

Frcrde open





VIEW LOOKING SOUTH

## VIEW LOOKING ERST FACADE CLOSED



Hollywood Boulevard is founded upon image. The LAForum Liner responds to the iconic imagery of place through reflection

### OUTER LINER

The front facade takes off-the-shelf mirrors [MINDE mirrors from Ikea] as standard inexpensive units [\$7.99 per panel @75 panels = \$600] and deploys them with variable angles to produce a highly dynamic visual surface. The reflection becomes a fractal array of the context.

The wall opens in its entirety through two doors to revel an inner display liner. A smaller left door that hinges out holds a three-dimensional frame box while the large door has a center pivot that swings into the setback of the existing storefront wall. These walls fully open or shield the front face of the space. When open the walls engage the sidewalk as signage, display surface, and mirror images of the passer-by.

Two elements are visible at pedestrian level: a two dimensional surface to house signage for the local show/event and a three dimensional thickened wall box to house objects or serve as a framed view through the reflective wall and into the gallery proper. These flexible infrastructures display and entice the passerby even when the facility is closed.

A light field of 1' standard fluorescent light fixtures has variable color bulbs to spell out LAFORUM in orange amidst a field of white light. This flexible system has the opportunity to spell a variety of words by simply repositioning the colored bulbs. At night this illuminated sign adds to the mystique and image of Hollywood Boulevard.

### INNER

The interior is treated simply. The existing is maintained and painted. This allows these surfaces to be operated upon based upon the need of the event or installation.

Three mobile walls are added to space. Identical in dimension [12' x 2' x 8'] but variable in program they provide a flexible backdrop for variable events. Each wall has two sides that provide for operable adjustment and calibration relative to need and performance. Each of the walls contains and inner welded 1.5" tube steel frame on eight lockable casters. This allows for a sturdy flexible system for easy reconfiguration of use or simply the ability to close them and store them away. These walls of furniture, cinema, and display are described in detail to the right.



### -OPERABLE MIRRORED FACADE CITY AND SELF AS IMAGE











## FURNITURE

Wall 01 - Face A is a furniture wall with variable stools set into finished niches. In four sizes: square, golden section, root two rectangle and double square, each size allows for variable uses as model base, pedestal, seat, bench, etc. depending upon orientation. In aggregation they provide seating for a theater projection, lecture or charette or can simply be distributed in isolated clusters throughout the space. When removed from the wall, the voids are available for display of three-dimensional objects, when inserted into the voids, they complete the surface to allow for two-dimensional work to be installed overtop. The back side of Wall 01 is used as a wood presentation surface or boundary wall.

# CINEMA

surface.



FLUORESCENT LIGHT SIGN

# REFLECTIVE FRCRDE

Wall 02 - Face A is an image screen. With a 4" border of plywood, the inner fabric liner provides an unbroken surface for projection [a niche for the projector is provided in Wall 03]. The back side of Wall 02 has a similar frame but has an inner surface of homosote to allow for an easily pinable

Wall 03 - Face A contains a series of horizontal flip down shelves, a removable podium, and large pivot panels that can be used as desks or benches. The back side has vertical pivot panels that can open to increase wall surface and reveal an inner white plexiglas skin that can be back lit from internal fluorescent fixtures providing a light box surface for simple illumination or for the display of transparencies.

**IKER MINDE MIRROR** 4**7.25**" X 15.75" **\$7.99 EACH** 

STUD BRCKER WALL CENTER PIVOT + SIDE SWING

-NORER LINER WALL PRINTRBLE SURFACE



RXONOMETRIC

INTERIOR VIEW LOOKING TOWARDS STREET

