

# THE PRISM | A SUNSET STRIP SPECTACULAR

JCDecaux in collaboration with ZAHA HADID

Entering West Hollywood along the Sunset Strip is to traverse across its rich and diverse history. WeHo today caters for an even greater spectrum of people with different cultures, experiences, and influences. THE PRISM's blend of original creative content and inventive placemaking will both enhance WeHo's identity and expand the city's interactive communication and engagement with local residents as well as the millions of visitors to the city each year.

The designer is world-renowned architect Dame Zaha Hadid, whose work is included in some of the world's most respected arts collections such as MoMA San Francisco, MoMA New York, and London's Victoria and Albert Museum, and has been showcased in critically acclaimed retrospective exhibitions at the Guggenheim New York and The Hermitage. THE PRISM's design is both defined by and sensitive to the community's many diverse needs and culture. Designed as an innovative, captivating hybrid environment, THE PRISM creates more than simply a pedestrian plaza. It is a civic gateway, a remarkable event setting, and an information hub: a distinctive multi-dimensional canvas for the entire community.



## Stunning, Efficient, Environmentally Sensitive Design

THE PRISM's location – on a spectacular curve of Sunset adjacent to Sunset Plaza's fashionable stores and restaurants – ensures that it will become a striking focal point of WeHo's wider urban landscape and culture.

Wherever possible, THE PRISM integrates aesthetic qualities with environmental considerations:

- Its unique, sculptural form, inspired by nature, and embodying Hadid's unmistakable signature, will be crafted in brushed aluminum, which results in a fully recyclable structure.
- An opportunity to enhance air quality by adding photocatalytic additives to the concrete parts of the construction.
- High-resolution images in its state-of-the-art LED screen automatically dim depending on changes in lighting conditions in the immediate environment.
- The Pedestrian Plaza incorporates drought-tolerant landscaping and shaded seating.
- Integrated lighting provides a variety of illumination from welcoming to dramatic, as well as enhancing public safety.

## Enhancing Community Well-Being

An innovative, fully sustainable urban space and prime event location, THE PRISM will foster community and well-being with a vast array of sensory experiences for visitors. Free WiFi enables visitors to connect with each other and the wider world, as well as project personalized images and design animated lighting effects. Frequent and varied events including concerts, fashion shows, art installations, and other activities will be programmed to fully activate the site. These unique interactive features will create a cohesive and welcoming setting which invites the public, and local and global artists to interact physically and digitally with the space.

An open dialogue will be established with the community to expand and refine the site to WeHo's wishes, desires, and needs. THE PRISM carries within it an inherent sense of vitality and optimism; the ability to connect the community and to build its future. Its striking silhouette reflects WeHo's rich cultural history and the part it plays on a worldwide stage.



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