CP Group and ASHA Advisory Launch "CTR Culture" at The Center in Downtown Atlanta

Platform Offering Media Placement Grants for Creatives, Cultural Organizations and Nonprofits Through August 31

ATLANTA (June 25, 2025) - As The Center redefines the future of Downtown Atlanta, ASHA Advisory proudly announces the launch of **CTR Culture**, in partnership with The Center's owner-operator, CP Group. CTR Culture is a transformative platform dedicated to arts, culture, and creative community storytelling at one of the city's most iconic addresses. In celebration of this debut, a limited number of **Media Placement Grants** are now available to local artists, cultural presenters, and nonprofits through August 31. These grants offer unprecedented access to high-profile digital signage at The Center's main entryways, reaching thousands of visitors daily.

"The next iteration of this historic building will be multifaceted — encompassing global entertainment, best-in-class retail, and elevated dining options, but most importantly, providing an experiential hub of cultural and community-centered activity," said Chris Eachus, Founding Partner at CP Group. "Hosting Club World Cup watch parties, providing a platform for local artists, and supporting brand activation and film production opportunities are all ways we hope to engage Atlanta residents and catalyze the downtown experience."

Media Placement Grants: Big Dreams. Big Screens. Big Love.
As part of CTR Culture's inaugural campaign, the Media Placement Grant program will spotlight changemakers, creatives, and mission-driven organizations who are shaping Atlanta's cultural landscape. These grants provide free digital billboard space on The Center's newly installed exterior signage, the Southeast's largest, and aim to uplift community-rooted voices during one of the city's busiest event seasons. With audiences expected to surge during events like the FIFA Club World Cup and conventions at the neighboring Georgia World Congress Center, grantees will gain local and national exposure unlike anything typically accessible to grassroots and nonprofit initiatives.

"This grant program couldn't come at a more critical time for Atlanta's cultural community," said Neda Abghari, Principal & Lead Curator at ASHA Advisory. "As arts presenters and mission-driven creatives face rising costs and shrinking resources, CTR Culture offers this rare opportunity—not just for visibility, but for validation. We're proud to provide space at The Center's iconic civic stage to amplify the voices and visions that make this city extraordinary."

Applications are now open via ASHA Advisory and will close August 5th.
www.ashaadvisory.com/applynow

A Civic Stage for Arts & Culture

The CTR Culture program is part of CP Group's long-term vision to position The Center as Atlanta's premier civic stage. Through a curated mix of exhibitions, media activations, and landmark public artworks, CTR Culture will showcase the city's creative energy while honoring its rich cultural heritage. As part of "Phase 1" of the visual arts rollout, the **ICONS Series** will showcase monumental works by the city's most inspiring, respected, and globally recognized artists. These cultural pioneers embody the grit, grace, and creative excellence that define Atlanta's identity.

Branded Mural Collaborations

As part of this broader initiative, branded mural opportunities are also now available. These limited collaborations offer brands the opportunity to co-create site-specific artwork with local artists across high-visibility areas of The Center. For rates and availability, contact Lead Curator Neda Abghari at neda@ashaadvisory.com.

Leasing at The Center

Opportunities to lease space for short and long-term retail, plug-and-play pop-up events, office, studio and production space now available at The Center. Since CNN Center was occupied by its namesake tenant for nearly four decades, this leasing launch marks the first time in 40 years that office users can claim space within the iconic property. CP Group has partnered with global real estate investment manager Hines to oversee short- and long-term retail leasing at The Center. For information about retail space, activation opportunities, tours and more, please contact Starr Cumming, Retail Director at Hines (starr.cumming@hines.com) or Nick Garzia, Senior Director at Hines (nick.garzia@hines.com). For office leasing, contact CBRE's Nicole Goldsmith (Nicole.goldsmith@cbre.com) or Jeff Keppen (jeff.keppen@cbre.com).

About The Center (formerly CNN Center)

The Center, a seminal pillar of Downtown Atlanta and an indelible piece of the city's rich history, is being revitalized into a hub of world-class retail, dining, content creation, entertainment, and business at the core of downtown Atlanta's entertainment district. The Center is directly connected to State Farm Arena, home of NBA's Atlanta Hawks, and adjacent to the Georgia World Congress Center, and Centennial Olympic Park. Those facilities and the nearby Mercedes-Benz Stadium attract over 12 million visitors annually.

The project currently includes the Omni Atlanta Hotel within its site and boasts an array of prominent cultural sites and institutions within walking distance. For more information on the project, visit thecenteratlanta.com. For media inquiries regarding The Center, please contact Antenna Group at cpgroup@antennagroup.com.

About CP Group

Active in the commercial real estate business for nearly 40 years, CP Group has established a reputation as a premier owner, operator, and developer of office and mixed-use projects throughout the Southeast and Southwest United States. Since 1986, CP Group has acquired and managed over 170 properties, totaling over 62 million square feet, valued at nearly $8 billion. Headquartered in Boca Raton, Florida, the firm has a corporate office in Atlanta and regional offices in Denver, Dallas, Jacksonville, Miami, and Washington, DC. To learn more about the company, visit CPGcre.com.

About ASHA Advisory

ASHA Advisory is a community-focused arts and culture advisory that unlocks the transformative potential of a place by blending curatorial expertise with a profound respect for people, culture, and the environment. Believing in the magic of place, ASHA brings art, culture, and bold ideas together to transform spaces into dynamic hubs of creativity and connection. From curating original artworks to designing immersive cultural experiences, the team ensures that every project feels authentically connected to the community it serves. As cultural architects, they bridge the gap between artists, property owners, and city builders to craft spaces that inspire, engage, and spark conversation. Follow along on Instagram @asha.advisory or visit ASHAAdvisory.com