



PROJECT

L.A. LINER

TYPE

RENOVATION

LOCATION

HOLLYWOOD, CA

DATE

2007

SIZE

1500 SQ. FT.

COST

\$ 10,000

Hollywood Boulevard is founded upon image. The LAForum Liner responds to the iconic imagery of place through reflection. The front facade takes off-the-shelf mirrors [MINDE mirrors from Ikea] as standard inexpensive units 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 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.



BORDEN PARTNERSHIP

1918 LAUDERDALE STREET
HOUSTON, TEXAS 77030

www.bordenpartnership.com

PROJECT
L.A. LINER



VIEW LOOKING SOUTH
FACADE OPEN



VIEW LOOKING EAST
FACADE CLOSED

L.A. LINER
FLEXIBLE IMAGE

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

OUTER LINER
The Outer Liner takes off the street mirrors (MIND mirrors from back) as standard dimensions (10' x 10' per panel - 173 panels - 4400) and displays them with variable images to produce a highly dynamic visual surface. The reflection becomes a fiscal drop of the planet.

The wall opens in its entirety through two doors to reveal an inner display case. A smaller left door (large) and right (large) door have a central panel that swings into the back of the existing storefront wall. These walls fully open or closed the front face of the space. When open the walls mirror the cityscape, its images, moving surface, and mirror images of the passerby.

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

A light field of a standard fluorescent light fixture has variable color holes to mount out LAFORM in orange emits a field of white light. This flexible system has the opportunity to spend a variety of words by simply repositioning the colored holes. All right into illuminated sign ends in the display and image of Hollywood Boulevard.

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

Three mobile walls are added to space. Identical in dimension (10' 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 continuous rotation to read and participate. Each of the walls contains an inner window 10' wide and 8' high. These walls are light colored. This allows for a study flexible system for easy reconfiguration of use or display the ability to close them and open them away. Three walls of furniture, cinema, and display are described in detail to the right.

LIGHT FIELD SIGN:
VARIBLE COLOR



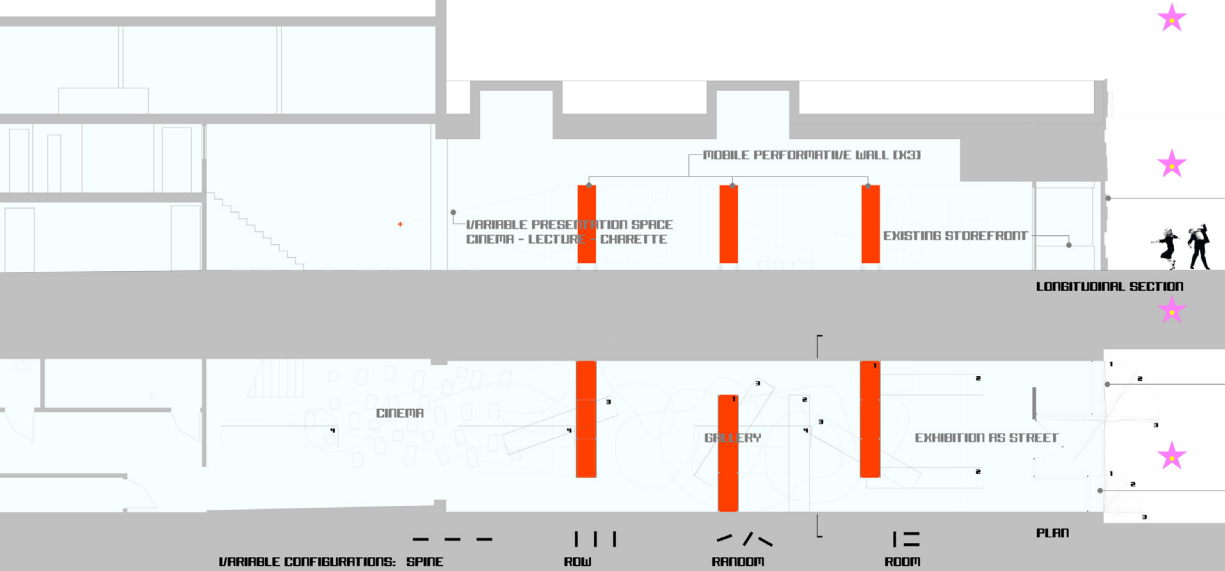
FURNITURE



CINEMA



DISPLAY

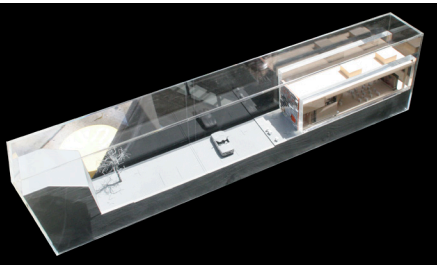


LONGITUDINAL SECTION

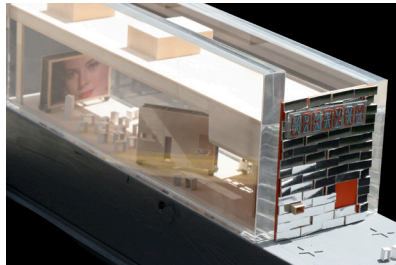
PLAN

COMPETITION BOARDS

FACADE TO STREET



MUTABLE FRONT AND INTERIOR

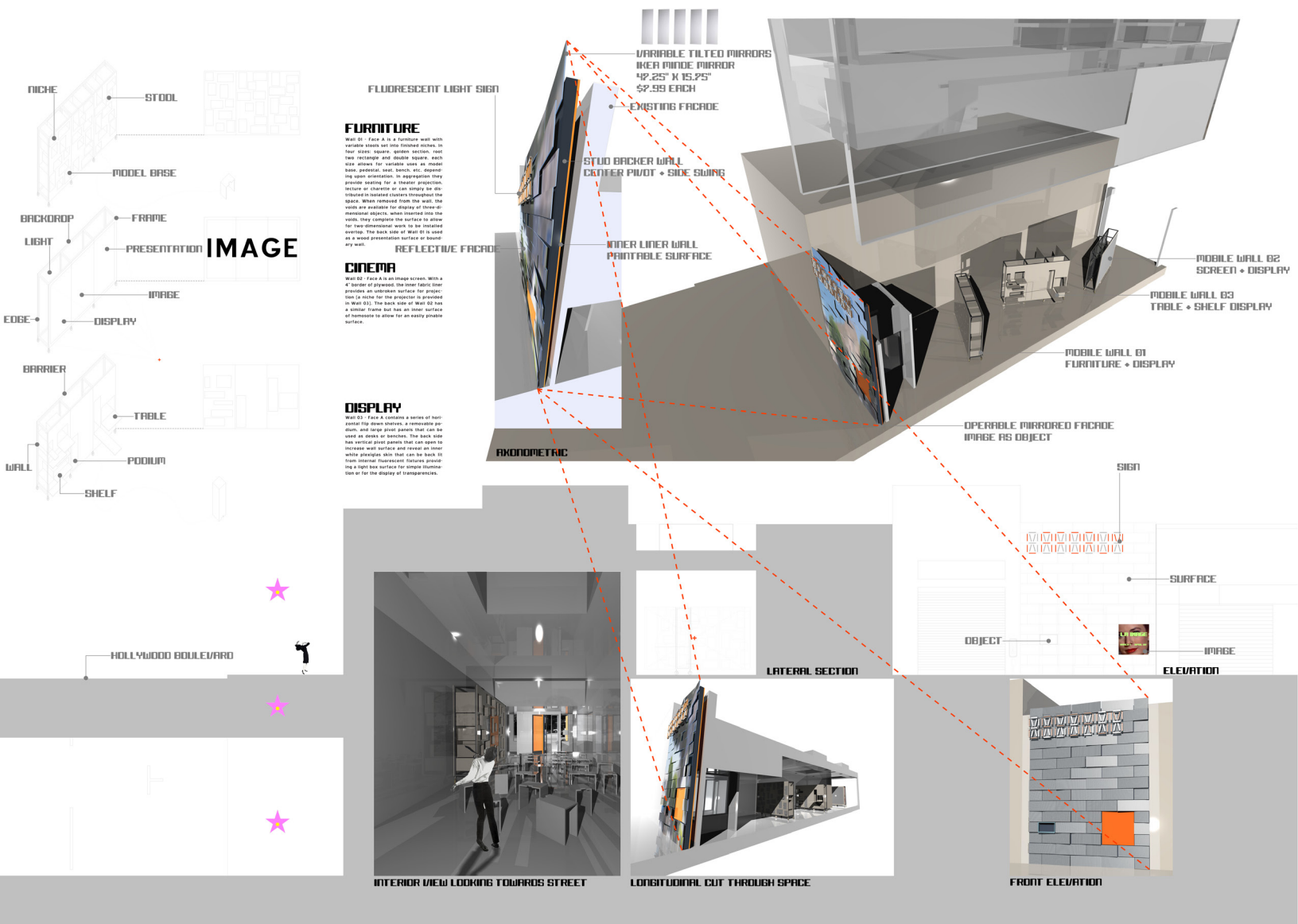


HOLLYWOOD BOULEVARD STREET FACADE



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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.

MOVABLE INTERIOR WALLS



WALL WITH FLIP DISPLAY PANELS



VIEW OF CINEMA

