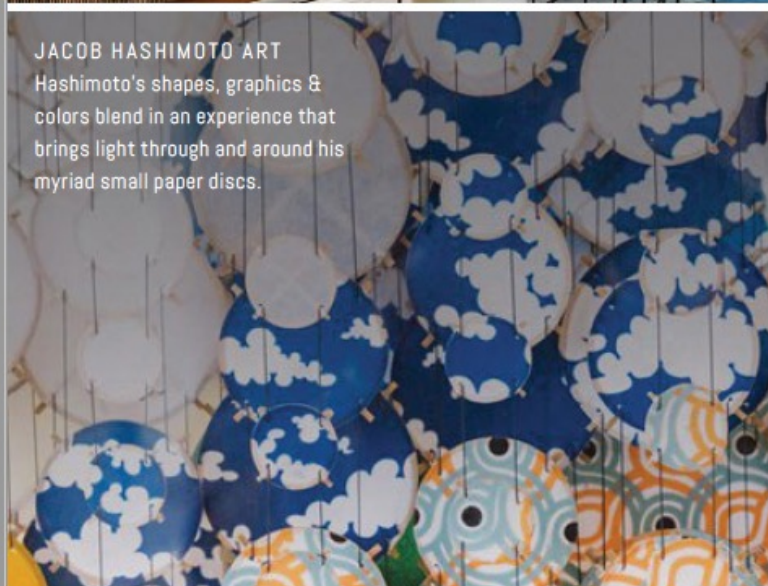
- LUX CAPITAL



LOUNGE DETAIL



BREAKOUT STATION



JACOB HASHIMOTO ART
Hashimoto's shapes, graphics & colors blend in an experience that brings light through and around his myriad small paper discs.



LOUNGE

exquisite surroundings invigorate minds and inspire creativity. Modernly designed, Apella embodies the metropolitan style and modern chic sophistication of New York City. Its contemporary lines, modern finishes, neutral color palette, and open floor plan compose a backdrop versatile enough to complement any design vision. Furnished with 11' to 12' high ceilings, floor-to-ceiling windows, and a grand spiral staircase entry, and generously appointed with Eames leather chairs and modular leather lounge furniture, Apella's design aesthetic complements the environmentally responsible and sustainable designs of the LEED® Gold building in which it resides.

The Venue – Apella

All Rooms on 2nd floor secured for March 22 & 23



KEY

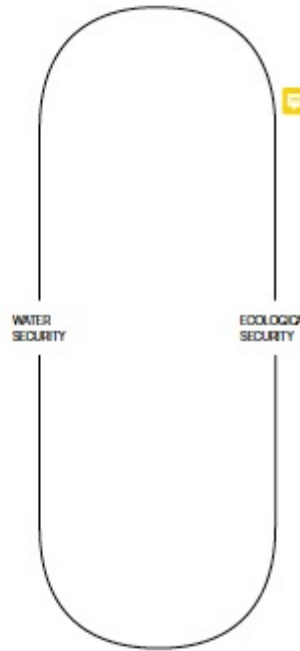
- ★ All day informal gathering space
- ★ Partner office space
- ★ Small group meetings (8-10)
- ★ Rooms with capacity for sessions
- ★ Flex space for VR?

Capacity

- ★ **200 N / 200 S:** 225 Max (150?)
 - *Keep open*
- ★ **201:** Max 39
- ★ **202:** Max 10 (boardroom)
- ★ **203:** Max 43
- ★ **204:** Max 8 (boardroom)
- ~~★ **205:** Max 40~~
- ~~★ **206:** Max 40~~
- ★ **207:** Max 100
- ★ **208:** Max 22+(boardroom)
- Lounge:** 175 (cocktail reception)

Nature Hub – Branding Concept

- For efficiency and continuity, the “Nature Hub” will use branding designed for the 2022 World Water Forum, which included many of the same partners
- The branding concept is built around the “virtuous cycle” between ecological security and water security, which continues to be leading theme at UN Water Conference
- The Nature Conservancy is updating the concept to include a refreshed color palette that is more suitable to NY



NATURE HUB

Nature Hub – Branding Applications (examples)

Updated February 1

