

L.A. LINER

FLEXIBLE IMAGE

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 reveal 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 passerby.

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.



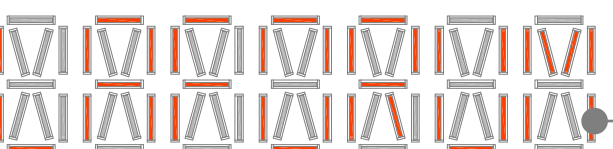
FURNITURE



CINEMA



DISPLAY



LIGHT FIELD SIGN: VARIABLE COLOR

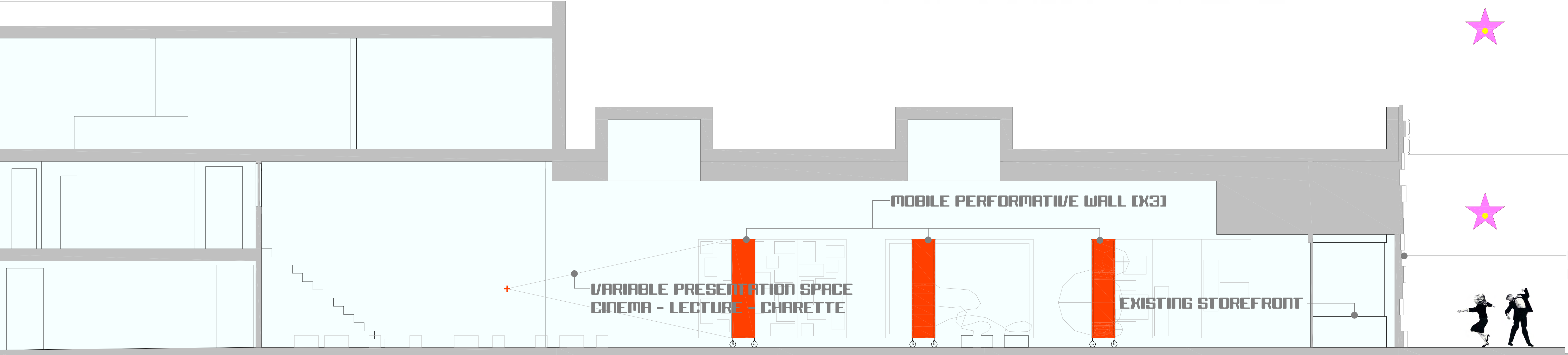
OPERABLE MIRRORED FACADE CITY AND SELF AS IMAGE



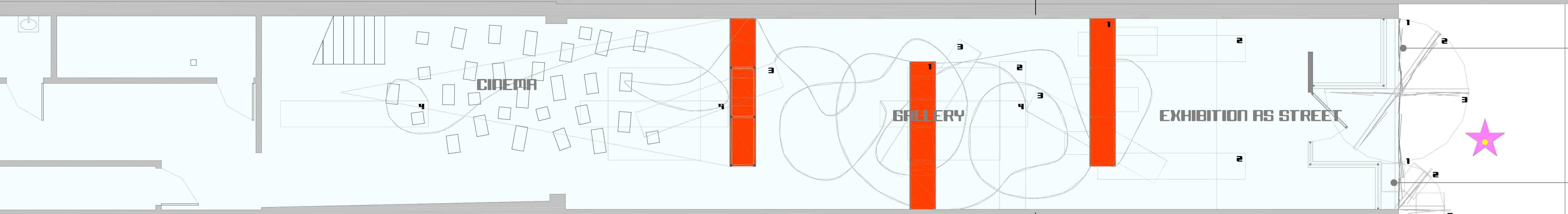
VIEW LOOKING SOUTH
FACADE OPEN



VIEW LOOKING EAST
FACADE CLOSED



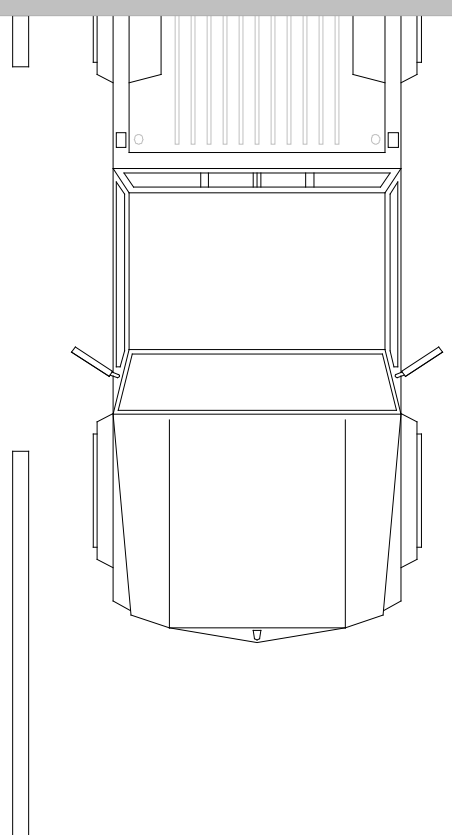
LONGITUDINAL SECTION



PLAN

IMAGE

OBJECT



VARIABLE CONFIGURATIONS: SPINE

ROW

RANDOM

ROOM

