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## APPENDIX R

### Sunset Arts and Advertising Program, Round 2 Top Scoring Projects

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THE CITY OF WEST HOLLYWOOD

# SUNSET BOULEVARD

Arts & Advertising Program

ROUND 2

**TOP SCORING PROJECTS**

DESIGN EXCELLENCE SCREENING



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# SUNSET ARTS & ADVERTISING PROGRAM



## Executive Summary

Always on the cutting edge, the City of West Hollywood is bringing the billboard into the 21st Century. In 2019, the City adopted the Sunset Arts & Advertising Program – a groundbreaking effort to re-imagine the world's premier locations for outdoor advertising. After a competitive vetting process, the first 21 projects were selected to move forward. In September 2021, the City of West Hollywood opened another call for proposals, officially launching the much anticipated Round 2 of the Program. The Design Excellence Committee, formed in 2019, reconvened to review twenty-seven new screening applications, 10 of which emerged as top-scoring projects.

These artistic and imaginative installations will re-energize the world-famous Strip and set the new standard for digital outdoor advertising. This booklet showcases the Round 2 top-scoring projects, including associated new proposed development, building renovations, preserved historic buildings, and new public open spaces. The selection process was hard-fought, and all submissions were reviewed based on the merits of design and their compatibility with the boulevard's culture, history, buildings, and streetscape.

The Sunset Strip has long been one of the most iconic places for outdoor advertising in the world. Creative billboards have long characterized the Strip and remain an integral part of the culture on this famous boulevard – from the memorable rock 'n' roll billboards to the iconic Marlboro Man. These new projects build on this legacy and reinvent the idea of what a billboard can be. They use high quality and thoughtful design to enhance the unique relationship between the street, buildings, and the advertising installation. They will increase the visibility of West Hollywood's Sunset Strip as a preeminent location for advertising and entertainment. These innovative new installations will demand thoughtful and bespoke advertising content befitting of the legendary boulevard.

Advertising will not be the only thing on display. The Sunset Arts & Advertising Program also includes a digital art experience unlike any other. The digital billboards along the Strip will be required to showcase coordinated digital art, creating an outdoor digital art experience. The City will handpick artists to create the artistic content for these novel digital canvases.

This new generation of signage will integrate art, advertising, and architecture to act as a catalyst for new and/or upgraded development, building renovations, facade remodels, historic preservation, and public spaces. Additionally, each will reflect the City's commitment to sustainability, with requirements for clean power and designs that can adapt to changing technology to create lasting value.

Finally, a crucial aspect of the Program is that the billboards are designed and regulated to be good neighbors. Strict controls on illumination and requirements for best-in-class technology will curb excessive brightness and distractions, protecting the Strip's pedestrians, drivers, businesses, visitors, and surrounding neighborhoods. A digital arts and advertisement project of this scope and scale is unprecedented and the caliber and innovation of many of the proposed billboards are truly impressive. These top-scoring projects will set a standard for innovative and architecturally-integrated signage that will solidify the Sunset Strip as one of the world's premier locations where art, culture, and advertising collide.

These top-scoring applicants will have until June 24, 2024 to submit an official application with the Current and Historic Preservation Planning Division in the Planning and Development Services Department. Should an application not be deemed complete by this date, their proposal will no longer be eligible to move on to the next phase(s) of the Program.

**Please note, these projects are merely in the conceptual phase, and have not yet been formally reviewed by the City of West Hollywood nor been approved by necessary review authorities. Many projects may evolve and will be refined in the future.**



# RESCREENS

Projects were eligible to submit in the Rescreen category if they were located West of La Cienega Boulevard and previously submitted in Round 1 of the design excellence screening process (2019), but were not determined top-scoring.

The City reserved 4 openings for top-scoring proposals in the Rescreen category to be added to the Sunset Arts and Advertising Program. Top-scoring projects had to meet the requirements of the category and receive an average score of 225/250 points from the Design Excellence Committee.



9176 SUNSET

## FARING

ARCHITECTURE & DESIGN  
GENSLERMEDIA COMPANY  
FARING

## DESCRIPTION

This project alongside the proposed new development 'pushes the envelope' with its bold expression of a digital billboard design. One of its most striking elements is the compilation of LED louvers that provide depth and alludes to a screen and structure that "breathes." The louvers also reflect the dynamism of the Sunset Strip and the speed of cars moving through the corridor. The primary advertising and art space goes beyond the typical bounding rectangular box. Instead, the screen delicately curves around the structure on both corners of the development. The digital display also embraces new technological innovation as it will be capable of moving throughout the digital canvas and will bring static work to life using animation with subtle moving imagery. By day, the facade will consist of delicate interior solar shading latticework and then, slowly transform to a glowing form - an electric vision - at night.

## PROJECT FEATURES

Most notably, this development intends to be the first all-electric Class A building in the City of West Hollywood. The project offers a variety of features in addition to the billboard such as a second floor hanging garden, a widened sidewalk and a thoughtful pedestrian walkway which will include a cantilevered ceiling with lighting and landscaping. On the southwest side of the project, the proposal includes a stepped planted terrace and a petite garden. This portion of the site in its height, quality and overall design will be acutely sensitive to the nearby residential neighborhood and pedestrian experience. Further, though the digital screen will be dynamic along Sunset Blvd, it will be entirely unseen by south residents - where the south façade will maintain features of any standard development. This proposal also committed to partner with renowned artists for its arts programming which excited the Committee and will surely inspire the community as well.



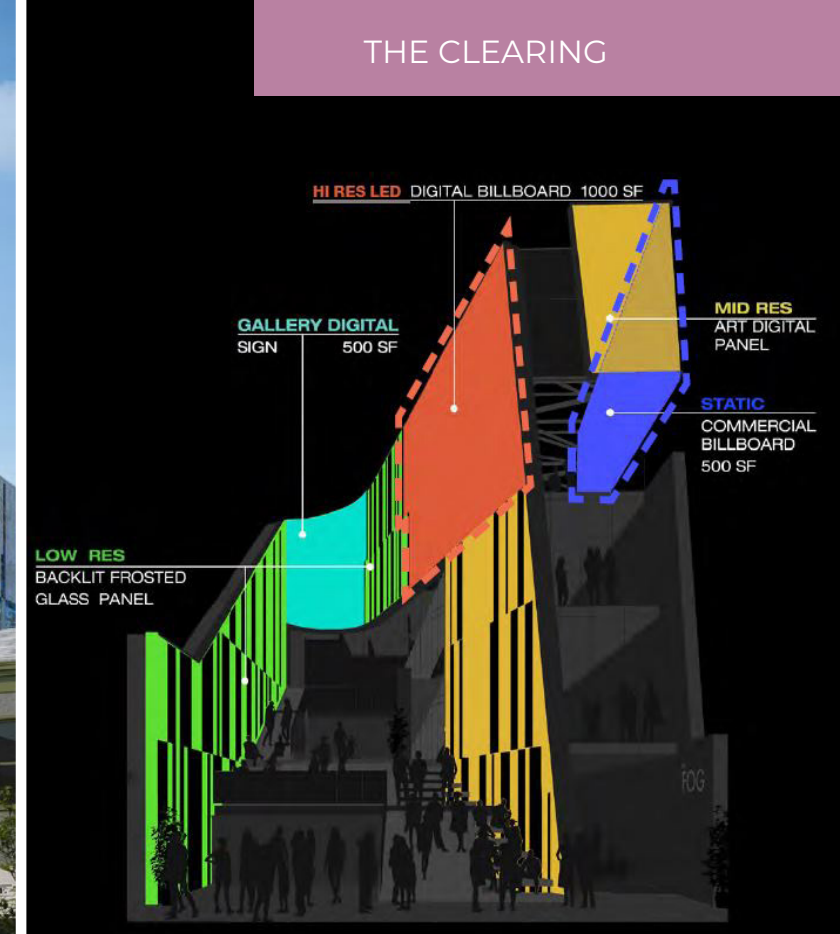


8919 SUNSET

## THE CLEARING (THE FOG)

ARCHITECTURE & DESIGN  
HETZEL DESIGN

MEDIA COMPANY  
BIG OUTDOOR



### DESCRIPTION

Not only does The Clearing integrate art, advertising and architecture, it also adds entirely new elements to The Strip that have yet to be done. It is a multi-faceted proposal which includes a staircase to a “pocket of escape” from the racing traffic that is often experienced along the boulevard. This gathering space stands out beyond the rest as it proposes designated resting areas and an outdoor observation point on each level where the public might enjoy artist showcases, seasonal decorations, light shows synced with music, and even ambient sounds with matching fragrances. A core component of the proposal is to provide space for both commercial advertising and artwork. That said, it will include a west facing LED digital billboard which is seamlessly met with surrounding architectural lighting panels. It also proposes a smaller static billboard on the east facing façade.

### PROJECT FEATURES

The project integrates a wide array of spaces for multiple art forms, both exterior and interior. While on the outside someone might be enjoying the seasonal programming, on the inside someone could be grabbing a coffee at the café or listening to a local artist in the ground floor multipurpose space called “The Fog.” Additionally, the proposal offers gallery spaces on the 2nd and 3rd floors of the development which may also include spaces for small retail, dining and even events. One of the most compelling components of the proposal is the programming and partnership with a local university that could provide students access to the venue’s gallery space and digital displays. This would include visual artists, musicians and filmmakers. Providing access to the space is only one aspect; it also intends to offer and develop programs to count towards student course credit and provide educational grants to student artists.



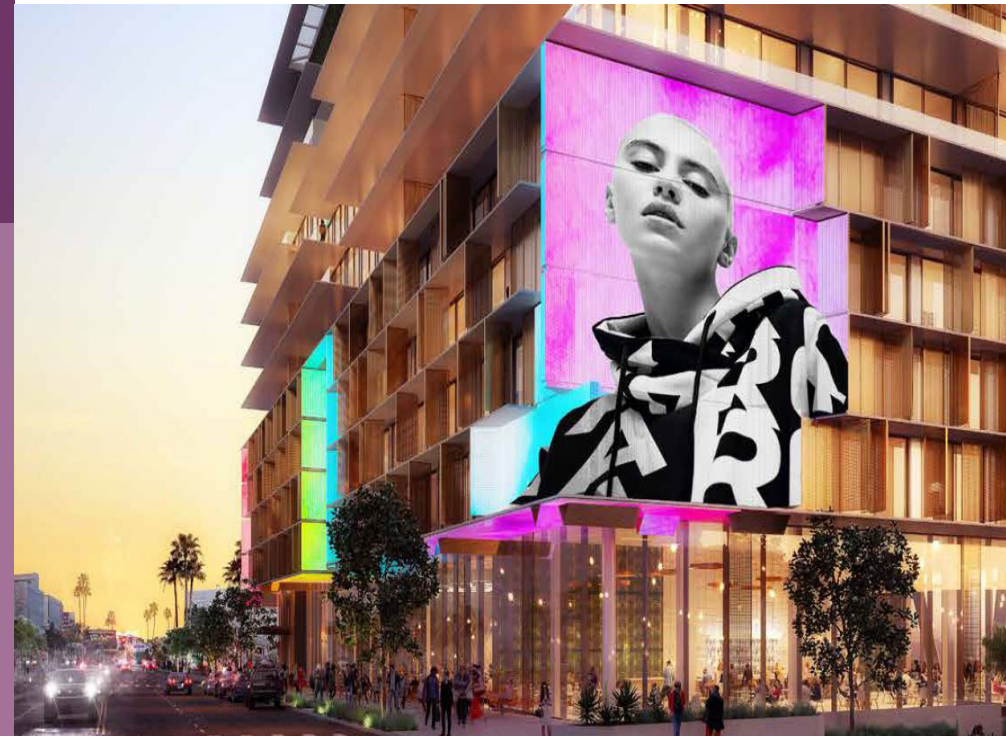


8850 SUNSET

## THE VIPER ROOM

ARCHITECTURE & DESIGN  
OFFICE UNTITLED

MEDIA COMPANY  
BIG OUTDOOR



THE VIPER ROOM

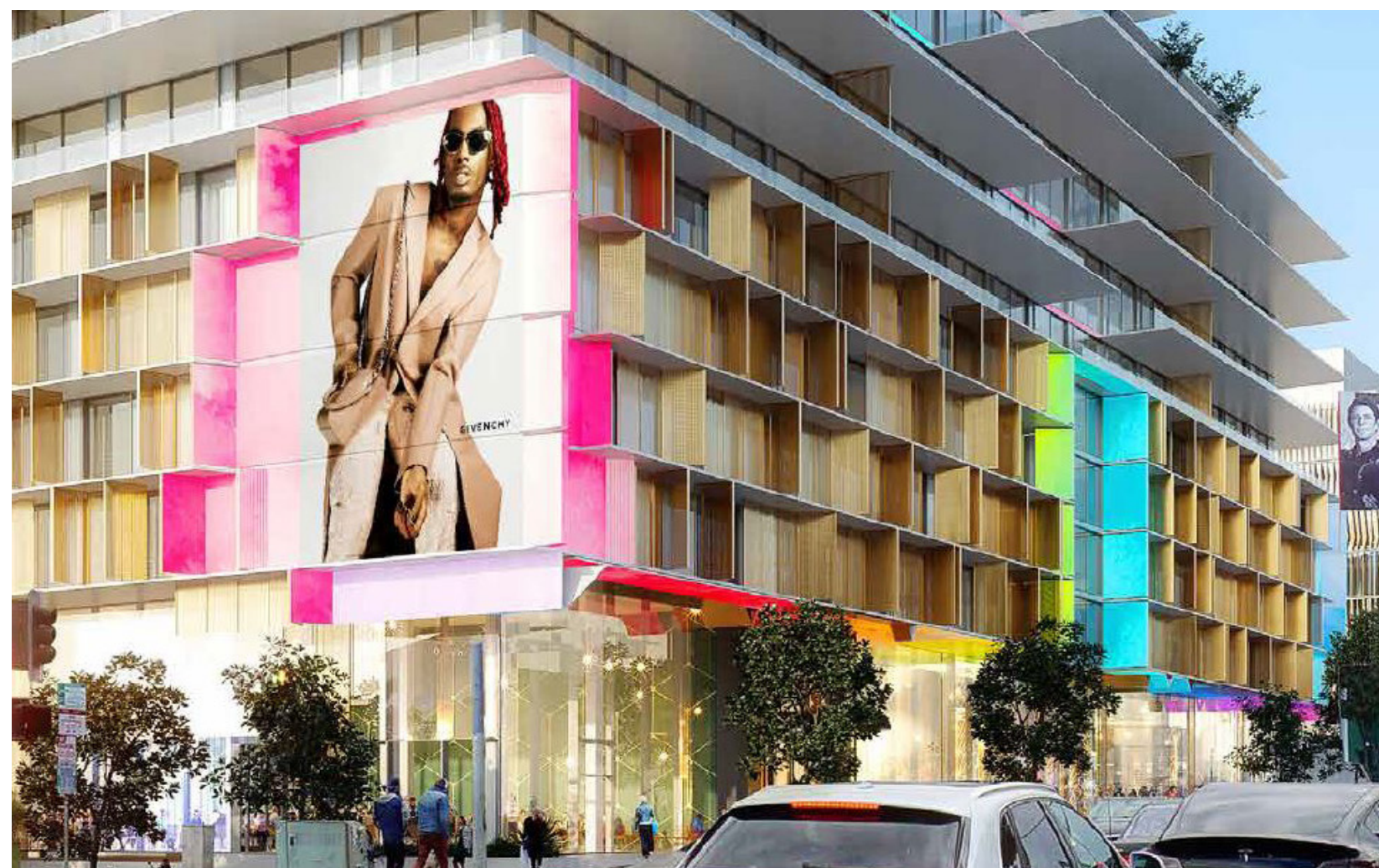


### DESCRIPTION

The revitalized sign at the legendary Viper Room successfully achieves its design goal to harmonize new signage with the architecture of the proposed development. The project establishes the billboard secondary to the building by implementing similar design themes that will not detract from the primary structure, but rather uniquely complement and enhance it. Its status of top-scoring quickly emerged due to the delicate digital display that creates texture and dimension. It will provide a subtle platform to support art and advertising in an unparalleled way. This proposal includes two digital faces on both east and west facing sides of the structure. A creative LED canopy spanning the city block from San Vicente to Larrabee will directly link the sign faces. Most notably, the canopy will provide lighting for pedestrians. Conceptually, the pedestrian's experience underneath the canopy will mirror and add to the vibrancy that many visitors feel while walking along the Sunset Strip.

### PROJECT FEATURES

The digital advertising canvas offers a customized form to allow for a variety of orientations. Artists and advertisers will be able to display both horizontal and vertical aspect ratios. Additionally, a portrait, in particular, may be differentiated from the surrounding landscape-oriented signage, depicted in the image above. The proposal also goes beyond design and emphasizes on what the Viper Room represents for the Sunset Strip at a broader scale. The project intends to partner with Music Forward, a youth music program to inspire young emerging artists and innovators. It proposes inspiring programming which may include a workforce development program, a mentorship program, and a Viper Room Emerging Musicians Spotlight.





8801 SUNSET

## TOWER RECORDS

ARCHITECTURE & DESIGN  
OFFICE UNTITLED

MEDIA COMPANY  
BIG OUTDOOR



TOWER RECORDS

### DESCRIPTION

This concept proposal received the highest average score among the rescreen and open submission screening applications. The Design Excellence Committee unanimously agreed its design could simply be described as inspiring, innovative and timeless. The concept makes a logical and deep connection to the skating industry which is a natural subculture of the history and artistry of the Sunset Strip. Its design borrows equally from the sinuous curvature of Sunset Boulevard and also forms commonly seen in skateboarding ramps, bowls, and parks to create a thoughtful hybrid reference to both local and broader contexts. The proposal highlighted the legacy of the Tower which it seeks to embrace and build upon. It offers a reinvigorated vision for the site that is built around vital principles such as community belonging and free expression.

### PROJECT FEATURES

The proposal orients its digital billboard vertically and as a stand-alone structure, rather than above the building. This approach takes into consideration the visibility of The Strip and other proposed or existing billboards in the area. Moreover, it enables the design to engage at the ground level and provide unique opportunities to add to the public realm and pedestrian experience. The concept includes a "pocket park" situated below the signage, which would be open to the public. It also proposes to offer an unused portion of the site to be revitalized as a high-quality neighborhood park, creating a "green" buffer between a busy commercial corridor and the residential area. In addition, the incorporation of public art will be featured on dedicated mural walls at multiple locations along the perimeter of the parking lot, prioritizing fresh, dynamic, and emerging local artists.





# OPEN SUBMISSIONS

Projects located anywhere along the Sunset Strip and within the Sunset Specific Plan area were eligible to submit in the Open Submission category.

The City reserved 4 openings for top-scoring proposals in the Open Submission category to be added to the Sunset Arts and Advertising Program. One of the four openings may have been reserved for a Cultural Resource submission if it was considered top-scoring. Top-scoring projects had to meet the requirements of the category and receive an average score of 225/250 points from the Design Excellence Committee.



9121 SUNSET

# SUNSET CINEMA

ARCHITECTURE & DESIGN  
FLORENCIA PITA

MEDIA COMPANY  
ORANGE BARREL MEDIA



## DESCRIPTION

The proposal speaks to the central role of “performance” in the history of the Sunset Strip. It pulls from three eras of the boulevard which permeate its identity to this day and contribute to the corridor being a one of a kind “incubator for creative innovation.” It references the significance of ‘Hollywood Glamour’ during the ‘20s-30’s, counterculture and legendary music venues of the ‘70s-’80s, and the current public performances and activations that occur presently. This concept is translated to its design with a dramatic and voluminous waved stage curtain. The movement of the curtain captures the viewer’s attention to seek what lies behind, and not only alluding to reveal what may be on the digital screen but also to spur intrigue of what more could fall behind the project and along Sunset itself. The proposal includes two digital screens, west and east facing. The west facing billboard will be for commercial advertising, while the east face will be devoted exclusively to art content.

## PROJECT FEATURES

Sunset Cinema proposes a new art program, titled Stories of LA, in which short films and still portraits will be publicly broadcasted on the east screen. Artists will be LA-based and will have the opportunity to display major new works while also being commissioned to create site-specific content. This proposed program intends to contribute, deepen, and enliven the conversation across the world about the entertainment and art industries that are re-envisioning themselves in West Hollywood and the greater LA area. QR codes will be provided at the ground level to share more information about the content and artists. Additionally, as part of the proposal, this site will pursue a historic designation as it is listed as an eligible cultural resource in the City’s Commercial Historic Resources Survey. In doing so, the design of the signage maintains visibility of the 1935 French revival facade building.



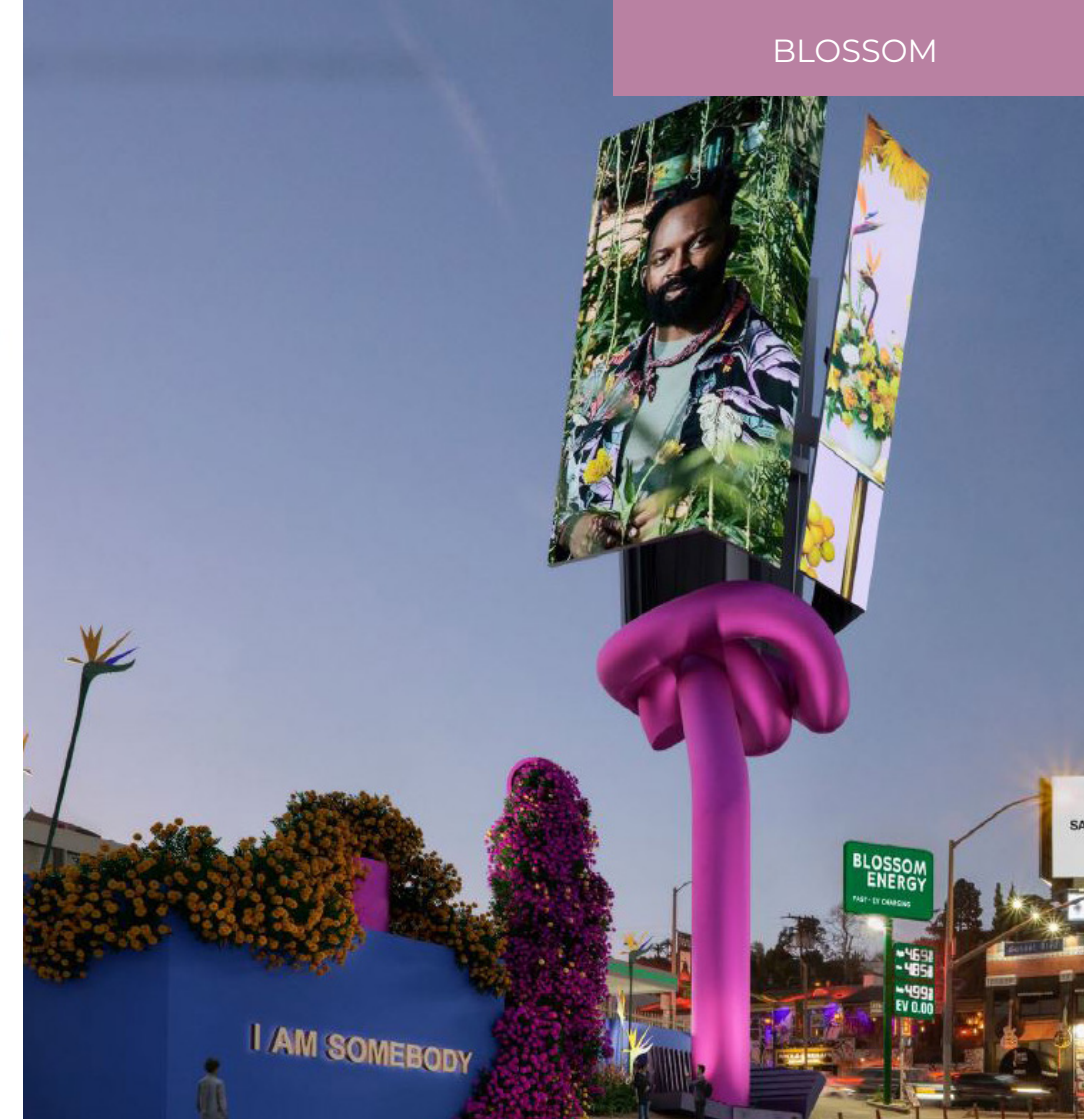
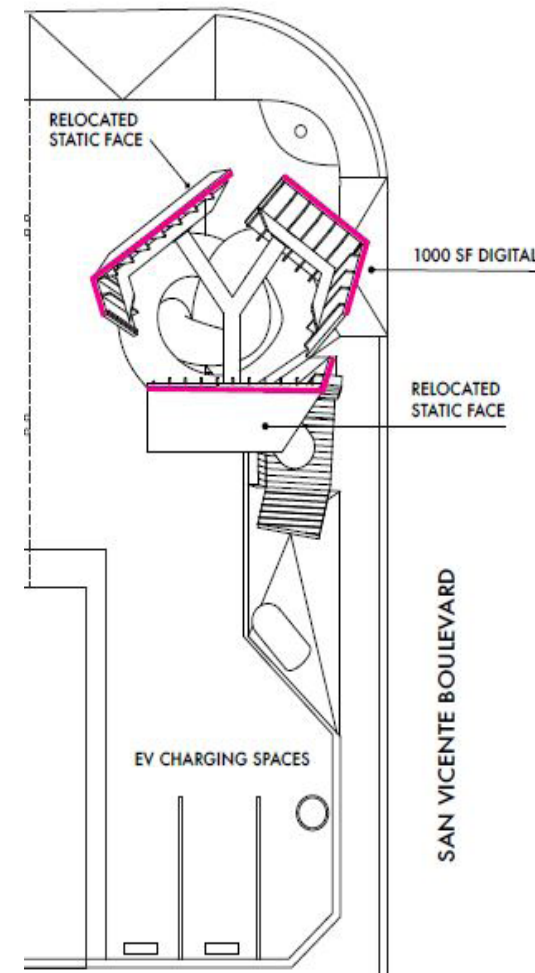


8906 SUNSET

## BLOSSOM

ARCHITECTURE & DESIGN  
BOUWMAN ZAGO  
ARCHITECTURE

MEDIA COMPANY  
ORANGE BARREL MEDIA



BLOSSOM

### DESCRIPTION

Drawing from the concept of quirky roadside architecture and at the cutting edge of contemporary art, this proposal captivated the Design Excellence Committee with its exceptional take on a new urban icon. It reinvigorates a new spirit to the last remaining gas station on the Sunset Strip, rebranded as 'Blossom Energy.' The design concept hovers between architecture and advertising; signage and sculpture. It is a complex figure, in which the pole is just as ambitious as the display above. The bold magenta steel post and its twisted configuration at the top eventually draws down to connect to the ground level. The combination of three billboards atop includes a new digital face and the relocation of two existing static boards that are vertically positioned. All three boards wrap around the steel support to form a geometrical structure that provides phenomenal dimensionality to an otherwise two-dimensional canvas.

### PROJECT FEATURES

The proposal intends to enhance the pedestrian experience by channeling the energy from the signage to the technicolor florals and pocket park along San Vicente Blvd. The eye-catching ground level display resembles the movement of spilling down florals and will be comprised of artificial and real bird-of-paradise flowers. The proposal intends to install 2 EV fast-charging stations to expand on the City's Charge Up West Hollywood program, proposed to be located on the south side of the site. The arts programming is also compelling, starting with the permanent quote displayed as the backdrop to the floral installation, 'I am somebody.' This is a statement that the featured artist, Maurice Harris, has returned to in his practice which captures the ethos of self-determination and self-worth. It is a reminder which has been interwoven in his work and activism. Harris' striking artistic portraits will also be periodically displayed on the digital screen to celebrate joyful expressions of gender, identity, and selfhood in the Black community.



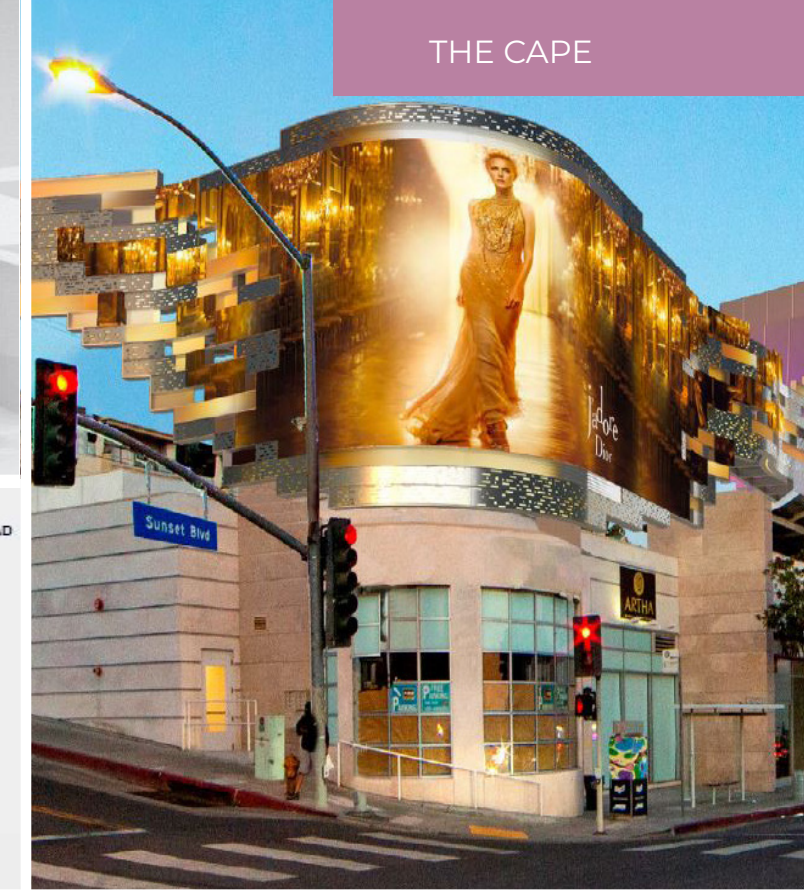
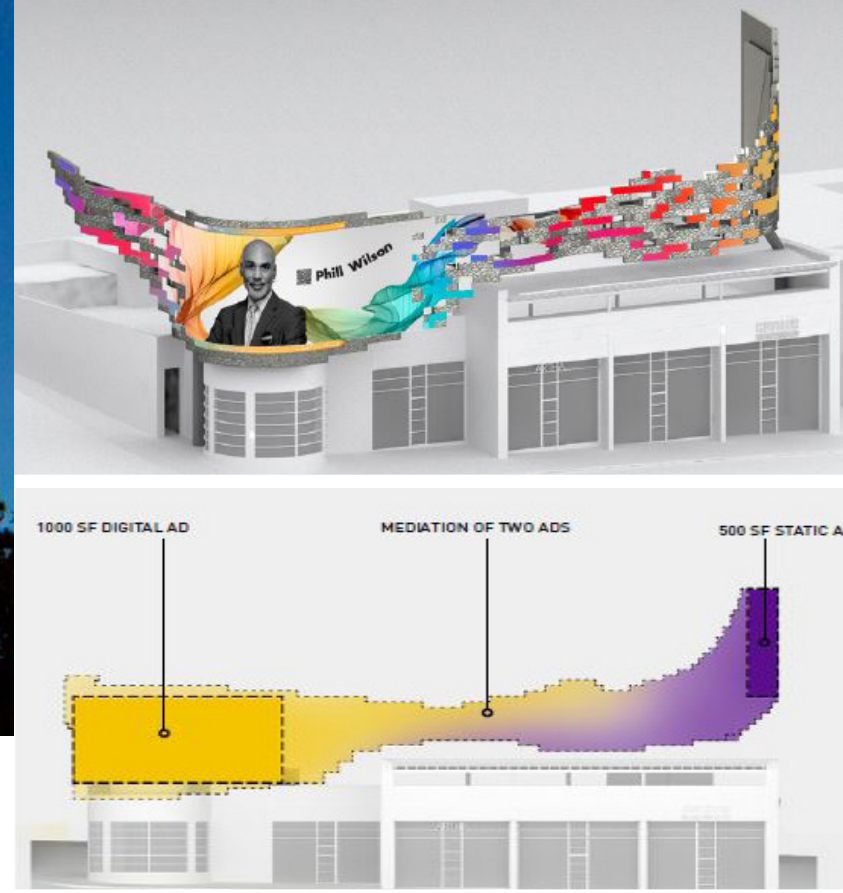


8873 SUNSET

## THE CAPE

ARCHITECTURE & DESIGN  
HITOSHI ABE

MEDIA COMPANY  
ORANGE BARREL MEDIA



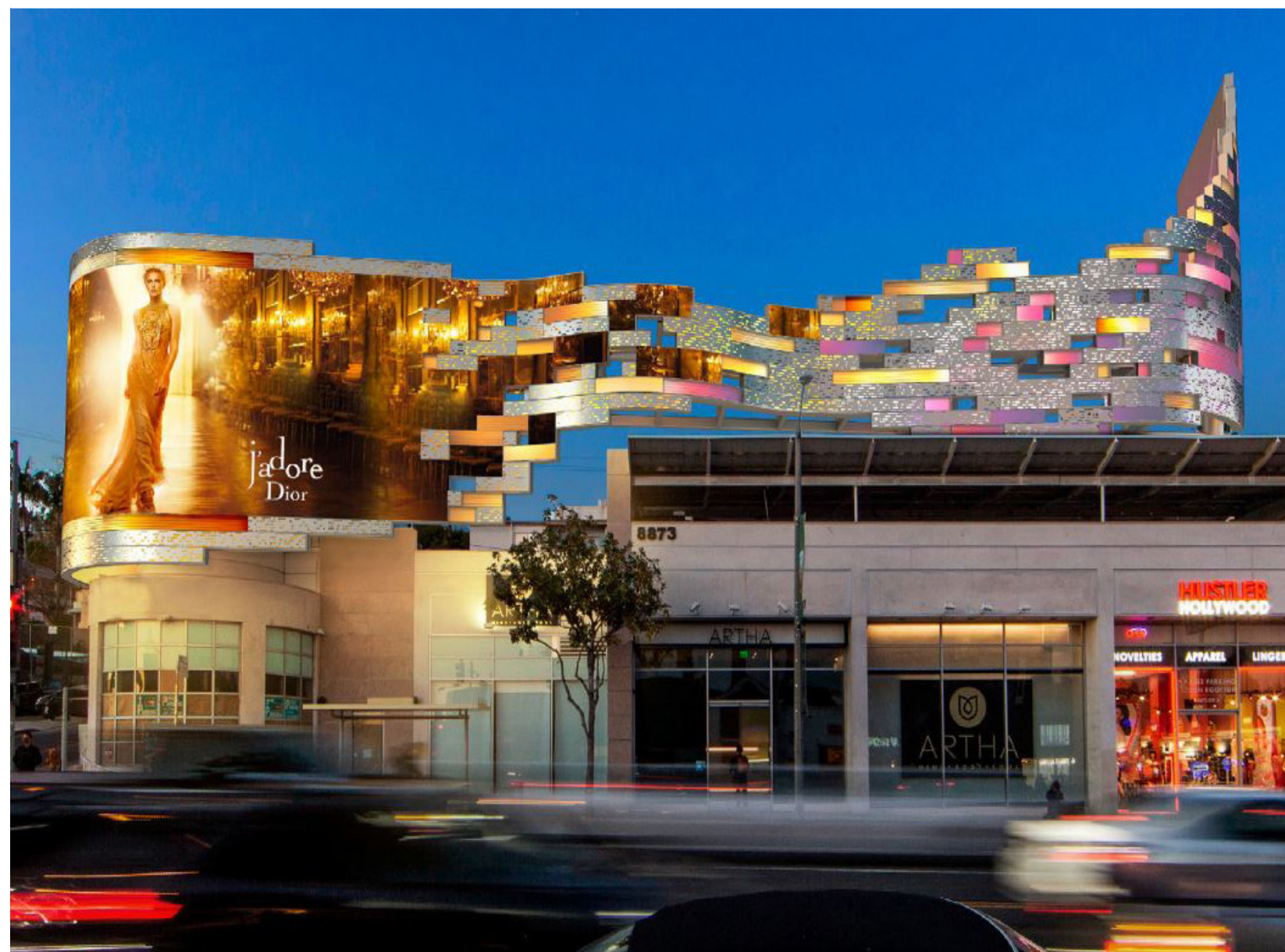
THE CAPE

### DESCRIPTION

The Cape recreates the dynamism of flowing fabric in architecture form, predominantly seen in other mediums such as paintings, drawings, and sculptures throughout history. The project wraps around the second floor of the existing structure to mimic the way a cape would drape around an individual. It represents a sense of motion, heroism, and divineness of the human body. "Consider Superman; without his cape, he is a man in a leotard but with his cape he is a hero in flight." The billboard design proposes a composite of layered architectural "skin" which will be a combination of bending metal LED panels, backlit frosted acrylic, and perforated stainless steel panels to connect the west facing digital billboard and the east facing static billboard. The digital billboard elegantly billows and tucks around the building creating a curved design element for the southwest corner.

### PROJECT FEATURES

This project focuses on and celebrates West Hollywood's historic human rights activism in a space that is often largely focused on commerce and advertising. It distinctively carves out space in its programming to highlight the "Heroes of West Hollywood." It proposes to partner with the Los Angeles LGBT Center and will showcase LGBTQ leaders, individuals, and groups who have played a critical role in shaping the cultural history of the City. Portraits of local heroes will be periodically displayed and iconically surrounded by the flowing "cape." It will truly reflect, represent, and invoke the sense of a hero to its viewers. A QR code will also be available at the ground level for the public to scan and learn more about the featured heroes.





8250 SUNSET

## BETWEEN DOG & WOLF

ARCHITECTURE & DESIGN  
GLENN KAINO STUDIO

MEDIA COMPANY  
ORANGE BARREL MEDIA



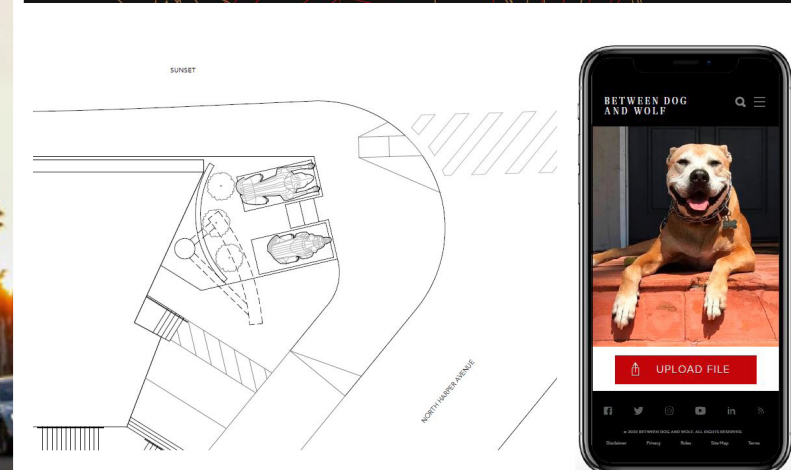
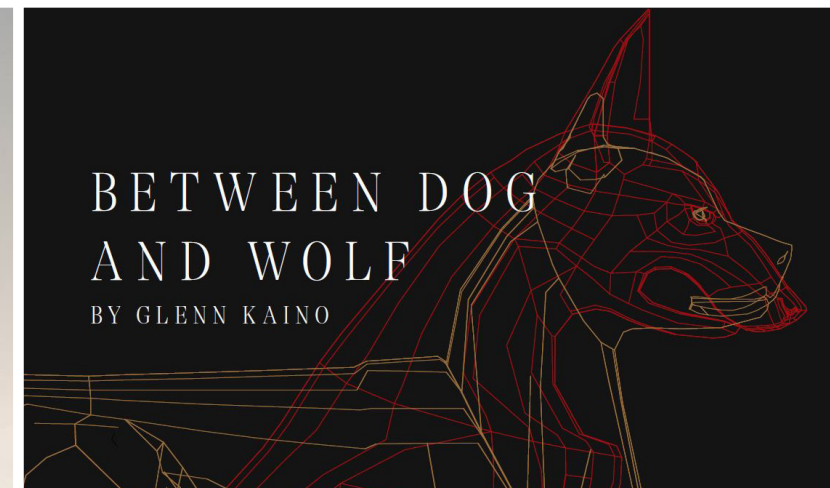
### DESCRIPTION

This proposal redefines the corner of Harper Ave and Sunset Blvd with an entirely new concept that is cohesive, stunning, and beautifully symbolic in a multitude of ways. Glenn Kaino's work draws a parallel which suggests that at dusk, a dog is indistinguishable from a wolf, citing the moment between day and night as a time of transformation. It is within this period that the Sunset Strip also morphs from a commercial corridor to a vibrant entertainment hub. Additionally, it is a profound representation of the beloved pets in the West Hollywood community. The proposal presents two monumental "guardian dogs," referred to as *komainu*, typically found at entrances to temples throughout Asia. They are meant to both welcome the community and ward off evil spirits. The sculpture will be forefront to Japanese maple trees, a traditional Japanese treated wooden back wall, and a digital display for art and advertising. The installation will be situated towards westbound traffic, entering the boulevard from the east.

### PROJECT FEATURES

Between Dog and Wolf sets itself apart by being one of the only proposals to showcase a design that is purely dependent on the art installation. The project reflects its goals and commitment to intertwine art and civic engagement/development to incite community. The proposal includes a highly digitized interactive concept which viewers can walk between the guardians to scan a QR code and share images of their canine companions. Periodically, some of the submitted photos will be broadcasted on the digital screen allowing members of the public to connect over their shared love of dogs. It will also transform the underutilized corner site into a welcoming public amenity, specifically to better engage pedestrian traffic. Additionally, the energy consumption of the digital billboard is designed to be completely carbon neutral.

BETWEEN DOG & WOLF





# GATEWAYS

Projects were eligible to submit in the Gateway category if they were located at key gateway locations such as Holloway Dr, La Cienega Blvd, Cory Ave, or Marmont Ln. The projects also had to include two or more parcels and propose a combination of existing, proposed, approved, new and/or converted billboards.

The City did not limit the number of Gateway proposals to be added to the Sunset Arts and Advertising Program in Round 2 as long as they met the point threshold to be considered top-scoring. Top-scoring projects had to meet the requirements of the category and receive an average score of 225/250 points from the Design Excellence Committee.



CITY NATIONAL

WONDERWALL

ARCHITECTURE & DESIGN PATTERNS

MEDIA COMPANY NEW TRADITIONS

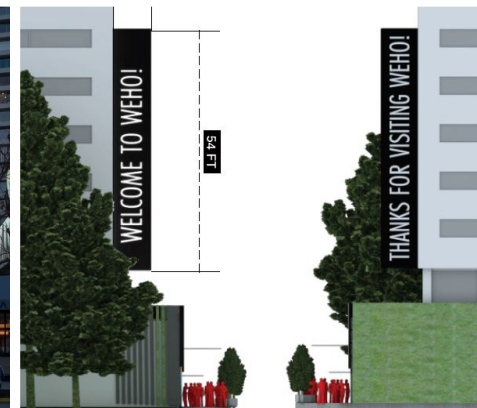
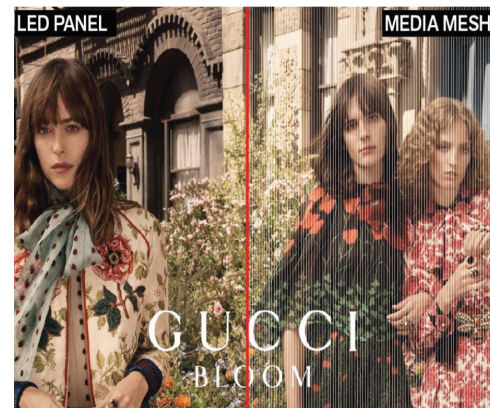


DESCRIPTION

This Gateway proposal offers a delicate design that provides a diversity of uses which are thoughtfully integrated for and into the existing urban space. The design concept is centered around the idea of a cascade of media, art, and advertising which resonates throughout many of the other elements of the proposal. On the east corner of the site, the digital screen features a “waterfall” like appearance in its mesh texture and staggered layering. Thoughtfully, a portion of the digital screen wraps around underneath the building to provide additional overhead lighting and enhance the media experience for pedestrians below. The digital display celebrates West Hollywood by capitalizing on and enhancing an architectural corner which has immense potential to be iconic and an urban landmark for the City and Program. The project also includes additional signage wishing welcome or farewell to visitors as they travel east or west.

PROJECT FEATURES

The concept of the proposal is multi-dimensional, extending beyond the design for digital media and advertising. The project includes a roof garden and a linear promenade spanning over two city blocks. The roof garden is envisioned to be an “airborne wonder” for neighboring buildings to view and enjoy from their windows. The garden will consist of native plants and succulents and a rainwater collection system. It provides a visual amenity among the density of the area and is intended to be a reminder that the world is much more than our human presence. Additionally, this green space design will align itself with the current City aspirations towards greener practices. The linear promenade draws inspiration from other cities across the world. It will provide scattered seating areas, trees, lighting, native vegetation and a public art walkway with seasonal exhibitions.



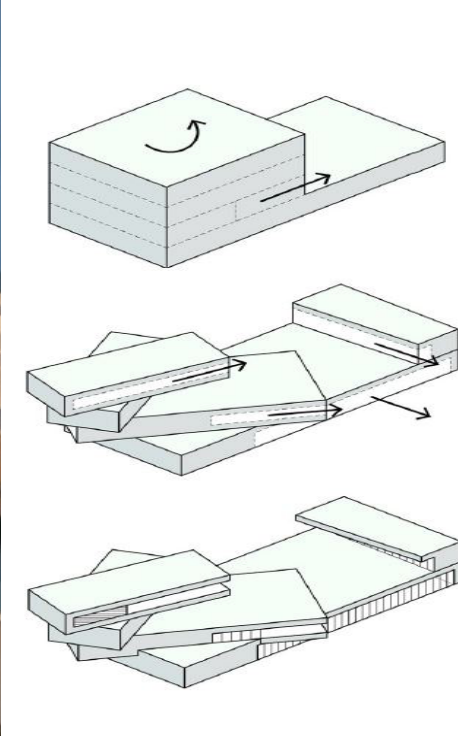


PINK DOT

SUNSET 3

ARCHITECTURE & DESIGN  
LUNO DESIGN STUDIO

MEDIA COMPANY  
ORANGE BARREL MEDIA



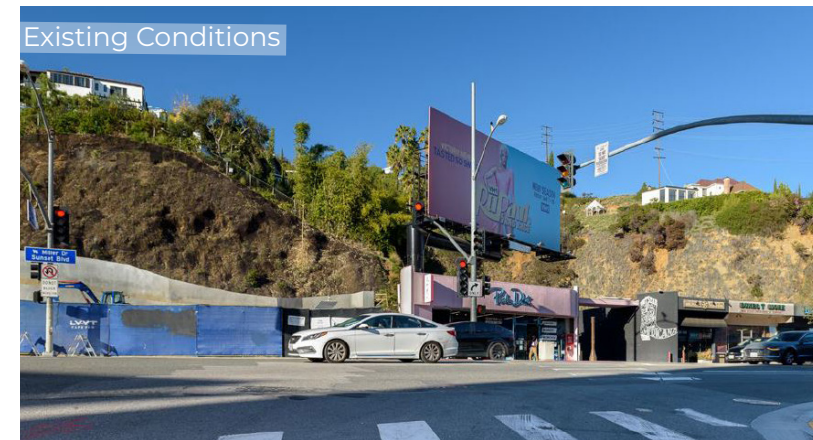
LA CIENEGA GATEWAY

### DESCRIPTION

This Gateway proposal uses a unique opportunity to work in collaboration with Round 1 top-scoring project, The Now which is currently in the formal application process. With the redevelopment of the Pink Dot property, the project proposes a new digital billboard and two relocated static billboards. The proposed proposed building design was critical in ensuring the "Gateway experience" was unified and reflected a symbiotic relationship with the neighboring structure and The Now. The proposed new digital billboard will wrap around the corner of the structure, similar to The Now and is expected to be one of the first digital displays of the Program to be capable of carrying 3D content. Additionally, the digital arts and advertising content will be able to link to The Now so that moving imagery can continue from one screen over onto the next. This concept alone will create an architectural landmark and has the potential to elevate the industry of digital media content on a global scale.

### PROJECT FEATURES

This project offers a variety of interactive experiences for the community. The proposed redevelopment will offer indoor and outdoor dining, office space, retail and the potential for more. Additionally, the property is intended to be centered around being open and welcoming to the public. Visitors will be able to engage with the digital environment by uploading a photo of themselves and customizing their avatar. Throughout the day, the avatars will be projected onto the digital billboards, and they will be captured as an NFT for a digital keepsake of visitors' trip into the augmented reality. Greg Ito is the proposed featured artist who will be commissioned to enliven portions of the building facade for drivers passing by and those at the pedestrian level. Ito is set to create a series of murals which will be on display depicting his signature bold graphic language through cityscapes and vistas.



Existing Conditions



Proposed Project



# SUNSET ARTS & ADVERTISING ROUND 2 TOP-SCORING PROJECT LOCATIONS

## TOP-SCORING RESCREENS

- 2 9176 Sunset - Faring
- 4 8919 Sunset - The Clearing (The Fog)
- 7 8850 Sunset - The Viper Room
- 8 8801 Sunset - Tower Records

## TOP-SCORING OPEN SUBMISSIONS

- 3 9121 Sunset - Sunset Cinema
- 5 8906 Sunset - Blossom
- 6 8873 Sunset - The Cape
- 10 8250 Sunset - Between Dog & Wolf

## TOP-SCORING GATEWAYS

- 1 Westside Gateway - Wonderwall at City National
- 9 La Cienega Gateway - Sunset<sup>3</sup> at Pink Dot





# SELECTION COMMITTEE PROFILES

With the ambitious goals of the program the City of West Hollywood assembled an independent outside review panel of experts in the fields of architecture, media, arts, advertising, historic resource preservation who independently scored projects based. The Design Excellence Reviewers include:

## Frances Anderton

Frances Anderton is host of DnA: Design and Architecture, a weekly radio show broadcast on KCRW NPR station in Los Angeles. For many years she produced KCRW's acclaimed current affairs shows, To The Point, and Which Way, LA? She has served as correspondent for the New York Times and Dwell magazine. Her books include Grand Illusion: A Story of Ambition, and its Limits, on LA's Bunker Hill, based on a studio she co-taught with Frank Gehry and partners at USC School of Architecture. Honors include the Esther McCoy 2010 Award for her work in educating the public about architecture and urbanism from USC School of Architecture's Architectural Guild; she was SCI-Arc's "Honored Guest" at its 2018 Main Event. Anderton was raised in Bath, England, and studied architecture at the Bartlett at University College London.

## David Ehrlich

Ehrlich is the founder FinWater Advisors, LLC, a sports, entertainment and outdoor media consulting firm specializing in the creation of interactive media platforms. Ehrlich's primary business focus is a national practice based on the creation, launch and operation of urban outdoor media districts. Taking the model created in Denver for the Denver Theatre District

(the first public purpose urban sign district), Ehrlich has assisted cities—including West Hollywood—in developing their outdoor media assets. He is a national leader in this area and an advocate for public-private partnerships that develop downtown cores creatively through outdoor media. Ehrlich's past and present clients include the Denver Theatre District, of which he is the Executive Director, DreamHack – the world's largest digital media festival, Superfly Presents, Anschutz Entertainment Group, and the Cities of Denver, Broomfield Colorado, Allen Texas and Independence Missouri.

## Sajji Lazarus

Sajji Lazarus is the CEO and Founder of Panthera Collective, and oversees the AR partnership between Snap Inc. and the Los Angeles County Museum of Art as their Snap Fellow. Sajji's company, Panthera Collective, is a social impact-focused marketing firm which helps nonprofit and socially-driven entities find and articulate their brand. Sajji started her company in 2013 after completing her degree at The School of the Art Institute of Chicago, and since then, has worked to rally support and audiences for causes spanning the spectrum, including anti-genocide campaigns in Myanmar during the Rohingya genocide in 2017, running

US operations for a covert anti-trafficking nonprofit in India, and successfully working to install Culver City, CA's first black female Councilmember in the city's history. Her work exists at the nexus of design, digital marketing, and strategy. Sajji is most passionate about her anti-trafficking work, for which she travels to slums in India to teach self-defense to rescued sex trafficking victims and high-risk women and girls. She also serves on several Advisory Boards, including nonprofits Even Ground, The Pad Project, and the City of West Hollywood's Women's Advisory Board.

## Rick Robinson

Rick Robinson is an OOH Media Executive, Public Speaker, Author, & Sculptor. He currently serves as the Out of Home Advertising Association of America's Chief Creative officer in Residence. Rick started in the OOH business in 1986 as a local salesperson and has sold, planned or bought virtually all forms of traditional and non-traditional OOH media over his 34-year career. His legacy of achievement stretches across multiple disciplines including local and national sales, media planning & buying, product development, promotions, legislative testimony, creative, data science applications and executive leadership. Rick is also internationally recognized as one of the most versatile, influential and passionate advocates in the OOH industry today. and Adweek to Juxtapose, Art Voices and PBS Television. Rick's personal pursuits include local pro bono work for the arts as Board President and Advisor for Art Share LA.

## Elizabeth Timme

Elizabeth is a third generation architect born in Houston and raised in Los Angeles. Watching her parents build in remote locations and start a design school meant that Elizabeth grew to see the practice of architecture as a community-based profession. Growing up in Texas where land use planning and zoning is limited and California where exclusionary zoning practices are historic, Elizabeth is excited by the challenge of Los Angeles where rules are plentiful but often contradictory Elizabeth co-founded LA- because she saw a need for a design approach to be integrated early on in public projects and civic planning. She believes designers can help create a unified vision, identify creative alternatives, and work in partnership with communities. Elizabeth provides leadership at LA-Más by ensuring all projects are thoughtfully designed and critically engage systemic problems.

## Nels Youngborg

Nels is a Senior Associate at Chattel, a historic preservation consulting firm based in Los Angeles. The firm specializes in applying the Secretary of the Interior's Standards for the Treatment of Historic Properties (Secretary's Standards) and interpreting federal, state, and local historic preservation law and regulations. Nels holds a Master of Science in Historic Preservation from the University of Pennsylvania.



# PRIMARY AWARDEES AND DESIGN CONTRIBUTORS

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Florencia Pita

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Gensler

Glenn Kaino Studio

Hetzel Design

Luno Design Studio

Maurice Harris

New Tradition

Orange Barrel Media

OFFICEUNTITLED

PATTERNS

RELM

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