



UNFOLDING SUNSET

Project Team :

OUTFRONT Media, Gensler, MAK CENTER for Art and Architecture

Unfolding Sunset offers the Strip a next generation public space-as-icon; one that will be to West Hollywood and the 21st century what Times Square was to the 20th. Innovative in both form and pro forma, *Unfolding* is less an object than a visually arresting, socially interactive multimedia environment. Its unprecedented combination of cutting edge advertising and art--civic identity with public life and social media - makes it the ideal forum for a progressive city which sees itself as a place where "art merges with lifestyle and everyone is free to be different". Blurring the line between the physical and digital is essential to the creation of experiences that are memorable and even inspirational. Using an arsenal of technology, visual effects and urban space, *Unfolding* offers public engagement beyond spectatorship. Its unique array of panels possesses the flexibility to address of multiple audiences by blending commercial content with art, performance and social media--pushing the physical, optical, and conceptual boundaries of how moving images are experienced by a moving viewer.

Playing with POV

Unfolding Sunset inverts and explodes the conventions of the standard double-sided billboard to startling effect, whose singular and static presentation is fractured like a photo-collage into a series of panels arrayed



in space. This creates the flexibility to display super-scaled images which can literally jump across them or alternatively, to individuate the panels in surprising combinations of advertising, art or social media. The design also addresses west and eastbound passersby differently from one another. Westbound travelers are treated to a magnetizing optical “trick” (known as anamorphism) as the amalgam of panels gradually merge into a single image and then fragment as one moves toward and then past them. By contrast, travelers eastbound view the project as a “museum without walls” (see “Art” below).

Public Engagement

Together, *Unfolding Sunset*'s mix of panels frame a next-gen public performance space that attracts both pedestrian “actors” and an “audience” of both passing drivers and those surfing the worldwide web. With an elevated stage and bleacher seating, the space enables events associated with the commercial and artistic content being displayed around it. Supported by digital technology, it also provides for spontaneous, interactive “DIY” performance—a “digital soapbox” from which those posing or dancing in front of the green screen, or playing on the laser game court below, can witness themselves superimposed on the content above. Such events will in turn produce valuable content for wider internet and cable broadcast by advertisers and cable stations alike. This includes the City itself, whose own identity and presence as “host” of the digital platform—silhouetted on the risers of the stage--will be recast as not just “Creative”, but “Connected”.

Digital Content (Programming)

WeHo's residents, merchants and visitors live in a 24/7-connected world, and identity--whether commercial, civic or cultural--must be present in digital channels to remain relevant. *Unfolding Sunset* not only features the latest technology to display, but to connect. It exploits the capacity of LED technology to create dynamic and kinetic visual effects, and combines it with a “V-J”-like mix of continuously-changing content with a flexibility of display that ranges from site domination to unexpected and stimulating combinations of advertising, art and social media.

Art

The coexistence of artistic speech and commercial speech sets up a powerful challenge to artists. To be effective in the digital age, artwork must not only be critical, but explore the media itself as a site. The MAK Center for Art and Architecture at West Hollywood's Schindler House will curate such a program at the Spectacular. As it has done before on billboards throughout L.A. and West Hollywood (www.howmanybillboards.org), the MAK Center will organize a changing monthly exhibition according to a different annual theme, involving different artists and guest curators. The exhibition will be also promoted as part of the Center's programming, along with a web log to foster public discussion and education.

