

FIFA WORLD CUP 2026 PROGRAM LAUNCH:

Future Arts Way Seattle's Digital District

Full Project Plan / Sponsorship



Presented by



Contents

1 Our Vision



2 The Project



3 Project Phases



4 Sponsorship / Partner Tiers



5 Metrics



6 The Team





Future Arts Way

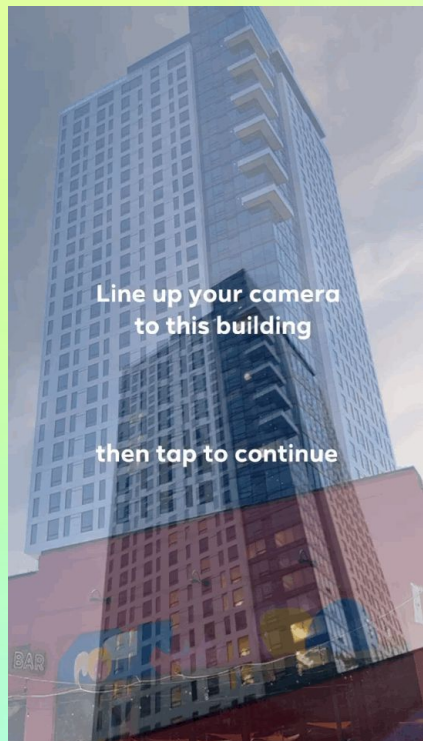
OUR VISION

Storytelling, Technology, Digital Tour, Strategic Partners

Our vision

Align with a rare moment in history to **reclaim**
Seattle as a cultural, arts, and innovation leader
of the world. *Not just a technology hub.*

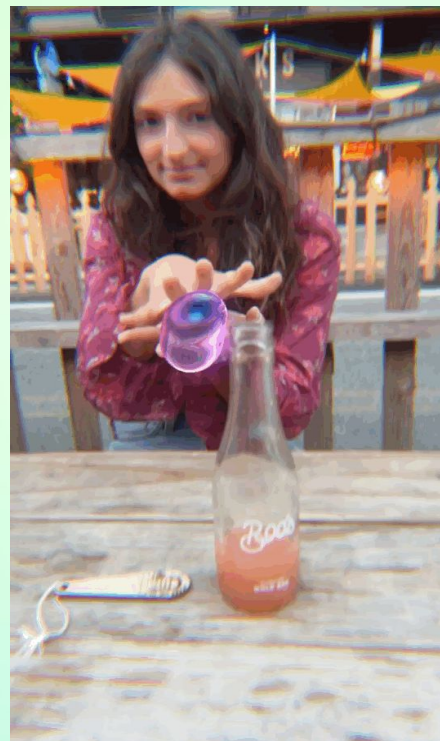
AR Examples - Future Arts 2022-2025 Augmented Reality Artwork - EXAMPLES



Currents, an AR Salmon Run by Alina Nazmeeva



Parasitic Healing Bath by Divine Ndemeye



AR Examples - Future Arts 2022-2025 Augmented Reality Artwork - EXAMPLES



Future Arts Presents: Augment Seattle 2022, Seattle's Largest Mixed Reality Showcase

How? By designing a large scale public artwork and walking tour, using proven digital storytelling rooted in thoughtful, local Indigenous history + futuristic technology to both educate and inspire a profound sense of awe in passerbys.

Future Technology - Web Based Augmented Reality (AR) Artwork - SPATIAL AR EXAMPLES





Why Now - Seattle, FIFA & Cultural Legacy

Seattle is one of 16 host cities for the FIFA World Cup 2026, expected to bring over 500,000 visitors and global attention to our downtown core. Seattle is known as a technology hub, but historically contains a vibrant create economy, creating our beating heart and deeply rooted stories left untold to the world. This is our moment to blend the two.

A FIFA-aligned Cultural Activation Zone at Seattle's Core

Future Arts Way Digital District is our response to this historic opportunity: a cultural corridor that blends immersive art, public storytelling and digital access.

Aligned with FIFA Legacy Goals:

Culture, Community, Equity, Sustainability

Future Arts Way

THE PROJECT

Introduction, Platform, Story, Technology, Phases

The Project Introduction

Blending digital with physical to create meaningful, shareable, beautiful, accessible storytelling.

Future Arts, a women led nonprofit, has created over **25 installations** with over **350K views over the past 4 years**, won **Tribeca X Immersive as a partner**, and has paid over **100 artists**. We team up with global tech leaders, underrepresented artists, and community stewards to share untold ancestral stories that every person can relate and connect to. Our artworks are built accessibility first, with intentional usability, welcoming to all.



The Platform - **City Wayfinder Platform**

A digital journey in everyone's pocket.

- Leveraging the [City Wayfinder Platform](#), powered by [Houdini](#)
- **Web Based Platform** w/ Mobile First Design
- Google Maps Integration
- Fully Curated Tour Experience
- **Link Outs + Sponsor** Integrations
- **Info Capture** (optional) + Analytics Tracking
- First Time User Tutorial
- **Immersive AR Experience** Launch Points

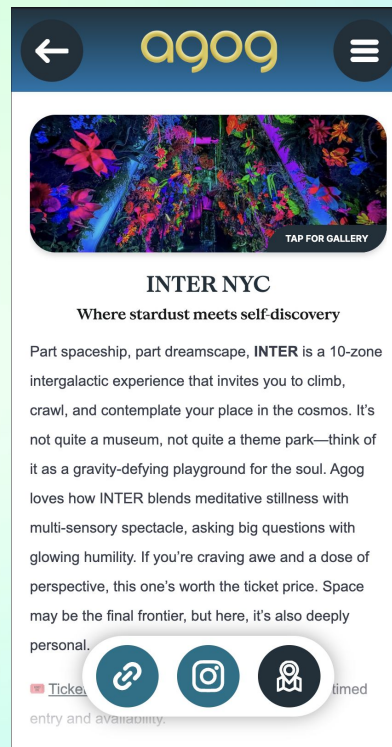
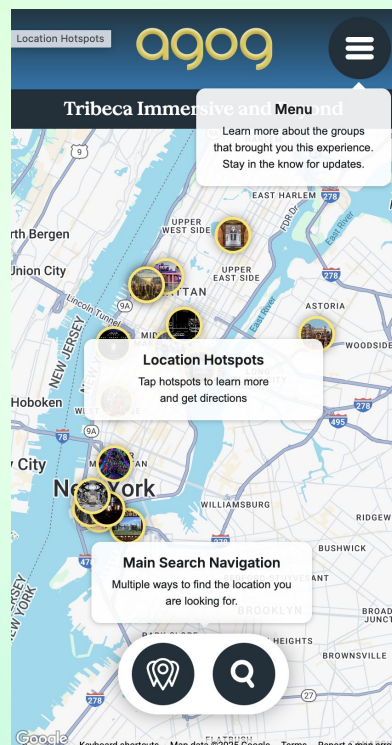
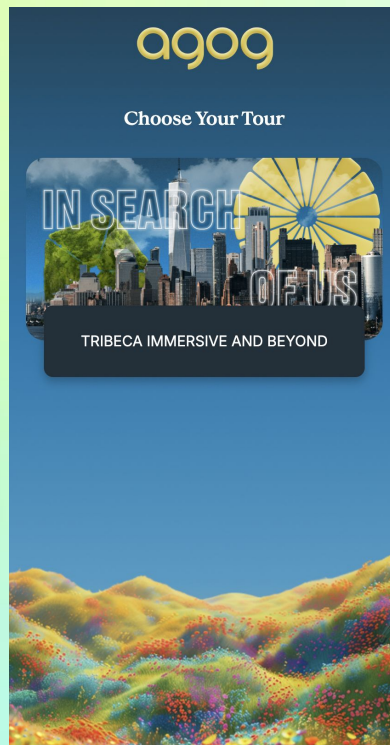
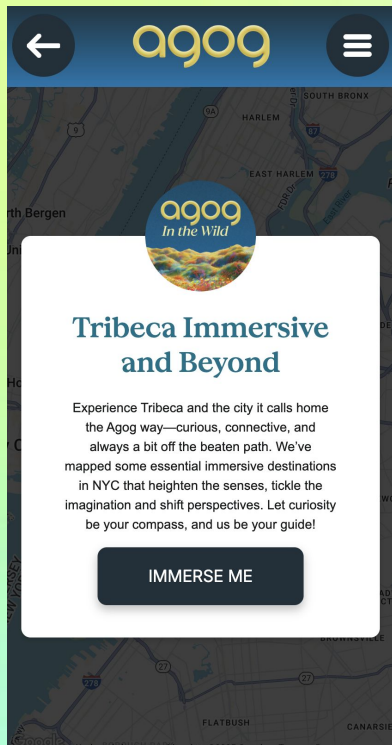
[Tribeca 2025 Map](#)



[Los Angeles
Museums](#)



The Platform - City Wayfinder Platform: Case Study - Tribeca Immersive 2025



Part 1: Future Arts Way

An interactive walk with Augmented Reality (AR) stories.

- 8-10 Location based AR experiences grounded in local Indigenous Histories and names of location and landmarks
- Storytelling led by underrepresented Artists on themes of Futurism, Joy, and Ancestral Wisdoms of historically "othered" communities
- Local Business Collaborations with Indigenous & Minority-Owned Businesses
- Geo Based interactivity using the power of [8th Wall](#) accessible AR tool



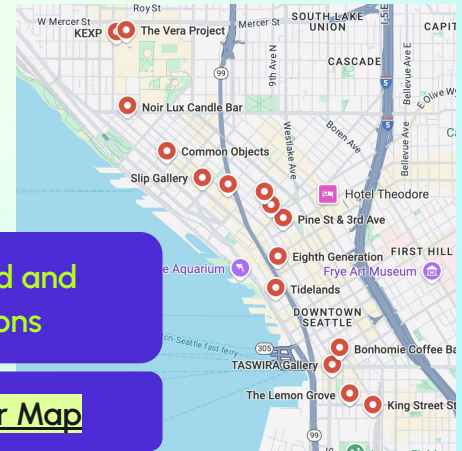
Augment Seattle Wayfinder Example

The Project - Future Arts Way - MAP



Beyond Unity Loop to the Heart of Downtown Seattle Connecting Tourism into Cultural Spaces Driving Creative Economy

- **10-15+ STOPS** on the **Future Arts Way** corridor, starting from Fifa World Cup Basecamp (Pacific Science Center), ending near Fifa World Cup Stadiums (King Street Station- Office of Arts and Culture)
- Rooted in Indigenous Land stories
- Each stop will have:
 - **Floor Vinyl** (or window vinyl)
 - **Augmented Reality** Activation
 - **Partner** Cultural Organization
 - **Sponsorship** Opportunities



**Businesses are minority owned and
new arts & cultural institutions**

[Click here for Map](#)

If we build it, let's make sure they come.

Easy Path to Explore

- **Physical Sidewalk or Window Vinyl** "AR Launch Pads"
- Curated, easy to follow **story path activating Downtown Corridor**
- **Partnership** with SDOT/Sound Transit to welcome neighborhoods outside of World Cup timeframe
- **Creative Economy driver** for new arts, cultural, & minority owned businesses
- Social Media, Press Partnerships, **Promotional Marketing** (Influencers, Partners + Affiliates)



Sponsorship Logo Areas

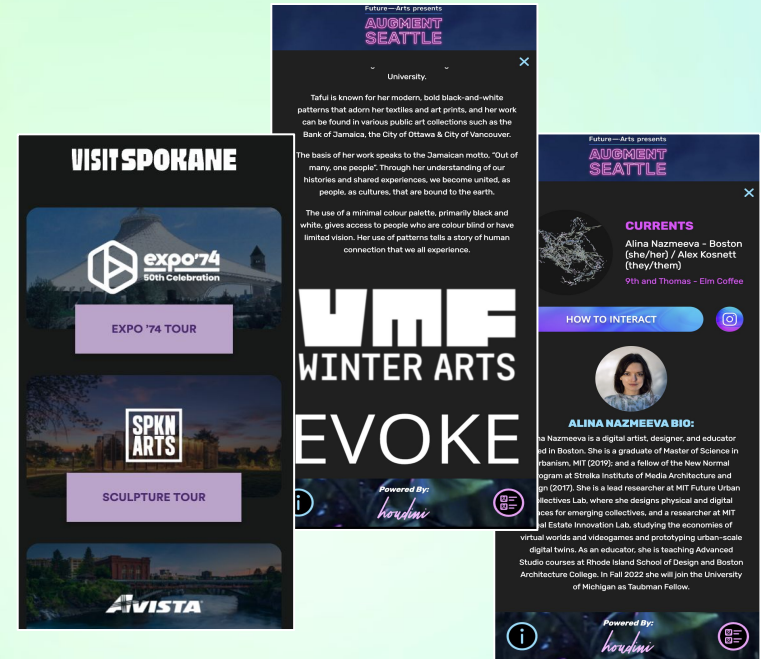
Sponsorship areas within the platform + locations

The Wayfinder Platform:

- Tour Sponsors
- Dedicated Informational Page
- Per-Location Stop
- Link-Out to Sponsor Site

Map Stop Location:

- On-Launch Point Signage



The Project - **OTHER EARTH AR Tentpole Installation**

Part 2: Large-scale mixed reality artwork covering 3rd & Pine

- Location - 3rd & Pine corner
- "Largest XR Artwork in the World"
- Digital Immersive Storytelling (with Indigenous Stewardship)
- Physical Building Artwork Vinyl Wrap
- Sidewalk Vinyl QR Code Launch Points
- Geospatial Mixed Reality Technology (Released 2025)
- Hand Painted Murals in collaboration with DSA





Future Arts Presents: Other Earth 2026 | Curatorial Statement



A Mixed Reality XR Installation at 3rd & Pine, Seattle, Extending throughout Future Arts Way Corridor

Future Arts—a women-led nonprofit—will transform Seattle’s 3rd & Pine into **OTHER EARTH 2026**, an immersive XR installation debuting during the 2026 FIFA World Cup, multiple years in the making. Blending Indigenous flora and fauna knowledge, Afrofuturism, and Pacific Northwest ecologies, the work reimagines our relationship with nature through ancestral wisdom and multisensory storytelling.

Inspired by previously created Future Arts projects and local community research, like Divine Ndemeye’s *Parasitic Healing Bath* (2023) and Alina Nazmeeva’s *Currents AR salmon run* (2022, 2024), this installation builds on Ndemeye’s plant-based ethnobotanical designs and symbolologies stewarded with local Indigenous ethnobotanist and artist Bri Castilleja with salmon migration visuals by Alina Nazmeeva and Alex Kosnett. In this iteration, workshops with local Indigenous stewards and additional communities will be held to continue building an entire new world rooted in history.

Together with soundscapes led by local musician Alexis Eggertsen, OTHER EARTH becomes a portal of healing, celebration, and ecological reconnection to ancestry and Indigeneity of any passerby—while grounding in the local waterways and buried ethnobotanical histories beneath downtown Seattle.

At its core, OTHER EARTH reclaims the word “Other” as a source of strength and vision. It uplifts Indigenous, Black, diasporic, and non-Western perspectives—historically “othered”, offering a space where difference is celebrated, and biodiversity means a strong earth that leans on each other. Rooted in regeneration, resilience, and Nature as Queen, this work invites the public into a vibrant future of stewardship, radical abundance, and vibrant possibility.

Augment Seattle
(currents V1)

Parasitic Healing
Bath Pilot

Currents V2 @
Bumbershoot

Other Earth
Development

Other Earth
Debut

2022

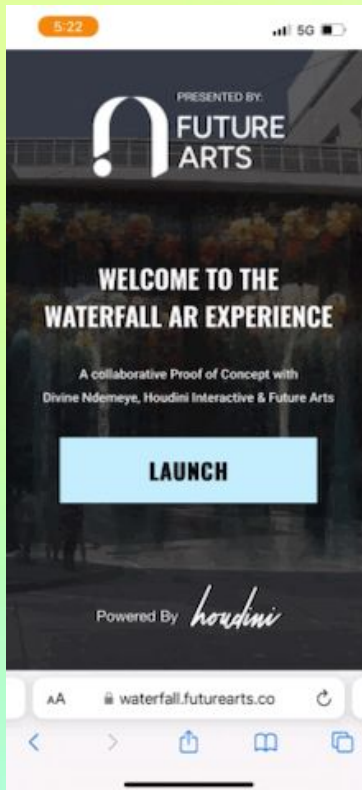
2023

2024

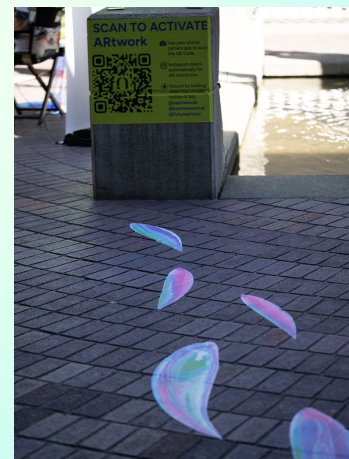
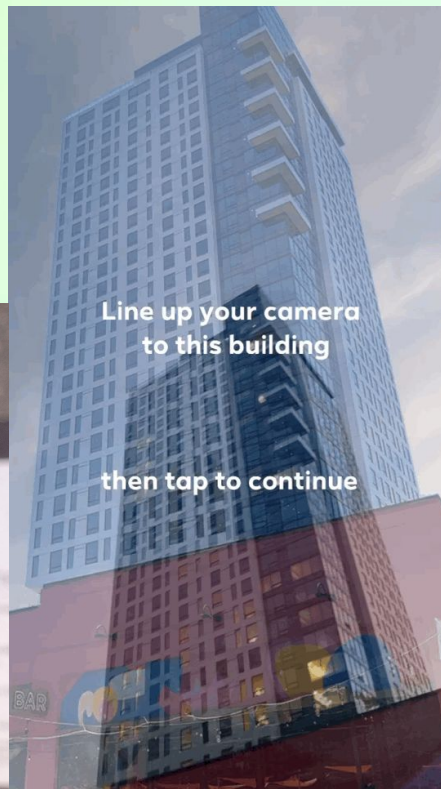
2025

2026

The Project - Based on previous works exhibited 3rd & Pine: Parasitic Healing Bath + Waterfall by Divine Ndmeye



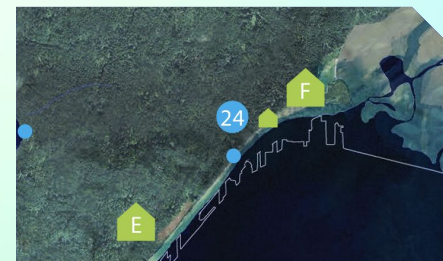
The Project - Based on previous works exhibited Downtown Seattle: currents, an AR Salmon Stream by Alina Nazmeeva & Alex Kosnett



The Project - **Future Arts Way Corridor**

Grounded in Indigenous History, dreaming of a better future for our city

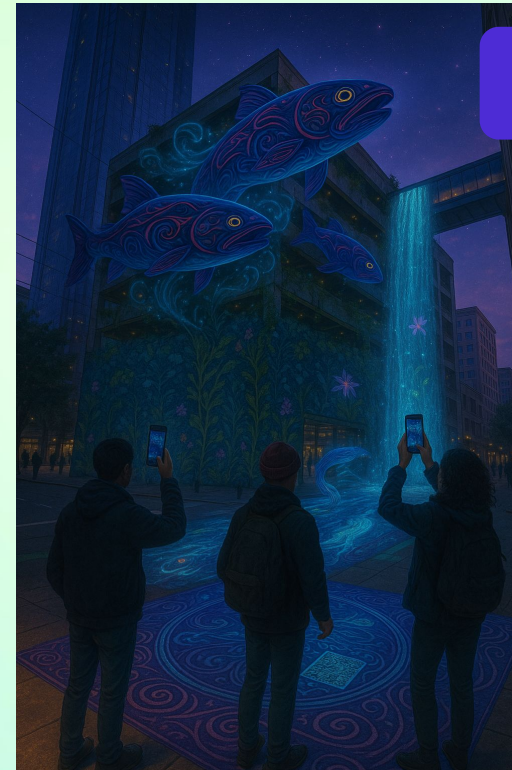
- Partnering with Tidelands Gallery, MOHAI* archives, Suquamish Museum*, and other cultural institutions in Seattle to deep dive research (*in discussions)
- Community workshops with Indigenous Communities + Black, non-Western communities in the Seattle area to learn and build storytelling around Seattle's histories



[Waterlines Map](#)



The Project - **OTHER EARTH AR Installations- AI Creative Exploration Renders** expanding on previous work with local Community Stewardship



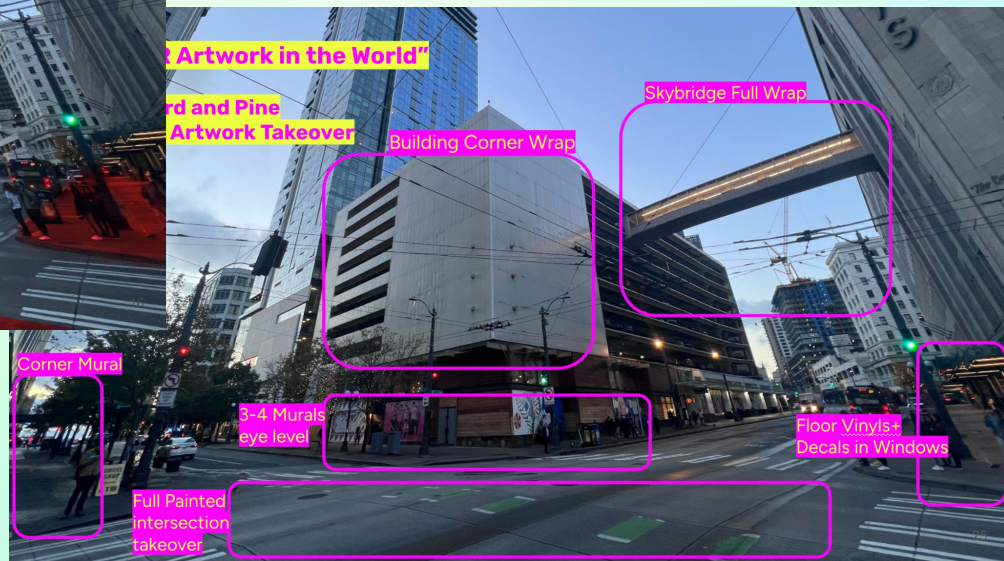
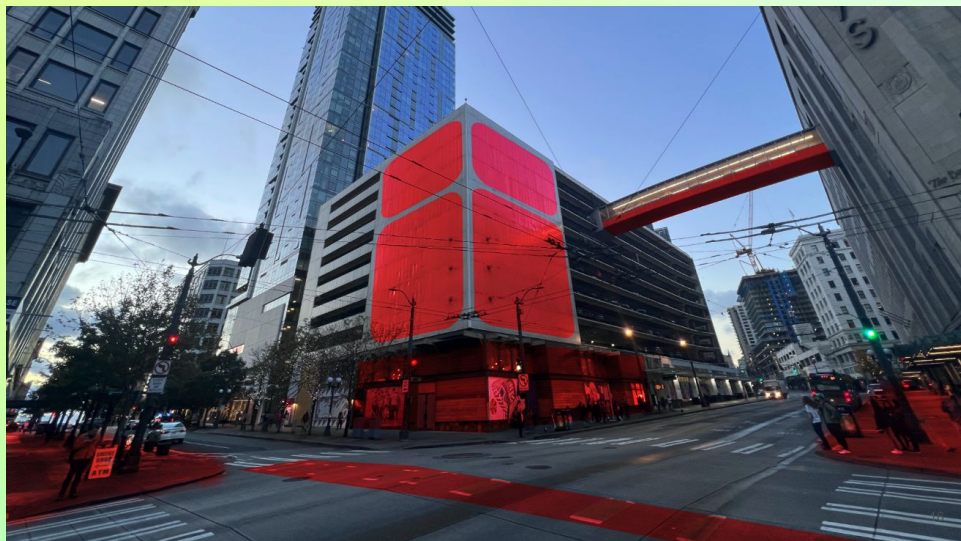
**These are AI mocks to give an idea of the interactive elements we'll be creating through immersive technology + vinyl designs*

The Project - OTHER EARTH AR Tentpole Installation - DSA Sidewalk Painting (Starts June 2025)

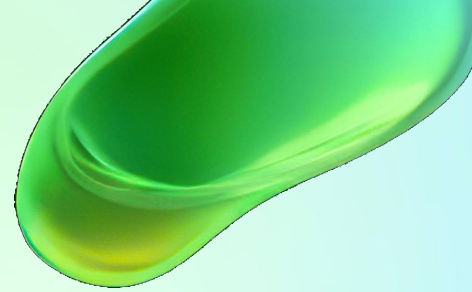
3rd + Pine - NE



The Project - OTHER EARTH AR Tentpole Installation - Graphic Vinyl Areas



Project Phases 2025-2026



1

Experience Branding + Base Wayfinder Platform

Create the look and feel of the Future Arts Wayfinder program + start on development of the base platform.

JULY-AUGUST 2025

2

Location Content + AR Storytelling

Gather location content, partnerships secured + start compiling and creating location AR experiences with artists and community stewards.

JULY - SEPT. 2025

3

Printed Materials + QA Testing

Create printed signage and QR Code launch points through the journey + test base platform in the wild. Community Workshops for storytelling and AR

development
SEPTEMBER 2025

4

Enhanced Features + Advertising Campaign

Integrate advanced features to city wayfinder + AR experiences. Create assets for an ad campaign launch. Begin expansion of 3rd & Pine project with artists + community inputs.

OCT. - NOV. 2025

5

Other Earth AR Experience

Develop and design the largest Geospatial AR Artwork in the world for a World Cup launch. Integrated into the established digital tour. Install vinyl May 2026.

JAN. - MAY. 2026



Future Arts Way

SPONSORSHIPS + PARTNERS

Sponsorship Tiers

We are currently in the funding stages of the project, seeking support at various levels.

Please reach out to use if you have specific question or ideas on how your organization would like to get involved and work with us.

Executive (1/3) Advocate

\$100,000



Innovation (0/4) Partner

\$50,000

- Naming rights on a major installation (e.g., "Presented by...")
- Logo placement on all high-visibility signage and digital campaigns
- Dedicated brand feature in launch event press release and media kit
- Custom immersive experience co-produced with sponsor branding
- Private tour, VIP reception & artist meet-and-greet
- Option for sponsor to nominate a community grant or featured artist

Community (1/4) Builder

\$25,000

- Secondary logo placement on marketing collateral
- Branding inclusion in Wayfinder digital and physical experience
- Invitation to curated donor experiences and press launch
- Branded storytelling feature on project website or social media
- Recognition in all printed materials and onsite QR signage

Neighborhood (20) Launch Pad Sponsor

\$5,000

- Logo on local maps and printed guides for installations
 - Recognition in digital sponsor wall on Wayfinder app
 - Highlight in "Neighborhood Sponsors" press and social content
 - Access to local networking events and public announcements
- *Floor or Wall "AR LAUNCH PAD" Vinyl recognition**

Cultural (5) Supporter

\$10,000

- Name listed on website and digital supporter wall
 - Social media thank-you + inclusion in email newsletter
 - Invite to community preview of installation and project showcase
- Smaller wayfinder Launchpad Recognition**



Funds Seeking
\$620,000

Funds Secured
\$130,000

Other Earth 3rd &
Pine Installation
(45% of total)

Vinyl Printing
Vinyl Installation
Geospatial AR

Future Arts Way
(30% of total)

15-20 Stops
AR Design for Launch Pads
Branding
Marketing

Community Engagement
(25% of total)

Outreach to Businesses &
Arts organizations
Marketing and Tour stop
curation

Programming: Workshops,
Tours, Artist Talks
Performances

Current Funding State (Updated June 2025)

Cultural Partnerships (In Kind)

Our Cultural Implementation partners do more than fund. They co-create. They host. They amplify.

Every partnership is a design opportunity rooted in creative visibility, equity building, and collaborative spirit of making Seattle a culture-forward city.

Marketing Partnership



- Supporting Marketing through organization Partnerships
- Featuring Future Arts Way

Cultural Implementation



- Hosting a wayfinder stop
- Supporting marketing efforts in community
- Hosting events + workshops

Artist Development



Creating Artwork, workshops, leading tours

Education Partner



Hosting workshops, marketing, supporting in research and development efforts

Our Partners (In development)

Producing Partners (Confirmed/In Discussions)



Location Partners (Confirmed/In Discussions)



EMBRACE
the **JOURNEY**



Producing Partners (In Discussions)

SHUNPIKE



Gallery + Museum Partners (In Discussions)

Fostering
Indigenous
futurism
through art
and
storytelling.



Impact metrics + media reach

- Projected visitor impressions (from tourism data)
- Wayfinder engagement (app traffic, tour participation)
- Press reach, social media metrics, press partners
- Economic impact: local business participation, creative economy jobs
- Cultural metrics: artists hired, workshops held, public surveys





Future Arts Way

THE TEAM

Meet the Team



Yuliya Bruk (she/they)

Future Arts - Founder
Creative Director



Anna Czoski (she/her)

Future Arts - Co-Founder
Creative Technologies



Ashanti Davis (she/they)

Pueblo/ Relationships
Program & Curatorial
Partner



Prystine Echevarria (she/her)

Modern Art Cowboy -
Production Partner



Matthew Bogue (he/him)

Houdini - CCO
Technology Partner



Tony Conti (he/him)

Houdini - CTO
Technology Partner



Penn Brownlee (he/him)

Houdini - COO
Technology Partner



Christian Castro (he/him)

Modern Art Cowboy -
Production Partner

Meet the Artists



Divine Ndmeye (she/her)
Parasitic Bath & Waterfall
+ Bath - Artist



Alina Nazmeeva (she/her)
Currents AR Salmon Run
Artist



Alex Kosnett (they/them)
Currents AR Salmon Run
Ecologist



Alexis Eggertsen (she/her)
Musician Lead

About Us - Future Arts



Women-led nonprofit cultivating cross-pollination between technology, nature, and the arts. We develop interdisciplinary residency programs & accessible public art initiatives for underrepresented artists working with technology.

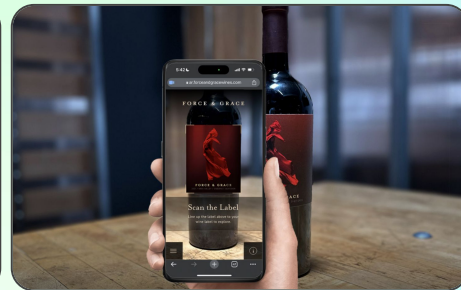
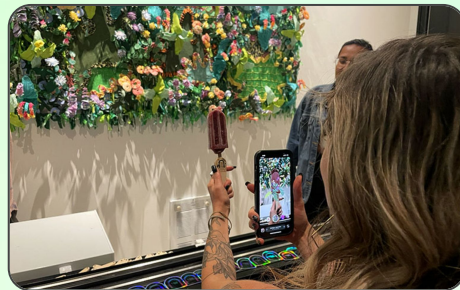
[Learn more](#)





Digital interactive design + development studio
leveraging cutting edge technology. A full-service
creative design and development studio specializing
in Experiential Marketing.

[Learn more](#)



About Us - Modern Art Cowboy



An Experiential Arts Consultancy shaping how artists connect to capital, community and civic impact through cultural strategy, immersive media and visionary placemaking.

Modern Art Cowboy is where creativity meets execution. We're not just an arts agency, we're a cultural strategy studio that helps cities, communities, developers, institutions, and brands unlock the full potential of artist-led thinking.

Our services are designed for those who believe art isn't just decorative, but catalytic: a strategic driver for visibility, engagement, equity, and long-term value. From immersive installations and cultural master plans to brand storytelling and legacy systems, we build platforms where creativity becomes infrastructure and where bold ideas turn into measurable outcomes.

Whether you're in need of program consultation, producing an event, funding a campaign, or curating a commission, we bring the artists, resources, systems, and strategy to bring vision and purpose to life and scale.

[Learn more](#)



About Us - Pueblo

Pueblo is a community-centered consulting practice. We aim to be a trusted community partner and support value-aligned efforts by serving as a container for the humans and projects that seek to disrupt inequitable sectors. Our work allows us to reimagine the systems historically marginalized groups are forced to navigate and in countless intersections that impact formative experiences. Committing to deep relationships with communities while advancing toward equity can at times feel overwhelming and lonely. At Pueblo, our brand symbolizes the truths of this work —that the dawn will come and we can get through the dark as a village. We guide and support our partners through this journey of identifying opportunities and disrupting inequities. The imagery of our logo represents the foundation of all we do, **Heartwork**. We help you unlock the heart of being on a joyful journey at a responsive pace that puts inclusion into practice, not promise.

[Learn more](#)





Future Arts Way

Thank you.

Ready for what's next?
Let's talk

Yuliya Bruk - Future Arts Founder
Email: yuliya@futurearts.co
Phone: 206-713-8224



Appendix

Future Arts Way

Walking path between Seattle Center and King Street Station featuring Augmented Reality(AR) artworks that connects commerce, arts, and culture. A corridor, a connector between spaces featuring businesses that have been historically othered and new arts & cultural orgs.

Digital District

The digital part of the project, featuring augmented reality artworks that are stewarded by community stories and implemented by Future Arts creative technology partners.

OTHER EARTH 2026

3rd and Pine Artwork theme, connecting local Indigenous flora and fauna through technologies and community stories.

Augmented Reality (AR)

Augmented Reality(AR) is technology that blends digital content (like images, 3D models, or information) with the real world in real time. It enhances what you see through devices like smartphones or AR glasses by overlaying virtual elements onto your physical surroundings.

Geospatial XR

Geospatial XR (Extended Reality) is technology that anchors immersive experiences (AR, VR, or MR) to real-world geographic locations. It uses spatial data and mapping to deliver context-aware virtual content tied precisely to specific places on Earth.

Future Arts In Numbers

4 years as an active non-profit

100+ creatives have worked with Future Arts

400K+ viewers of all artworks & content created (& growing!)

35+ tech-arts activations developed

20+ business partners supported

60+ volunteers cultivated

30+ years collective experience across our team in technology, media arts, hospitality, marketing, nonprofit, and other industries.

1 patent pending

1000s hours pro-bono from our team & volunteers to jumpstart our programs

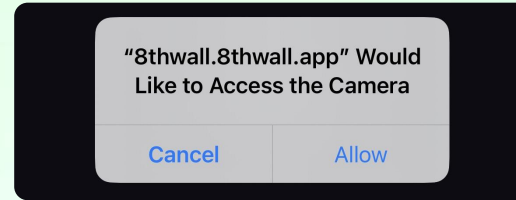
\$500K+ earned in income, of which 75% went directly into working artists' pockets, 100% into supporting our creative economy.

The Project - Web Based Augmented Reality Explainer



1. Trigger to Start

A trigger is induced as soon as you scan the QR code or click on the given URL. This trigger prompts the interaction between the AR content and the web browser and you enter the webpage.



2. Camera Streaming

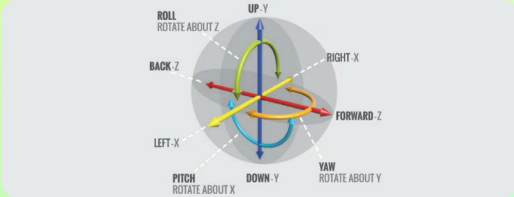
Immediately after entering the webpage, they ask for the camera access. Granting access to the camera starts preparing to blend the real scene with the virtual object. This is called "camera streaming".

The Project - Web Based Augmented Reality Explainer



3. 3D Scene + Camera

When the camera turns on after granting access, the web page activates the 3D modeled object that was previously inside it and starts adjusting it with the scene within the camera frame.



4. Six Degrees of Freedom (6DoF)

[Six Degrees of Freedom](#) is required to track the position and movement of the 3D object so as to make it fit into the real world scene of the camera frame.

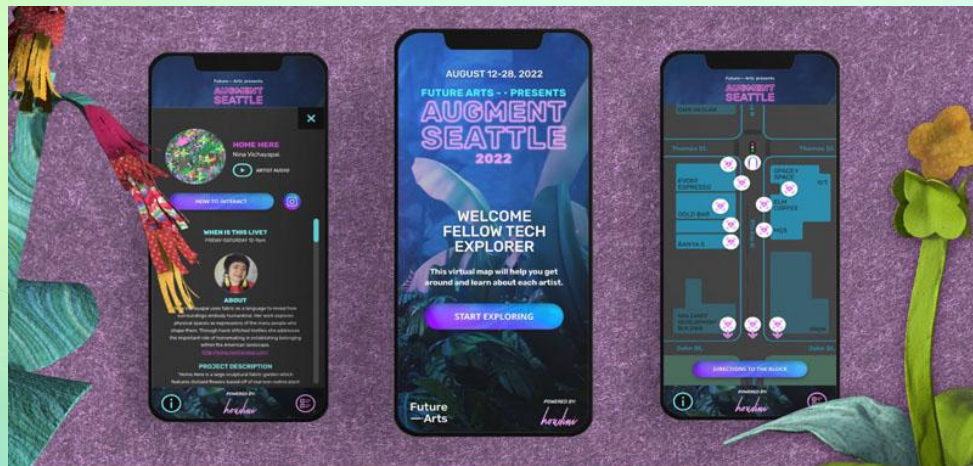


5. The Grand Experience

After proper motion, position tracking and some geospatial magic, the 3D object is fit into the IRL scene for you to enjoy.

ROI & Metrics- Augment Seattle Wayfinder

- 17 Days
- Summer 2022



New Users

2.8K

Avg Engagement Time

:37

App Views

14k