



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

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 L.A. Liner responds to the iconic imagery of place through reflection.

OUTER LINER
The facade takes cues off the street mirrors (MIRRORED) from their standard dimensions (6'0" per panel - 178 panels x 400) and employs them with variable angles to produce a highly dynamic visual surface. The reflection becomes a fractal array of the space.

The wall opens in its entirety through two doors to reveal an inner display area. A smaller left door hangs out behind a three-dimensional frame box while the larger door hangs out behind the main display area. These walls fold or swing into the back of the existing storefront wall. These walls fold or swing into the front face of the space. When open the walls engage the sidewalk, an existing display surface, and mirror images of the passerby.

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

A light field of a standard fluorescent light fixture has variable color holes to support L.A.FORM in orange emits a field of white light. This flexible system has the opportunity to open a variety of ways by simply repositioning the colored holes. At night this illuminated sign acts as the skyline 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.

These mobile walls are added to space. Idealized in dimension (12' x 2' x 8') but variable in program they provide a flexible backdrop for variable events. Each wall has two sets that provide for equal adjustment and continue to rotate to meet and participate. Each of the walls contains an inner-walled 15" wide steel frame on eight flexible casters. This allows for a sturdy flexible system for easy reconfiguration or use or simply the ability to take them and store them away. Three walls of furniture, cinema, and display are described in detail to the right.



FURNITURE



CINEMA

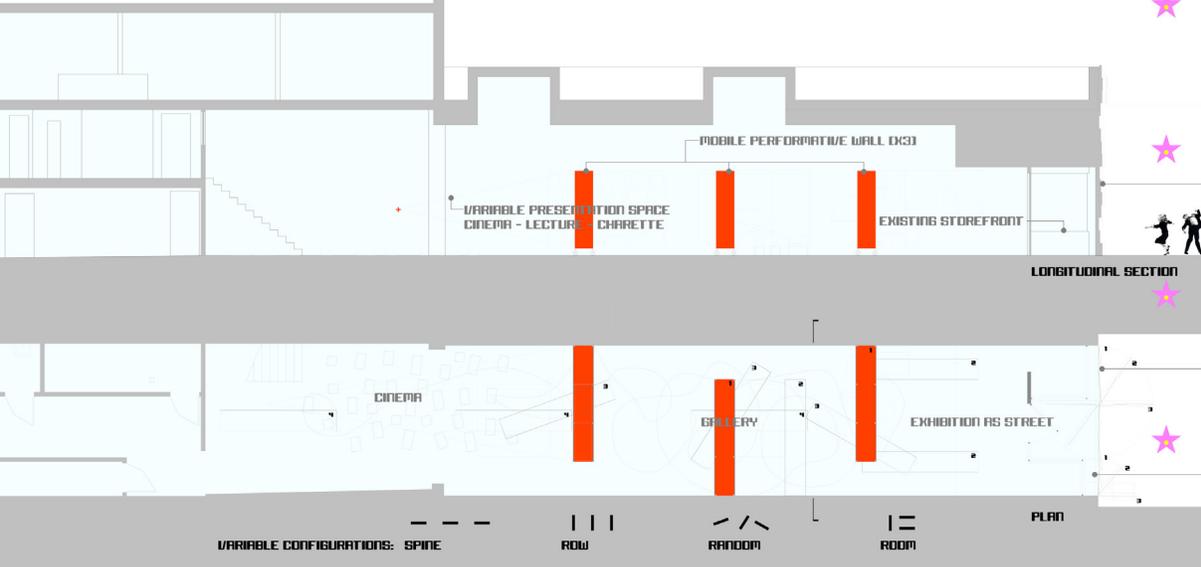


DISPLAY



LIGHT FIELD SIGN:
VARIABLE COLOR

OPERABLE MIRRORED FACADE
CITY AND SELF AS IMAGE



VARIABLE CONFIGURATIONS: SPINE

ROW

RANDOM

ROOM

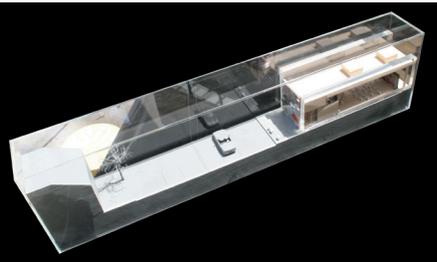
PLAN

IMAGE

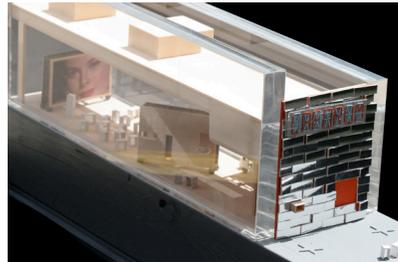
OBJECT

COMPETITION BOARDS

FACADE TO STREET

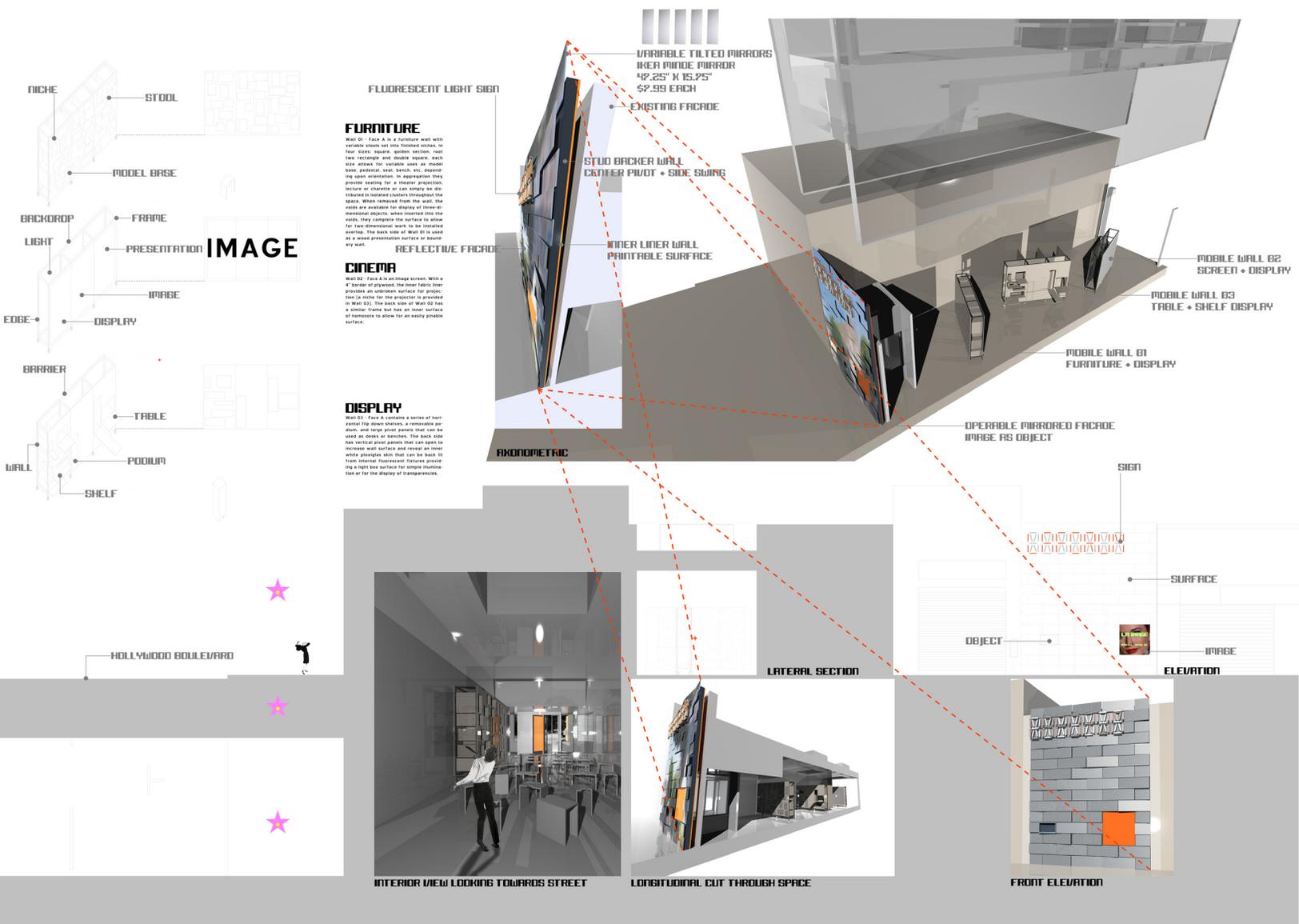


MUTABLE FRONT AND INTERIOR



HOLLYWOOD BOULEVARD STREET FACADE





FURNITURE
Wall 01 - Three (3) in a furniture wall with variable stools set into finished niches. In four chairs, square, square section, seat two rectangle and double square. Each side 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 character or can simply be distributed in isolated clusters throughout the space. When removed from the wall, the walls are available for display of three-dimensional objects, when mounted into the wall, they complete the surface to allow for two-dimensional work to be mounted overtop. The back side of wall 01 is used as a record presentation surface or board any wall.

CINEMA
Wall 02 - Glass in on-stage screen. With a 4" border of plywood the inner fabric liner provides an underside surface for projection (a niche for the projector is provided in Wall 02). The back side of wall 02 has a similar frame but has an inner surface of tempered to allow for an easy glass surface.

DISPLAY
Wall 03 - Glass in on-stage screen. With a 4" border of plywood the inner fabric liner provides an underside surface for projection (a niche for the projector is provided in Wall 03). The back side of wall 03 has a similar frame but has an inner surface of tempered to allow for an easy glass surface.

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

