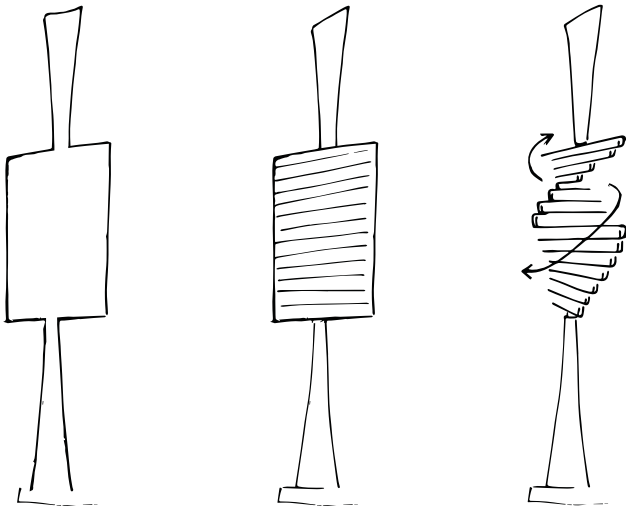


SPECTACULAR CONCEPT: a visually stimulating performance through motion, light and content.



The spectacular reflects the identity of West Hollywood by synchronizing many forms of art into a unique and dynamic performance. Each element must be creatively exciting on its own, but enhanced when presented in harmony with its counterparts.



BOWTIE CONCEPT

The "bowtie" relates back to the Strip's famous black-tie super clubs of the 1930-40's such as Cafe Trocadero and Ciro's, where gangsters mixed with hollywood celebrity regulars. It has now become popular as a bold statement in individuality and creativity among many sectors of art culture - music/art/entertainment. This symbol inspired the spectacular design, celebrating the essence of performance - new and old.





SCULPTURE / FORM

- Visually appealing from a distance - landmark
- Timeless minimal form
- Pedestrian seating at base of structure
- Brushed / Polished texture to reflect atmospheric lighting



MOTION

- Brings the sculpture to life
- Movement captures attention and connects people to the content
- Custom motion sequences can be tailored/synchronized to specific content or event



LIGHTING

- Array of lighting sequences transform the mood of the sculpture at night
- Choreographed accent lighting changes color and intensity
- Theatrical accent lighting highlights different features of the sculpture
- Lighting is synchronized with the motion and content to create a cohesive performance



CONTENT

- Hi Res digital advertisements can be static or animated
- Abstract digital animations are played in conjunction with kinetic motion
- Transition sequences are essential to generate attention and refresh the advertising



① WAVE

② FLAG

③ SPIRAL

④ SLICE

⑤ SHUFFLE

⑥ HELIX

AD MODE

SHOW MODES