

SOHO HOUSE / VENICE BEACH

TREATMENT — V2

VENICE BEACH

a social film for the arrival of Soho House Venice Beach

FORMAT 4:3 · 45 SEC

DELIVERY JULY 2026

SHOT ON 16MM FILM

DISCOVERY, NOT AN ANNOUNCEMENT

Rather than announcing the opening outright, the film makes the audience feel as though they've stumbled across something organically happening within Venice Beach culture — embedding subtle Soho House cues into familiar local moments so viewers become active participants: spotting clues, sharing theories, starting conversations.

- Build anticipation for the opening next year.
- Generate speculation and word of mouth through discovery
- Celebrate the spirit and culture of Venice Beach.
- Position Soho House as a natural future addition to the community.
- Differentiate Venice Beach from other LA Houses — wellness cues and lived-in social and beach culture

CREW

A small, nimble crew — moving fast, unobtrusive, able to work in real locations without staging a production.

LIGHT & TIMING

Available light only, production timed to when Venice looks its most beautiful — sunny beach, natural contrasting architecture, and golden hour

CASTING

Individuals who genuinely embody Soho House and a wellness lifestyle — not models playing a part.

02 • CONCEPT

A PLAYFUL NARRATIVE, NEVER HIGHLIGHTED

Shot in recognisable locations around Venice Beach, Soho House signifiers are placed into everyday wellness and neighbourhood scenarios. They appear naturally — never introduced, never highlighted, just part of the environment. It ends on the Venice Beach logo, to remove any doubt as to the message.

GRAINY 16MM TEXTURE

SUN-FADED COLOUR

90s RETRO SENSIBILITY

NOSTALGIC & LIGHT

SEVEN SCENES, ONE STORY

Casting:
Avoid super young
age range 30-45
1 Mature Person

01

Casting:
Female Surfer late 20’s
Wetsuit

Surfer

02

Casting:
Male - 30’s - Fit

Post-Workout Smoothie

03

Casting:
Female - 30’s - “stylish”

Canal Reading Nook

04

Casting:
Female - 30’s - “stylish”

Towel on the Sand

05

Casting:
Mature Man - 40’s

Boardwalk Picante

06

Casting:
Couple - Mid 30’s Couple -
Fashionable

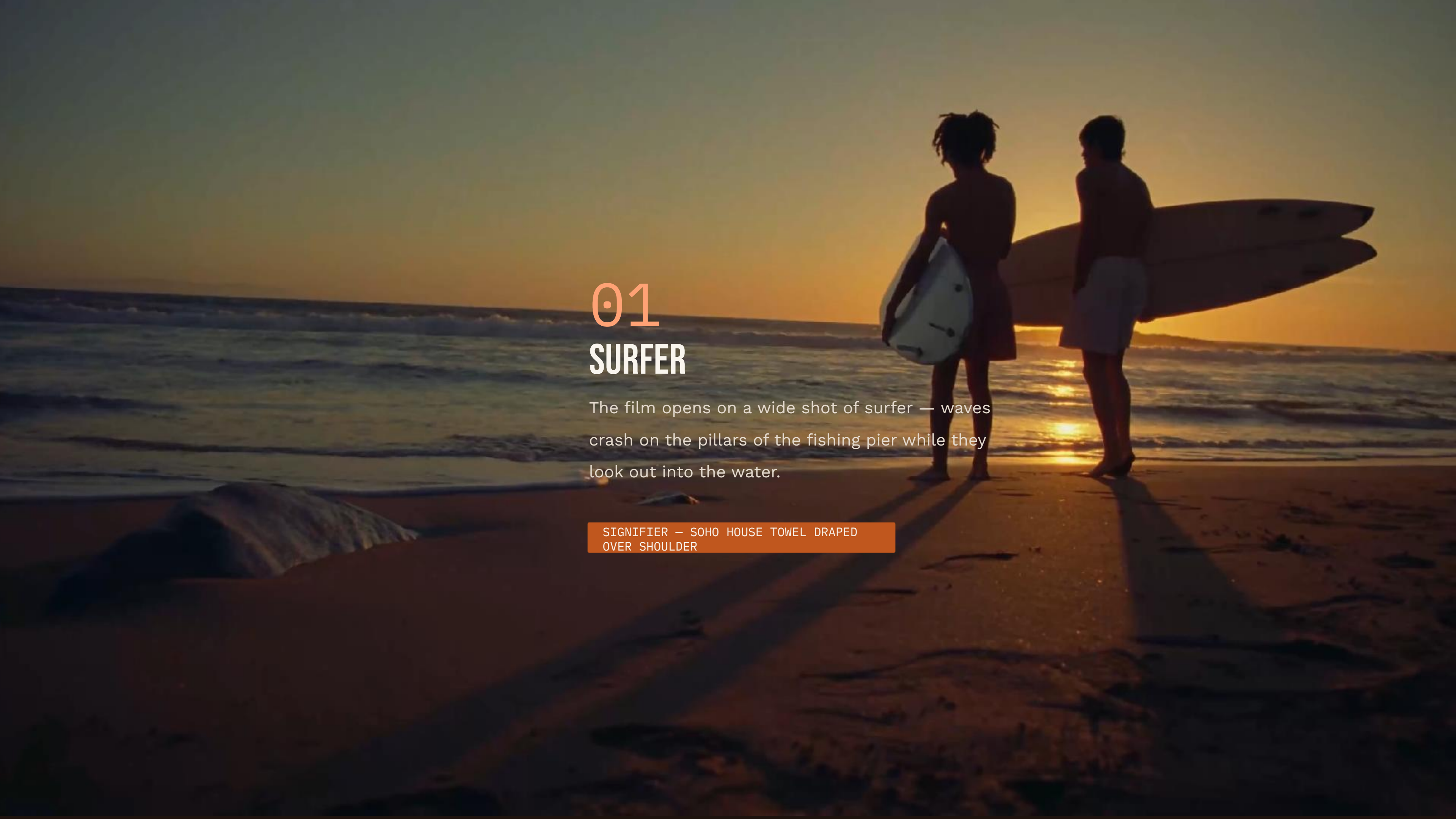
Venice Sign

01

SURFER

The film opens on a wide shot of surfer — waves crash on the pillars of the fishing pier while they look out into the water.

SIGNIFIER — SOHO HOUSE TOWEL DRAPED
OVER SHOULDER



WARDROBE



PROPS

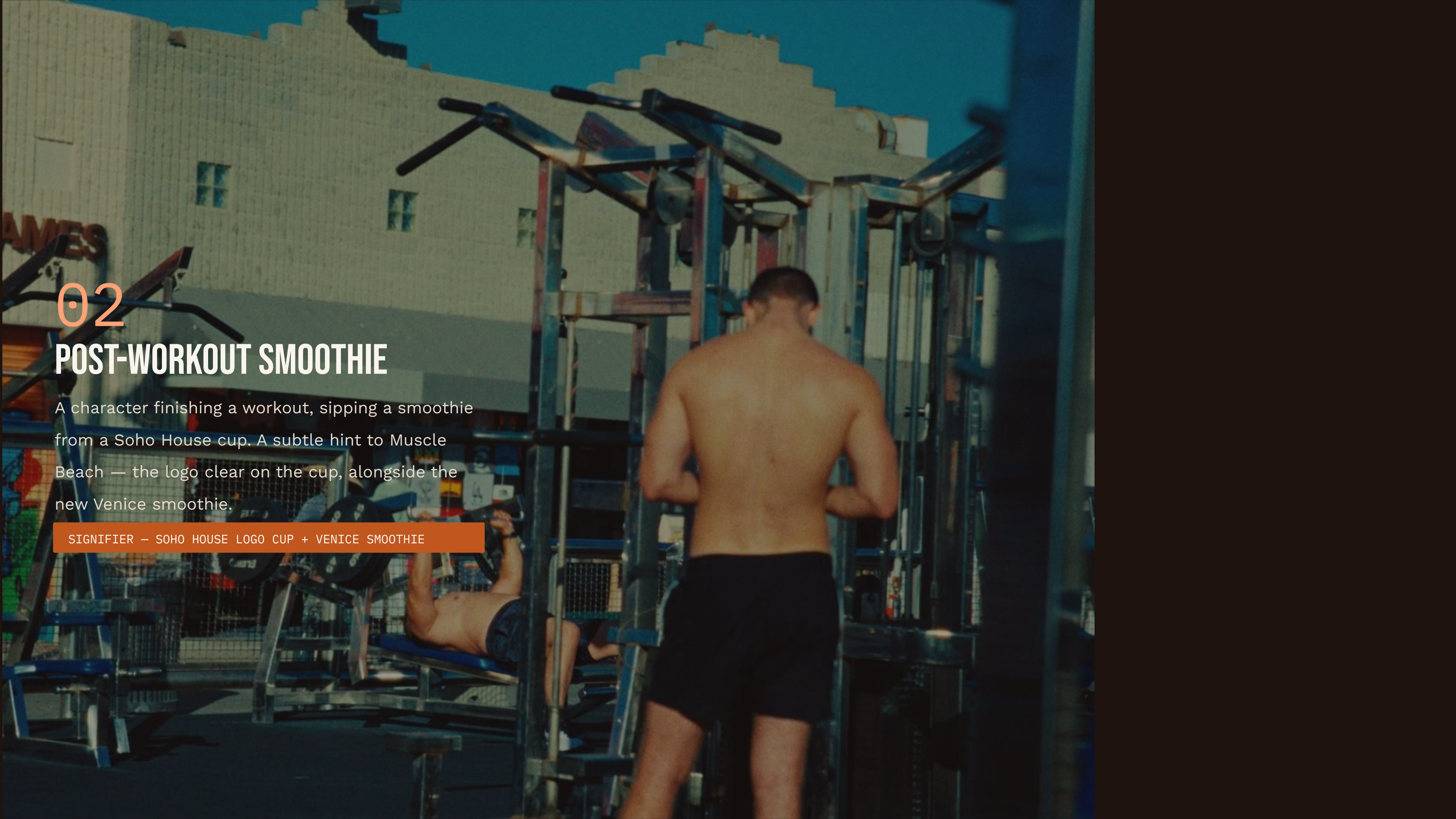
-Surfboard

-SOHO House Towel

01 SURFER

The film opens on a wide shot of surfer — waves crash on the pillars of the fishing pier while they look out into the water.

SIGNIFIER — SOHO HOUSE TOWEL DRAPED
OVER SHOULDER

A man is working out at an outdoor gym. He is shirtless and wearing black shorts, standing with his back to the camera. In the background, another person is lying on a bench, and a building with a sign that says "JAMES" is visible. The scene is set during the day with a clear blue sky.

02

POST-WORKOUT SMOOTHIE

A character finishing a workout, sipping a smoothie from a Soho House cup. A subtle hint to Muscle Beach — the logo clear on the cup, alongside the new Venice smoothie.

SIGNIFIER — SOHO HOUSE LOGO CUP + VENICE SMOOTHIE

WARDROBE



PROPS

-Smoothie

-Towel

02 POST-WORKOUT SMOOTHIE

A character finishing a workout, sipping a smoothie from a Soho House cup. A subtle hint to Muscle Beach — the logo clear on the cup, alongside the new Venice smoothie.

SIGNIFIER — SOHO HOUSE LOGO CUP + VENICE SMOOTHIE



03

CANAL READING NOOK

A character wearing a Soho Health Club jumper, sat overlooking the canals, reading in the sunshine The Soho Health Club logo appears draped next to her.

SIGNIFIER – SOHO HEALTH CLUB JUMPER + LOGO

WARDROBE



PROPS

Coffee Cup

Soho House Jumper

Small bouquet of flowers

03 CANAL READING NOOK

A character wearing a Soho Health Club jumper, sat overlooking the canals, reading in the sunshine The Soho Health Club logo appears draped next to her.

SIGNIFIER — SOHO HEALTH CLUB JUMPER + LOGO

A woman is standing on a sandy beach, her hands on her hips. She is wearing a white, short-sleeved, cropped top and light blue denim jeans. The background shows the ocean with gentle waves breaking onto the shore. The scene is brightly lit, suggesting a sunny day.

04

TOWEL ON THE SAND

A Soho House towel is placed on the beach.
Afternoon sunshine blazing, feet run across the
towel.

SIGNIFIER — SOHO HOUSE BEACH TOWEL



05

BOARDWALK PICANTE



A mid-afternoon picante on the boardwalk — chilli
swirled through the drink, chatting amongst friends.

WARDROBE



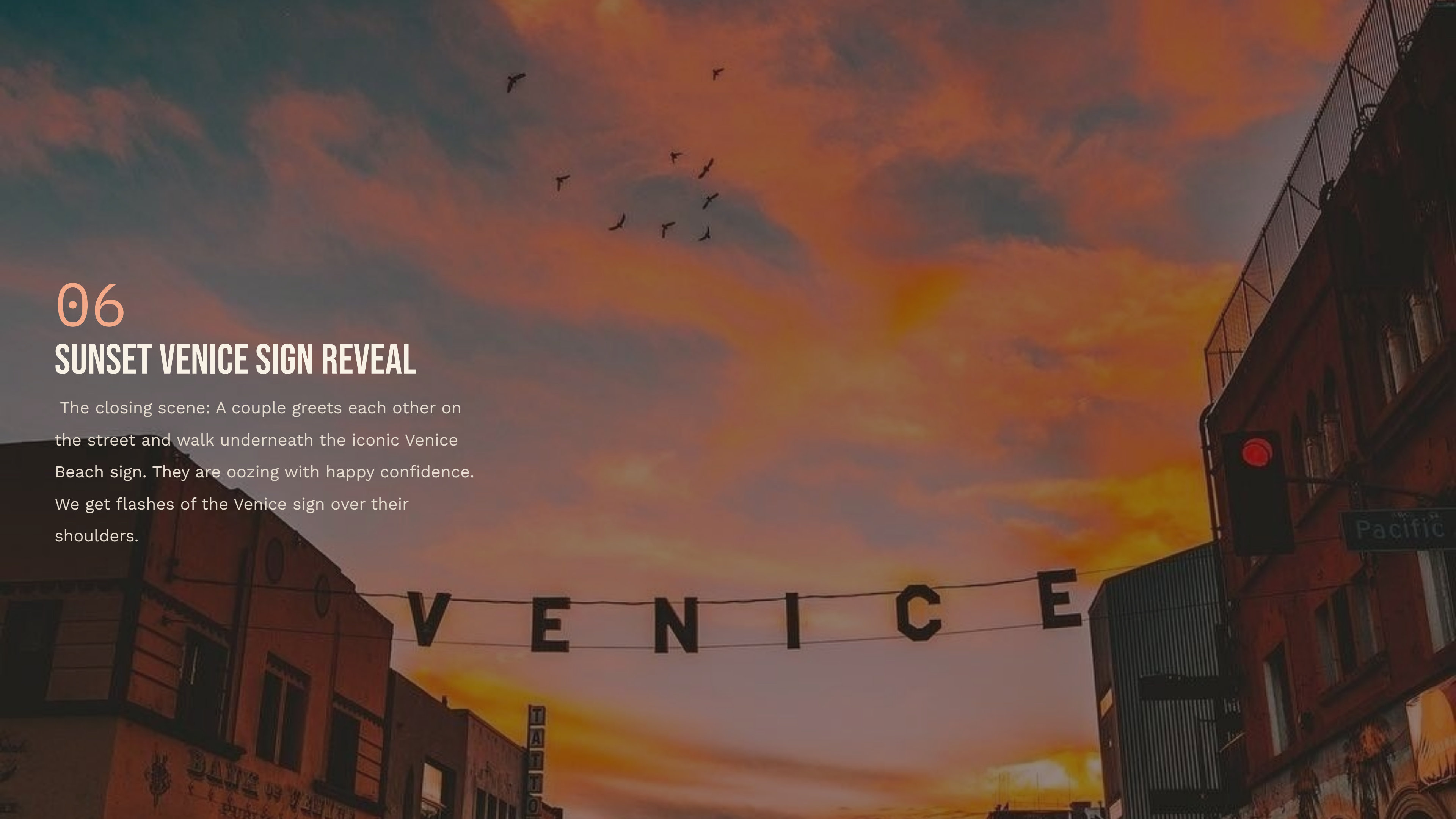
PROPS

- Picante in Glass
- picnic blanket

05

BOARDWALK PICANTE

A mid-afternoon picante on the boardwalk — chilli swirled through the drink, chatting amongst friends.



06

SUNSET VENICE SIGN REVEAL

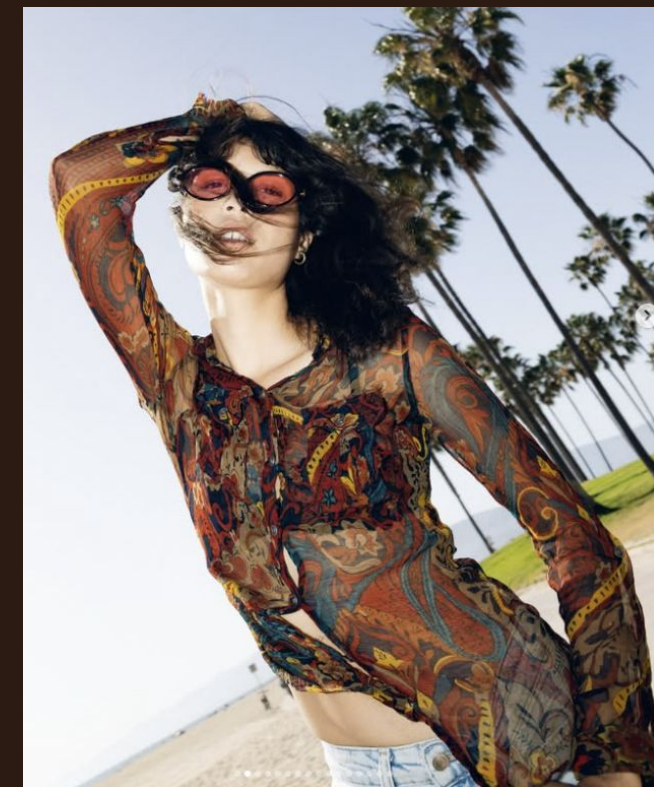
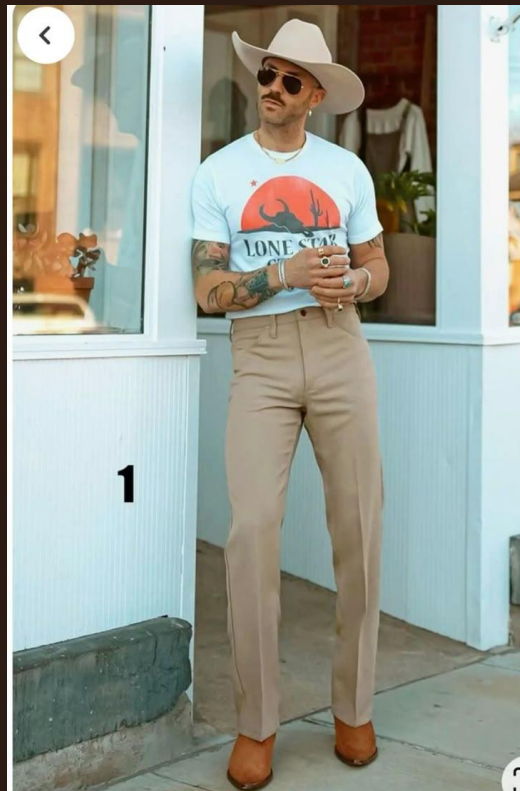
The closing scene: A couple greets each other on the street and walk underneath the iconic Venice Beach sign. They are oozing with happy confidence. We get flashes of the Venice sign over their shoulders.

06

SUNSET VENICE SIGN REVEAL

The closing scene: A couple greets each other on the street and walk underneath the iconic Venice Beach sign. They are oozing with happy confidence. We get flashes of the Venice sign over their shoulders.

WARDROBE



PROPS

- Picante in Glass
- picnic blanket

REFERENCE EDITS

A montage / collage of Venice — natural film transitions and a moving camera tie the six scenes into one continuous wander.

[TIFFANY & Co - The New York Minute - by Bruno Aveillan](#)

CASTING



TALENT 1
SCENE 1



TALENT 2
SCENE 2



TALENT 3
SCENE 3

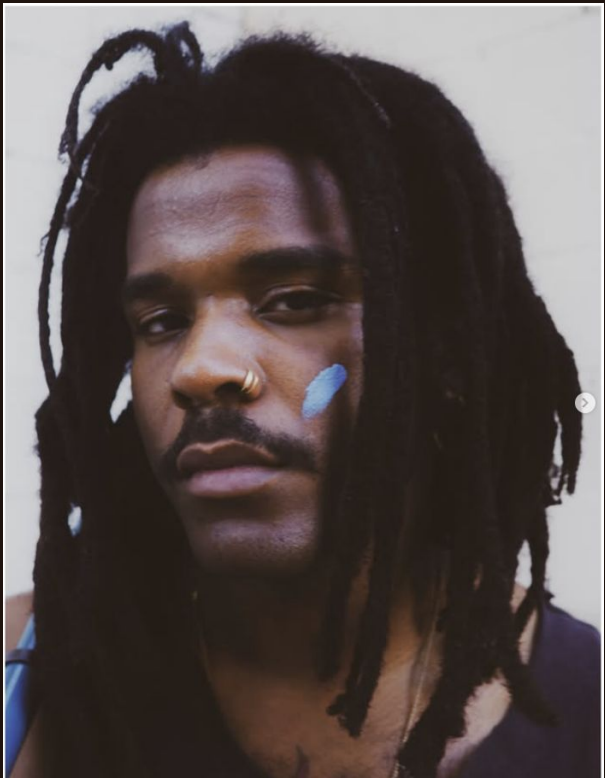


TALENT 4
SCENE 4

Cast individuals who genuinely embody Soho House and a wellness lifestyle — surfers, skaters, yogis, regulars.



TALENT 5 & 6
SCENE 5



CASTING



Carissa

A portrait of a young woman with long, straight black hair and bangs, wearing a black halter-neck top. She is looking directly at the camera with a neutral expression.

HANNAH GARCIA

CONTACT: (818) 649-4217 | HANNAHG0919@GMAIL.COM
IG: @HANNAHGRCIA
HEIGHT: 5'7" | BUST: 32" | WAIST: 24" | HIPS: 34" | WEIGHT: 125
HAIR: BROWN | EYES: BROWN | SHOE SIZE 9 | DRESS: 2

Hannah



Taylor



Cast individuals who genuinely embody Soho House and a wellness lifestyle — surfers, skaters, yogis, regulars.

CASTING

Cast individuals who genuinely embody Soho House and a wellness lifestyle — surfers, skaters, vogis, regulars.



Brent



Kwami



Martin



Griffin



Canal



Option 1



Option 2



Option 3



Option 4



Option 5

Muscle
Beach



Option 1



Option 2

Picante

Option 1



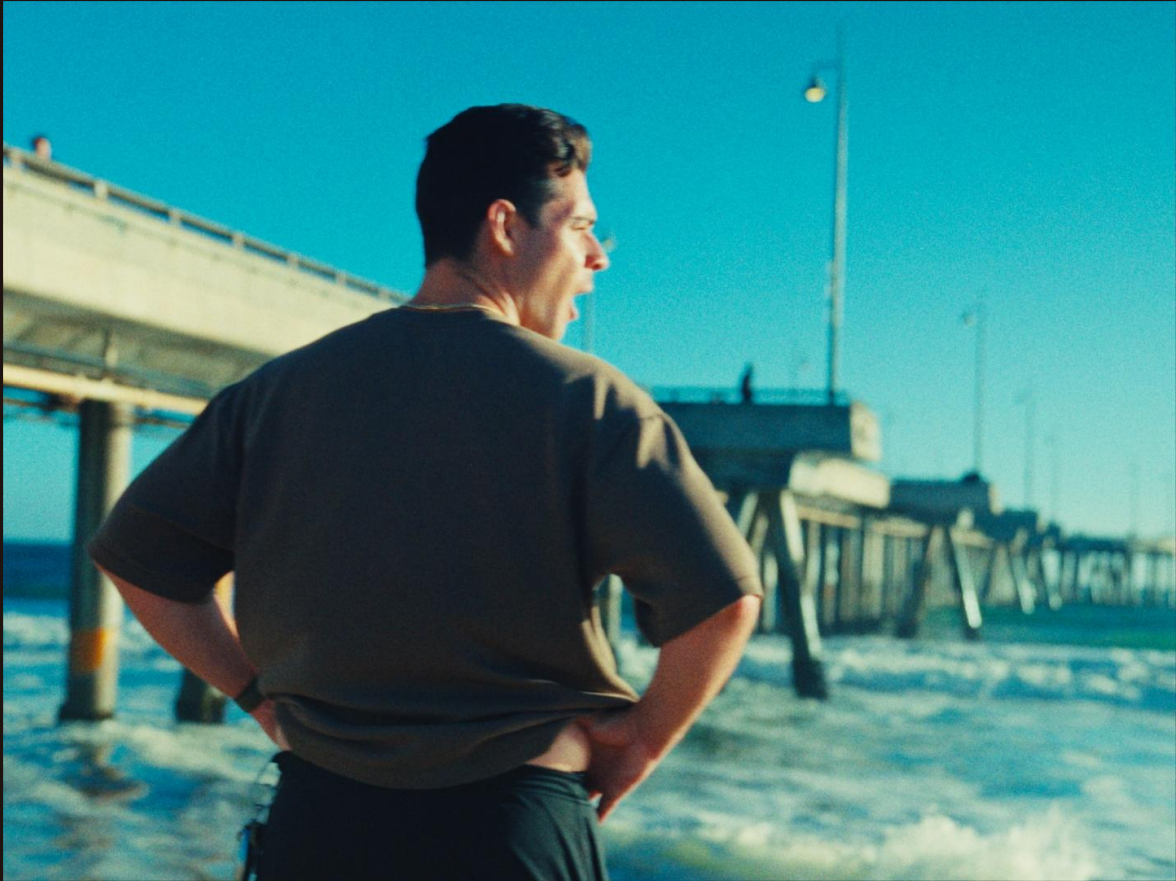
Option 2



Option 3



Surfer



Option 1



Option 2



Option 3

Venice
Beach Sign



Option 1



Option 2

GETTING TO CAMERA

Confirm the six locations — Water Line, Muscle Beach, inland canals, the sand, boardwalk, Venice Sign.

Source wardrobe & props: worn-in cap, branded cup + smoothie, Health Club jumper, beach towel.

Lock 16mm camera package & stock — TBD, see shotlist.

Full shot-by-shot coverage in the companion shotlist