



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**

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PROJECT  
**L.A. LINER**



VIEW LOOKING SOUTH  
FACADE OPEN



VIEW LOOKING EAST  
FACADE CLOSED

**L.A. LINER**  
FLEXIBLE IMAGE

Hollywood Boulevard is featured again on the L.A. Liner, responding to the iconic imagery of glass through reflection.

**OUTER LINER**  
The inner linear takes off the street mirror (MIRROR) mirror from back, an standard translucent acrylic (1/2" panel) (1/2" panel) (1/2" panel) and displays them with various images to produce a highly dynamic visual surface. The reflection becomes a focal point of the space.

The wall opens in its entirety through the glass to reveal an inner display case. A double wall that changes and moves a three-dimensional frame box while the large glass that is a central piece that brings into the backdrop of the existing storefront wall. These walls fold or move the wall back of the glass. When open the walls engage the storefront, an integral mirror, window, and mirror image of the glass by.

The elements are visible at pedestrian level, a three-dimensional surface to create the space for the local observation and a three-dimensional horizontal 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 define the generally work when the facility is closed.

A light field of 1" standard fluorescent light fixtures has variable color fields to create the L.A. LINER in orange, amber, a field of white light. This flexible system has the opportunity to spend a variety of words by simply repositioning the colored fields. At night this illuminated sign adds to the sign and image of Hollywood Boulevard.

**INNER**  
The interior is created simply. The walling is maintained and painted. This allows these surfaces to be separated based upon the need of the event or installation.

These mobile walls are added to accommodate an increase in display area. Each wall has the same that provide for equal adjustment and uniformity in the field and performance. Each of the walls contains an inner-walled 1/2" tube that holds an eight-foot-long sign. This allows for a sturdy flexible system for easy installation or use to ensure the ability to close them and store them away. Three walls of flexible, orange, and white are depicted in detail to the right.

**LIGHT FIELD SIGN: VARIABLE COLOR**



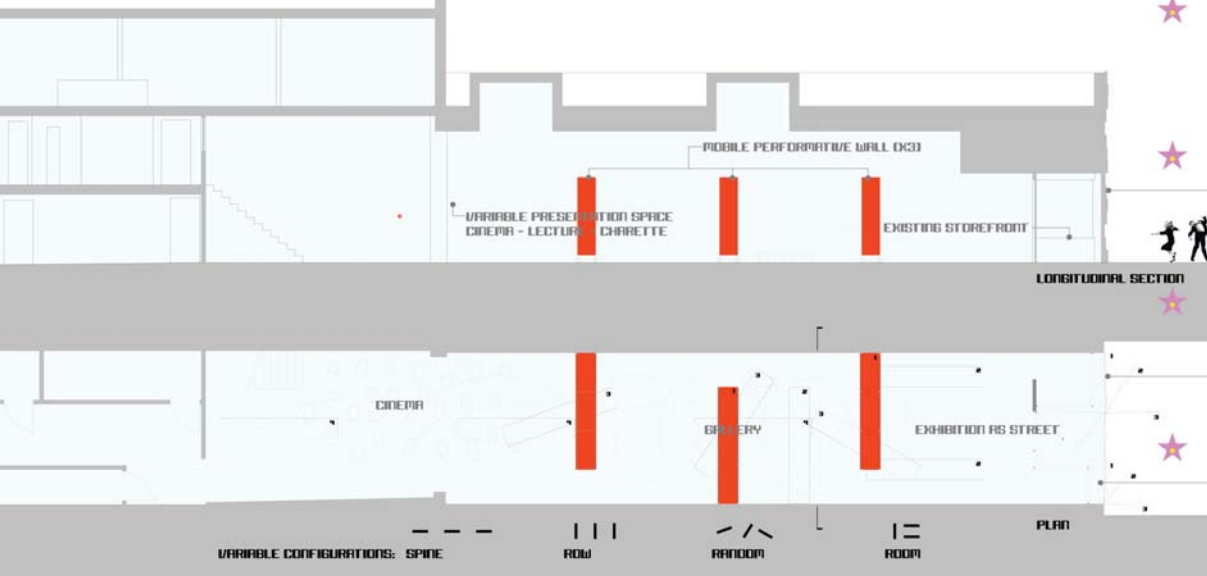
FURNITURE



CINEMA



DISPLAY



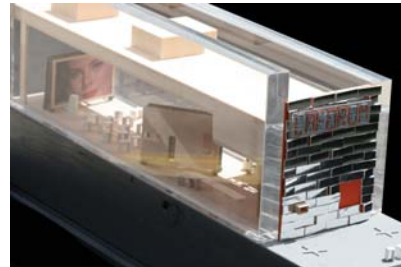
OPERABLE MIRROR FACADE CITY AND SELF AS IMAGE

COMPETITION BOARDS

FACADE TO STREET

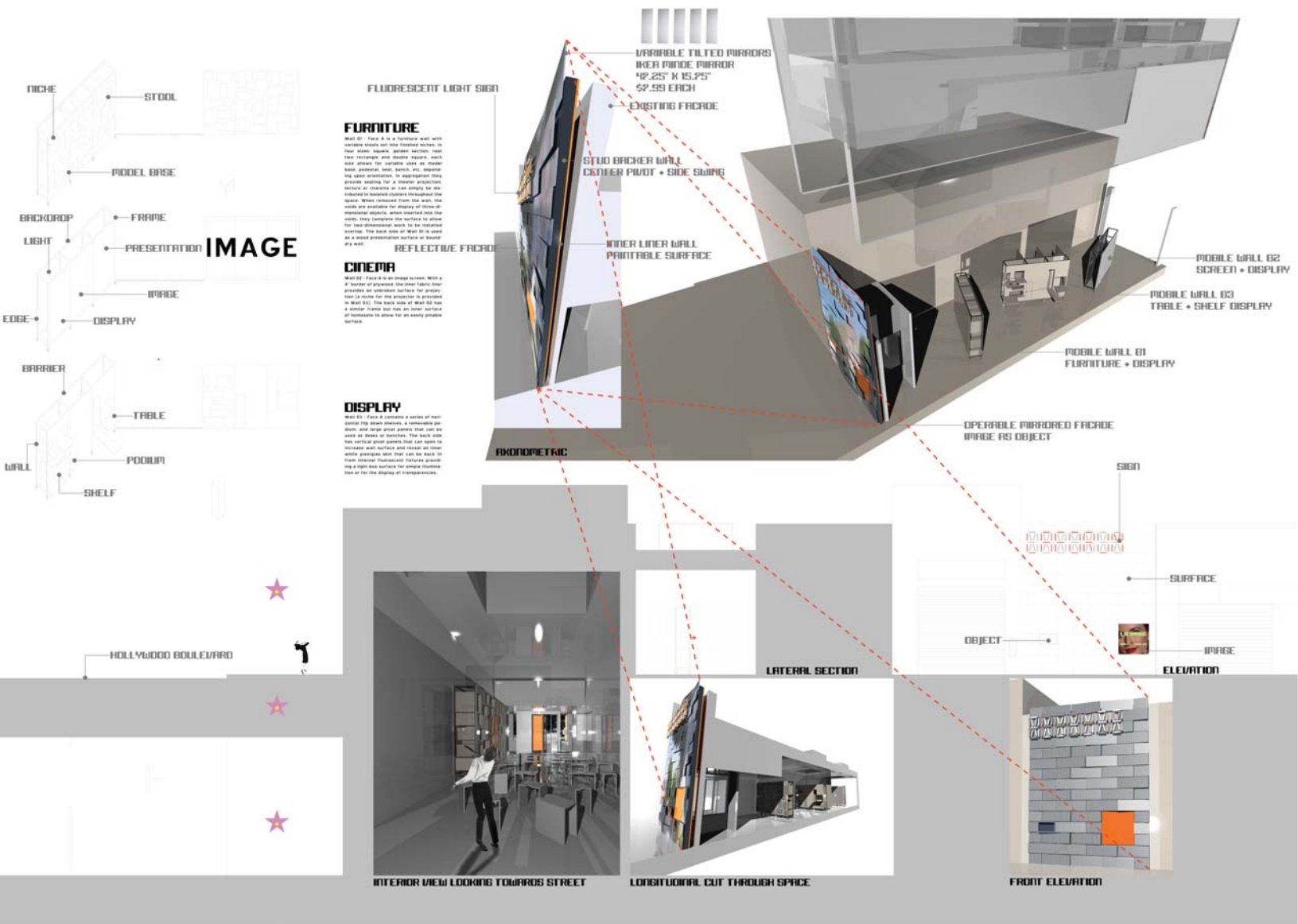


MUTABLE FRONT AND INTERIOR



HOLLYWOOD BOULEVARD STREET FACADE





**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

