DESIGN TEAM

ORANGE BARREL MEDIA
Creating value for the public by designing landmark advertising

TOM WISCOMBE ARCHITECTURE, INC.
Internationally renowned design studio in Los Angeles, committed to architecture that advances the public imagination

MOCA
Engaging Los Angeles through the collection, exhibition and preservation of contemporary art
20th CENTURY BILLBOARD

A sign on a stick, with the single purpose of advertising

No civic or community space or value is created

Billboards of our time should have a civic purpose, be integrated into architectural and urban spaces, and include art content
I. SERVING THE COMMUNITY BY CREATING A NEW FORM OF CIVIC SPACE

II. BUILDING ON THE LEGACY OF THE SUNSET STRIP AND ENGAGING THE PEDESTRIAN SCALE

III. BLENDING COMMERCIAL CONTENT WITH SITE SPECIFIC ARTWORK TO CREATE A ‘LIVING ENTITY’
I. SERVING THE COMMUNITY BY CREATING A NEW FORM OF CIVIC SPACE

City of West Hollywood
California 1984
ENHANCING THE PEDESTRIAN EXPERIENCE

1. BOOK SOUP
   A LOCAL ICON

2. SUNSET PLAZA
   SHOPPING & DINING

3. WHISKEY A GO GO
   THE DOORS 40TH ANNIVERSARY (2014)
COMMUNITY EVENTS & FESTIVALS

INTO THE STREETS
VENUE FOR COMMUNITY ARTS EVENTS

POP-UP PERFORMANCES
VENUE FOR POP-UPS

ROBERT PATRICK PLAYWRIGHT, INTO THE STREETS (2016)

LADY GAGA & ELTON JOHN, POP-UP PERFORMANCE
TOWER RECORDS (2016)
MOCA SPECIAL EVENTS

MOCA will host special events on-site where museum docents will be available to talk about the work on view.

The following are examples of expected quality:

Marilyn Minter, MOCA Collection

Axis Mundo, MOCA PDC: Sept. 9 - Dec. 31, 2017

Pacific Standard Time: LA/LA is an ambitious exploration of Latin American and Latino art in dialogue with Los Angeles. Led by the Getty, Pacific Standard Time: LA/LA is the latest collaborative effort from arts institutions across Southern California.
SUSTAINABILITY

1. LOW ENERGY LED BOARDS
2. SOLAR PHOTO-VOLTAIC PANELS
3. SUPERSTRUCTURE MADE OF RECYCLABLE MARINE-GRADE ALUMINUM
4. SELF-SHADED INTERIOR CREATES COOL MICRO-CLIMATE
5. DROUGHT TOLERANT LANDSCAPING
6. LOW ENERGY LED LANTERNS
II. BUILDING ON THE LEGACY OF THE SUNSET STRIP AND ENGAGING THE PEDESTRIAN SCALE
LEGACY OF THE SUNSET STRIP
BILLBOARDS

I. 3D SPATIAL EFFECTS
II. BREAKING THE EDGE
III. PROMOTIONAL EVENTS

Pink Floyd The Wall, 1982
The Beatles Abby Road, 1969
The Doors, 1967
PORTION OF GOOGLE EARTH GEOMETRY IMPORTED INTO AUTODESK MAYA SOFTWARE TO ANALYZE VIEWS
TRANSLUCENCY THROUGH PERFORATIONS

PHYSICAL MODEL SHOWING PERFORATED ALUMINIUM
TRANSLUCENCY THROUGH PERFORATIONS

1:1 prototype of variable perforations
III. BLENDING COMMERCIAL CONTENT, LIGHTING EFFECTS, AND SITE SPECIFIC ARTWORK TO CREATE A ‘LIVING ENTITY’

THE ENERGETIC, MEDIATED ENVIRONMENT OF THE SUNSET STRIP

ART CREATING A SPACE FOR REFLECTION
DIFFERENT MODES

COMMERCIAL

ART

WAKING UP / GOING TO SLEEP
ARTISTS OF OUR TIME

MARILYN MINTER
MOCA Collection

AXIS MUNDO
MOCA Pacific Design Center
Sept 09, 2017 - Dec 31, 2017

ARTHUR Jafa
MOCA Grand Ave
April 2, 2015 - June 12, 2017

DOUG AITKEN
MOCA The Geffen Contemporary
Sept 10, 2016 - Jan 15, 2017

KAHLIL JOSEPH
MOCA Grand Ave
Mar 20, 2015 - Aug 16, 2015
ART PROGRAMMING CONCEPT

1. Bring artwork out of the gallery and into the streets

2. The Belltower is a cultural venue for multi-media artists, allowing them maximum creative freedom by providing a variety of digital media technologies

3. The current proposal is to have 25% of the time on the LED billboards dedicated to art programming, curated by MOCA and local curators.

4. The 25% art content would include larger continuous blocks of art that could be shown one time per week, one time per month, or for special events.

5. MOCA will curate blue-chip and emerging artists for site specific artwork.
ART INHABITING THE EXTERIOR AS WELL AS THE INTERIOR OF THE BELLTOWER
A LIVING ENTITY

WAKING UP / GOING TO SLEEP

BLENDING COMMERCIAL CONTENT WITH SITE SPECIFIC ARTWORK TO CREATE A 'LIVING ENTITY'

MORNING

EVENING

SUNRISE

NIGHT SKY

WAKING UP / GOING TO SLEEP

BLENDING COMMERCIAL CONTENT WITH SITE SPECIFIC ARTWORK TO CREATE A 'LIVING ENTITY'

MORNING

EVENING

SUNRISE

NIGHT SKY
WEST HOLLYWOOD BELTOWER WINS AIA|LA NEXT LA HONOR AWARD