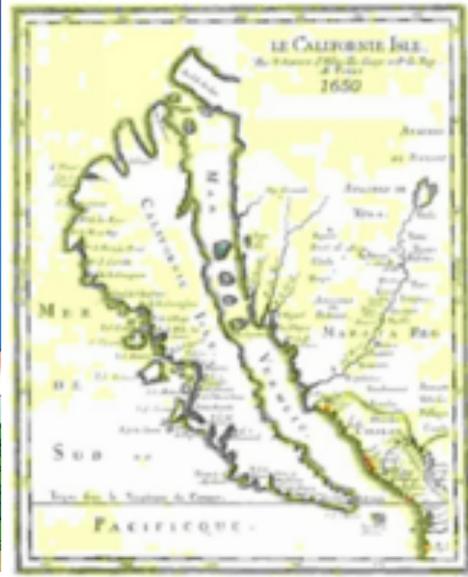
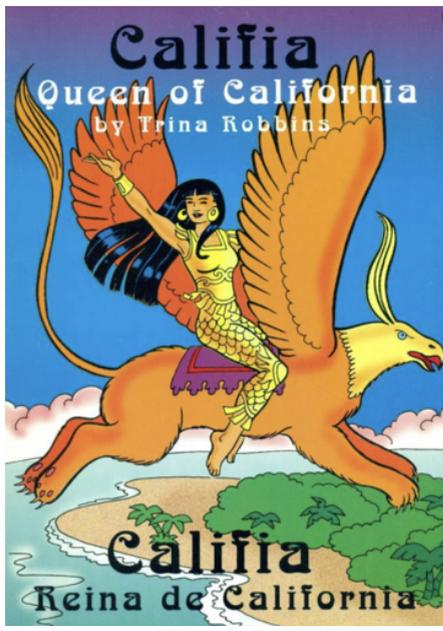


A LIGHTHOUSE FOR ALL?
WHERE ELSE BUT IN THE...

BIRTHPLACE OF THE FUTURE

CALIFORNIA



IN THE BEGINNING... CALIFORNIA WAS BORN OF FANTASY

Did you know the name *California* originates from the Spanish conquistador Hernán Cortés, after *Califia*, queen of the mythical island paradise described by Garcia Ordonez de Montalvo about 1510? In his novel, *Califia* is a pagan warrior queen who ruled over a kingdom of Arabic women living on the Island of California.

Cortés, coming to the point beyond the farthest west known at that time (about 1521), gave to his discovery the name - *California*.

In the novel about the mythical island, California was described as having no metal but gold (how appealing to romantic adventurers) - perhaps this could be where the golden city of El Dorado would be found? However, when Juan Cabrillo and others explored the coast, California's gold remained hidden until...the big gold rush!

Chinese railroad workers

EVEN EARLIER...

California was a paradise without any humans at all until, about 15,000 years ago, explorers found their way from east Asia over a long gone land bridge.

Once here, they flourished by exploiting the available resources. Wildlife was everywhere and easy to take - until it learned better regarding 'new animals' in

its midst.

Nevertheless, for 14,000 years the human population grew so much that by the time of the European exploration, California was home to as many as 1/3 of all the native peoples in what is now called America. It was that bountiful.

Unfortunately, the new explorers brought unwelcome 'guests' with them - bacteria and viruses, along with guns, organized warfare and relentless greed.

To produce sustenance for the occupiers, the native peoples were converted through religion, or force, to

work for the occupiers. The natives who escaped relocated to less productive regions, where they struggled, but were free.

Once the occupiers settled disagreements among themselves as to who would 'own' the land, the natives were doomed forever to serve these new masters, some of whom were generous with their time and knowledge, educating a select few for their own benefit.

INDEPENDENT MEXICO - 1821

Revolution in Mexico created a new regional Spanish speaking power which controlled the land from central America to the Oregon country (the latter was claimed by England and the United States, with Russia attempting to be included).

Mexico enjoyed a short period of domination until the Mexican-American war decided California's fate.

The discovery of gold ended the hope of any other power entering the picture.

AMERICANS ARRIVE

1849 brought one of the world's most unique movements of population as thousands upon thousands of adventurers from all over the world risked all they had for a chance to strike it rich! Along with the gold miners came others who knew there would be needs - like food, transportation, supplies of all kinds, services and entertainment. These providers did very well.

After the easy finds in the gold mines diminished, miners who had not hit a jackpot were forced to find other work, mostly in California. Farming and ranching then became the new gold. This was the early beginning of the Wild West.

Our government, after the Civil War, dishonestly negotiated many treaties with the indigenous peoples, leading to the Indian Wars.

When more and more settlers with large wagon trains headed for the Far West, the native peoples knew that the hold on their lands was fragile indeed.

People had to be hardy to gamble their lives against others who believed they had prior ownership rights, as

well as many sicknesses, unpredictable weather and unknown geography, just for a better life - but, they were the ones who created the California of today.

Also about this time, it became common for white workers to resent anyone else who would compete with them for work, and many people suffered discrimination - a period that does not make California proud. Those same people were the labor who brought the railroad over the Sierras, picked the harvests, and were expected to do the most dangerous work. The indigenous population suffered the most.

EAST MEETS WEST - 1869

After the railroad linked the west with the east, everything changed.

The modern California was born and has consistently been a cultural phenomenon since that time.

Early advertising by the railroads created an image of a warm, sunny paradise just waiting for people to move in and take what they wanted.

Amazingly, much of that was true. The mild, Mediterranean climate attracted an endless parade of dreamers, exploiters, hustlers, utopians, religious fanatics, artists of all kinds. It seemed that anyone with a dream that couldn't be realized at home found their way to California, mainly southern California and Los Angeles.

Among these arrivals were a contingent of early filmmakers trying to avoid paying Thomas Edison for his rights to his patented inventions.



Gold nugget, actual size

CALIFORNIA BECAME A LAND WHERE DREAMS COULD COME TRUE IF YOU WORKED HARD ENOUGH!

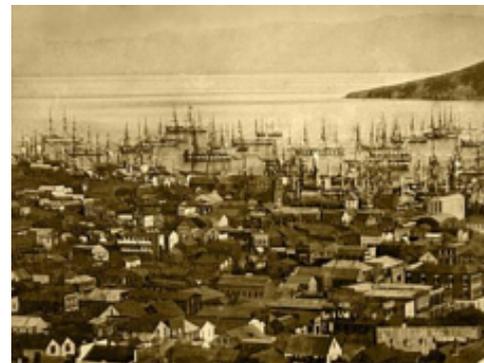
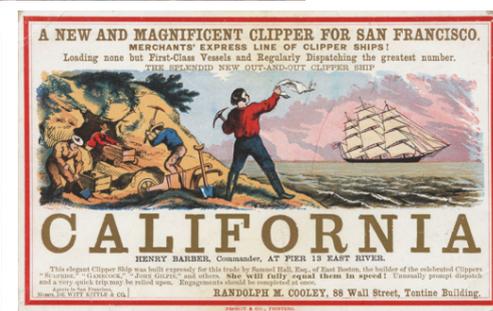
Cabrillo arrives-1542



Mexican Independence-1821



Mexican Independence-1821



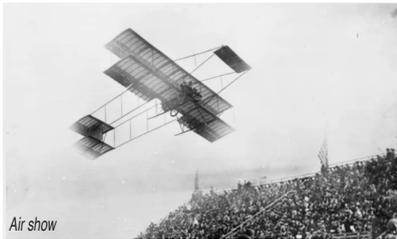
San Francisco bay- 1851



Los Angeles Aqueduct



First studio

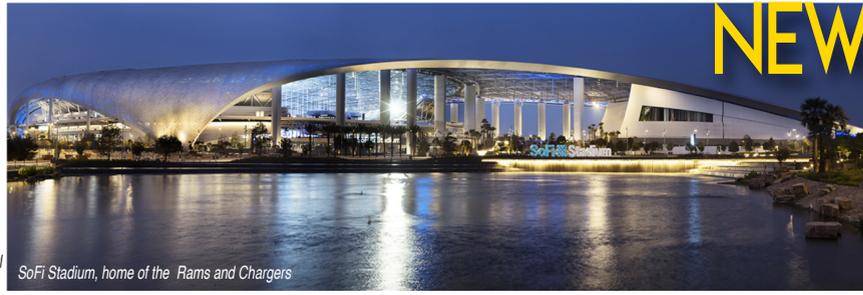


Air show

Hollywood Bowl
4th of July



SoFi Stadium, home of the Rams and Chargers



NEW ERA!

HOLLYWOOD & WATER

Two major events early in the 20th century have dominated California's rise to prominence as an economic powerhouse around the world.

While San Francisco exploded during the gold rush, Los Angeles was still a backwater.

The Biograph Company made the first film in Hollywood, entitled *In Old California*, directed by D. W. Griffith. After hearing of Biograph's praise of the area, other filmmakers headed west to set up shop and a legend began.

Shortly before this, Los Angeles made its historic water grab that essentially allowed Los Angeles to grow and flourish. The 137 mile long aqueduct diverted water from the eastern Sierras and is still fought over in the courts today. All of California's large cities are fed this way, as well as many of the most productive farms and ranches in the world.

The real estate boom also attracted cutting edge businesses that found the year around good weather and blue skies attractive; especially, aircraft manufacturers like Douglas, Hughes, Northrup, from Amelia Earhart, Wernher von Braun to Elon Musk.

California has always had an entrepreneurial spirit which has been very welcoming to risk takers and dreamers - that hasn't changed.

The aircraft built here won WW2 and evolved into the space program that landed a man on the moon. We're working on Mars right now, and then...?

TECHNOLOGY AND IMAGINATION

California is not only one of the most important creative arts centers, it is a premier leader in modern technology in many fields: medicine, artificial intelligence, computers, eGames, agriculture, space exploration, internet improvements, innovative transportation systems like Elon Musk's Hyperloop are among them. (He has competitors in California.)

OTHER MISC ITEMS INVENTED HERE - Internet / Lasers / Desktop publishing / Blue Jeans / Fast food / Popsicle / Skateboarding / Wetsuits / Barbie / Sourdough bread / Hula Hoops / WD40 / ad infinitum.

Nobel Prizes: UC Berkeley-107, Stanford-83, CalTech-74, UCSD-27, UCLA-24, USC-9.

THE WORLD'S 5TH LARGEST ECONOMY drives and complements the huge number of innovators living and working in California. No other economy has collected such a mix of finest minds, ingenious inventors, artists of all genres. We *are* the creative center of the universe.

THE ARTS!

The film and TV business that rooted itself here has dramatically changed every culture on the face of the earth by entertaining and educating people everywhere - it continues to do so by streaming. We also lead in electronic gaming, social media, etc.

The history of literature in California offers Steinbeck to Bukowski, and Didion to London, Chandler to Lucas, Bradbury to Thomas Mann.

The world of music is covered with the fingerprints of California: John Williams, Beach Boys, Merle Haggard, Grateful Dead, Kingston Trio, Doors, Santana, Metallica, Dr Dre, Tupac, Dave Brubeck, Etta James, John Cage, Igor Stravinski, Gustavo Dudamel, where to stop?

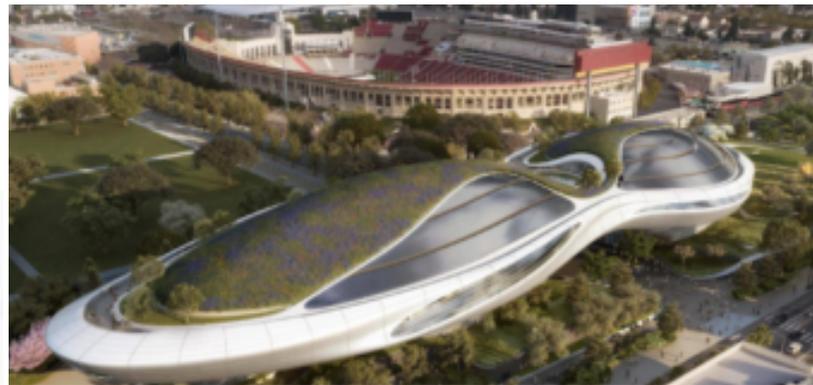
A few other notables: Jackie Robinson, John Muir, Ansel Adams, Leonardo DiCaprio, Clint Eastwood, Rube Goldberg, Steve Jobs, Shirley Temple, John Wooden, Cesar Chavez, Charles Schultz, Steven Spielberg, Henry Kaiser, Jonas Salk, Marilyn Monroe, General Patton, Robert Redford, and my favorite, Vin Scully.

If this list seems heavily in favor of southern California, it's only because more people live in that area. Creativity is everywhere.

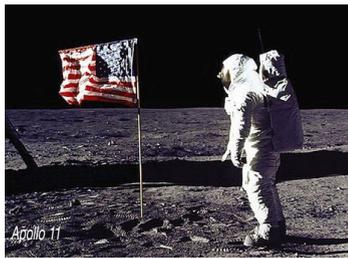
Every unique area of California has creative people to be proud of. Calaveras County, for example, has Mark Twain and Albert Michaelson, winner of the Nobel Prize for physics; the Bay Area has Steve Jobs, Mark Zuckerberg, Jack Dorsey, Herb Caen, Ray Eames, Victor Wong, Eddie Murphy, Charles Schwab, Julia Child, Luis Walter Alvarez, Earl Warren, et al. They are all Californians and helped make us #1.



Charlie Chaplin



Hyperloop



Apollo 11



Apple headquarters

**THEY CAME,
THE SAW,
THEY BUILT!**

Space X launch



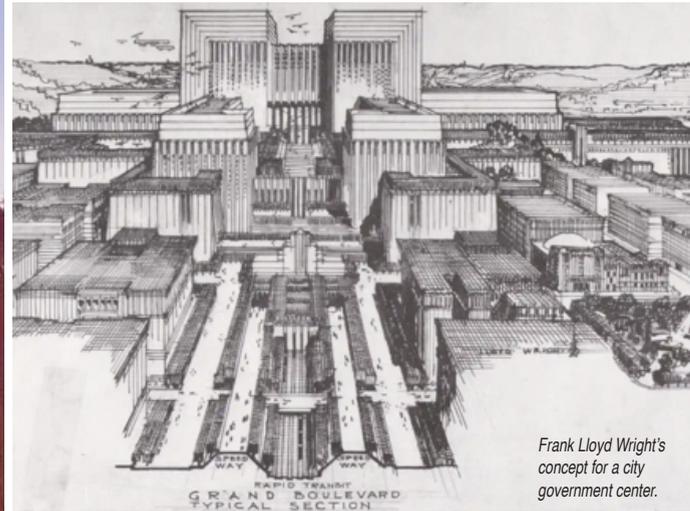
NUMBER ONE STATE UNIVERSITY SYSTEM



Original Grand Avenue plan



County Supervisor Ford's proposed Memorial to Humanity in San Pedro Harbor.



Frank Lloyd Wright's concept for a city government center.

WHY DOES LOS ANGELES NEED AN ICON LIKE THIS?

It is California's largest city in the most economically successful state in the union. Los Angeles has a long history of confronting environmental challenges which have resulted from unrestrained growth. This structure would represent those challenges and the hard won successes that followed.

California has welcomed immigrants from everywhere for over 200 years. They have contributed to making it one of the most desired places in the world to live and work. They helped create the world's leading agricultural environment and they still come here to invent new enterprises, particularly in the tech fields and entertainment, both of which should lead this effort.

It is all Angelenos who would benefit from building an iconic structure that says, "We are ready to fight!" It would emphasize to the world that we have the right talents, energy and dedication in California to win the war on climate change.

The Golden Gate Bridge acts as San Francisco's Eiffel Tower or Statue of Liberty. Los Angeles needs an iconic structure which would serve that same purpose, while promoting California overall. The time to start is now!

A BRIEF PERSONAL VIEW

As an Angelino who has witnessed several major earthquakes, WW2 blackouts, 2 riots, Vietnam era anti-war marches, the growth of surfing, television's clear disruption of Hollywood norms, the advent of eGames, working on the Apollo and Space Shuttle programs, helping Toyota and Nissan enter our auto market, I feel I know LA very well. When younger, my brothers and I even contributed tiles we found at the dump to an old Italian guy we liked, just because he was so unique. His name was Simon Rodia and he built the Watts Towers— by himself! We also got to see the Flying Wing once in a while, between flights of hundreds of aircraft being delivered to the warfronts, many piloted by women from LA.

There were no freeways, no televisions, City

Hall was the tallest building in the city - by law.

At the same time, Disney was hard at work, so was Frank Lloyd Wright, so were Howard Hughes and Cecil B. DeMille. The Chandler family was dominant, Hearst was still alive, and drag racing was new, so were the Dodgers, Rams, and Lakers. Sinatra and Doris Day ruled the airwaves.

Others have had similar dreams. County Supervisor John Anson Ford wanted to build a *Memorial to Humanity* in San Pedro harbor in the 50s, though he failed, it left a big impression on me. As did the earlier effort to fund a *Tower of Civilization*, to be built as part of a World's Fair in Los Angeles in 1942 which the war prevented. It was to be 1400' tall, much higher than any building here today. And let's not forget Donald Trump's plan to construct a "mile high" tower on the site of the Ambassador Hotel. The site is now a high school.

For my part, in the 90s, I tried to partner with the prescient Debbie Reynolds in creating a museum for her collection of Hollywood memorabilia at the old Max Factor building near Hollywood and Highland. That effort did not succeed, although, the building has become a well regarded film history attraction for tourists.

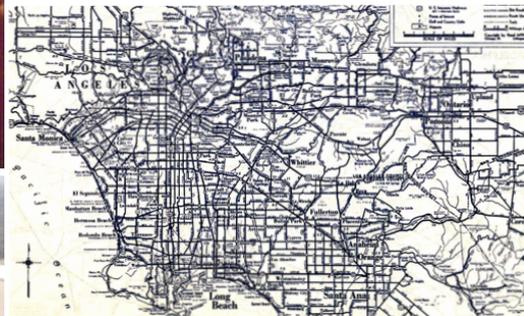
We do have various monuments and memorials scattered about the area, but not as grand a tour-de-force as California and Los Angeles deserve. Clearly, this undertaking would require more than a few dreamers.



The Getty



Capitol Bldg in Hollywood



88 cities and 10 million plus people.

Marketland, not built in Orange County.

NOT ALL DREAMS COME TRUE

Unrealized Santa Monica Harbor improvements.



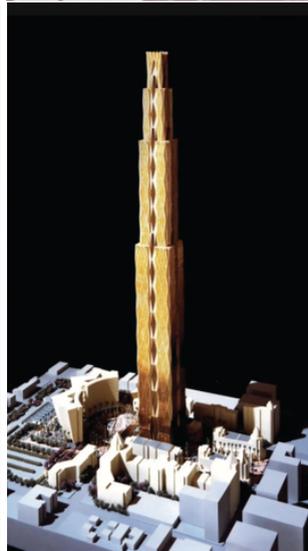
Clifton's fantasy cafeterias were built.



Alaska - Clifton's "Pacific Seas" 618 So. Olive St., Los Angeles



WW2 W.A.S.P.s report for duty



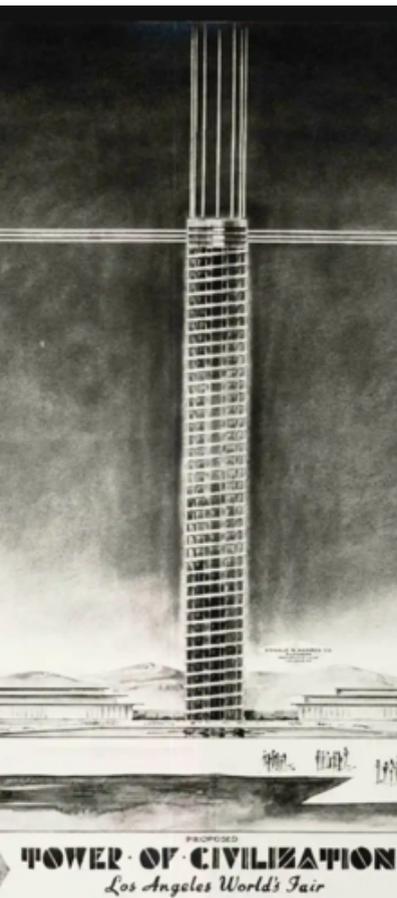
Northrup's Flying Wing



Trump proposal for Ambassador hotel site.

Simon Rodia at work.

Watts Towers today.



PROPOSED TOWER OF CIVILIZATION Los Angeles World's Fair

Proposed for an ambitious 1942 World's Fair.



Griffith Observatory



Disney Hall

MAKE YOURSELF HEARD AT CALIFORNIACREATIVECENTER.ORG/FORUM

Email: CaliforniaCreativeCenter@gmail.com



Foreground: Hollywood business district, looking east to downtown Los Angeles.
Note: Capitol Records building and Hollywood Freeway

PIE-IN-THE-SKY = REALITY!

Doesn't it make sense to start with a rough concept and find advisors in areas important to the Hollywood Lighthouse cause who are willing to dream together? We'll need entertainment industry experts, environmental experts to advise, marketing specialists, along with architects, city planners, engineers, business people, lawyers, and artists of all kinds.

Would not this be a perfect time for a team of professional women to lead this effort and contribute to planning, designing, while managing this project to completion? A non-profit will be established to oversee it all.

I've offered my version of this dream. Now, I invite everyone else to contribute their own version of what this icon could look like and where it could be. You can post yours at CaliforniaCreativeCenter.org/Warfront. We will compile all of the comments and ideas and produce a report on a regular basis.

The naming, logo and all other image treatments are up for grabs. I hope to see lots of fresh California inspired ideas from everywhere.

Gustave Eiffel had a similar challenge when he proposed building a 1000 ft tall steel tower, when nothing like it had ever been built before! But, he and his assistants persevered and overcame the tremendous opposition, who claimed his fabulous tower would degrade Paris by diminishing the beloved Arc de Triomphe, Louvre and Notre Dame. The Eiffel Tower now identifies Paris itself!

One other challenge which overcame many objections was building the Golden Gate Bridge. Its engineer Joseph Strauss, as a young man, had proposed a bridge over the Bering Strait to Russia! That's my kind of guy! Irving Morrow, a relatively unknown residential architect, designed the bridge's art deco elements and insisted on the international orange color. The War Dept. wanted it to be painted black and yellow - for visibility! It took many years of haggling to get the land, money and the rights, but there it stands!

Why Hollywood?

For about 30 years I have looked at that section of the Hollywood Hills called the Three Sisters (Mt Lee, Cahuenga

and Burbank Peaks) and thought what a wonderful location for a magnificent architectural icon that expresses the best of California, and more specifically - Los Angeles! The location! The view! Which other city in the world has an 1800' mountain in its center with a 360 degree view?

Although Griffith's original gift limited use of the property, this endeavor falls into the same category as the Autry Museum of the American West and the Zoo, which benefit the entire population. Griffith's own ideas for the Observatory and the Greek Amphitheater are similar.

Of course, a dramatic project such as this will have to get past the entrenched Griffith Park 'protectorate' - regular hikers, neighbors and others wanting to control improvements. (Perhaps because they are scared stiff of the legendary curse of Dona Petronilla, the blind 17 year old niece of a previous 19th century owner, who was adamant that the land should never have been sold).

We need to enlist the support of politicians, as well as financial and creative contributors. Just like the Golden Gate project, it will require lots of patience. We can handle it! After all, we are just as amazing as any other generation who built this great state! -Thanks for listening, *Humphrey*



One of several concepts submitted already.

