

IF

...you were asked to design an architectural icon that would change the face of one of the world's leading metropolitan areas, would you be interested?

In addition, the structure is intended to be a center for education and messaging about the struggle against climate change. By utilizing the talents of the world's best storytellers combined with the world's most creative technology experts ever gathered together, we will entertain our way to a solution, proving that California is the creative capital of the universe.



THEN

...you find out that the location is one of the most recognizable places anyone could think of, an acropolis seen by 10 million people every day. The structure built here will serve to remind viewers, day and night, just how important the task is that we all face together.

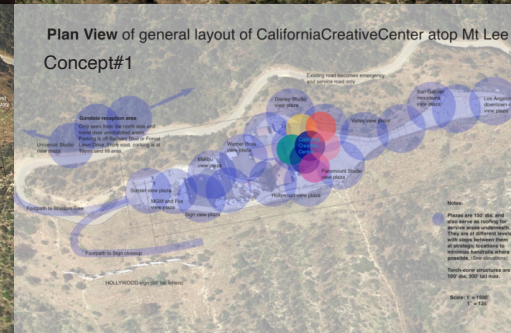
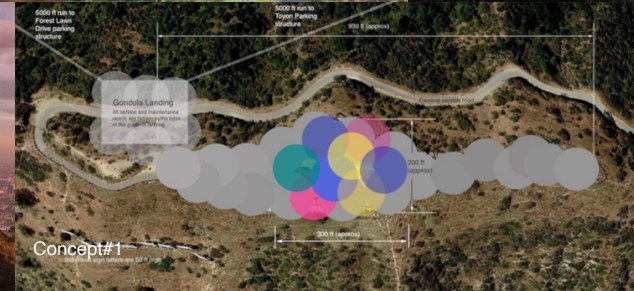
But to win, you must come out on top in an architectural design competition unlike any other...ever.

LOCATION

This could be the most poorly used building site in the world! The acropolis at Griffith Park is the most dominant single use site in all of Southern California and demands to be put to better use. It should be used in a way that will benefit all of the people in the L.A. basin, not just the people who live near enough to enjoy it easily. The image at far right shows how perfectly suited it is for a major attraction such as what a *Hollywood Lighthouse* would become. The night views are spectacular and yet have been seen by less than 1% of Angelenos. We hope to change that by offering tram and gondola rides to the acropolis at all hours. Imagine all of that—and a climate change education that will clearly explain why we need to respond seriously and promptly to the threats we face with environmental degradation.



Original Hollywoodland real estate development.



DESIGN INCLUSIONS



Above is the Abu Dhabi investment in immersive experiences.



Immersive presentations are rapidly changing the face of visual entertainment. Hollywood is ready for the challenge. This structure will assist by also providing Silicon Valley entrepreneurs with a stage for their new ideas.

The site is obviously unique and will require a sensitive approach to design and construction. What may be one of the world's more famous locations surrounded by a mega-metropolis, offering a spectacular view of the entire basin, is also so familiar to the residents of greater Los Angeles that any changes proposed to it will be met by local opposition who now enjoy what can be termed—privileged access. To counter their arguments this concept must sell itself in a way that will develop enthusiastic broad support among Angelenos first, and then all Californians.

CaliforniaCreativeCenter proposes a structure(s) that will serve as a 'Headquarters' for education and messaging about climate change worldwide. It would include, among others, the following: (We have added some illustrations to better describe the goals)

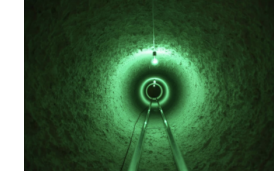
1. A central major building that would house immersive presentations developed by local industry with the assistance of Bay area technology, making it a California effort.
2. Remaining outdoor areas would include plazas or shallow pools suitable for individual, revolving, works of art created to explain the challenge we face, all set against the background of an amazing cityscape that is rising to that challenge.
3. Access will be by tram and/or gondolas from strategic locations on the north slope, surrounded by freeways. Proposed parking areas are controlled by the city. Visitors will be limited by state and county ordinances.
4. Attention should be paid to the presence of the structure after dark. It should become a landmark in a city of ten million and serve a more important purpose than just a 'logo' for Los Angeles.
5. The existing sign will remain as is, untouched by this development, but could be explored from above. Same for the Wisdon Tree trail.
6. The existing service road would be improved to handle emergency equipment and commercial access. Plazas would serve as emergency helipads.



A studio facility like this would be for major announcements by environmental organizations and other uses. Los Angeles is the background.



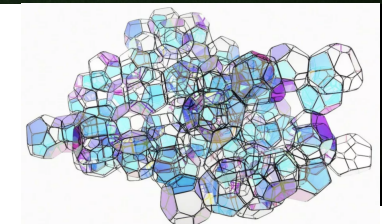
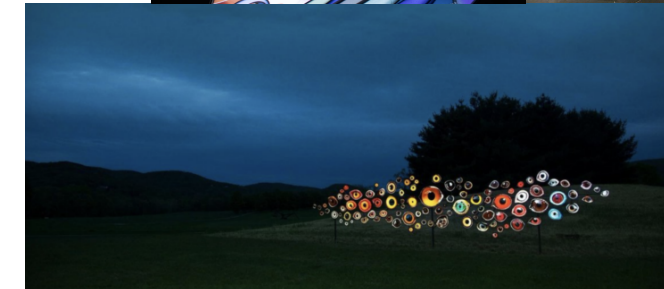
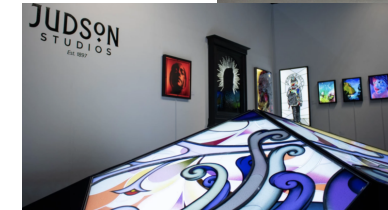
CALIFORNIA
LIGHTHOUSE



A local world class art glass studio is ready to help.



Circulating major art installations will help raise awareness about the threats we face.



CONTEST!

First, we want to introduce the ‘placeholder’ title that we think will go a long way towards explaining all of what we are attempting to do,

and why we think a contest will help us describe, in detail, the different elements in our project.

A lighthouse is a perfect symbol to represent the structure itself. Lighthouses are worthy icons, metaphors that illustrate the most lofty ideals of humankind. The structure, rising tall into the sky, is a towering signpost to guide the way and warn of danger. The beacon, shining out over the roughest and stormiest seas, is a symbol of salvation and direction leading those in danger to safety and security.

Hollywood, and its long history of bringing different people together via the moving image, is a perfect location for a much needed lighthouse!



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DESIGNED TO GIVE EVERYONE A CHANCE TO SEE LOS ANGELES AT NIGHT FROM ABOVE THEIR OWN CITY AND LEARN TO PROBLEM SOLVE AT THE SAME TIME.

Since we are at the very beginning of this effort we want to attract creative input that will help excite the public and overcome some of the resistance that always accompanies a large project like this. Mainly the objections will be from Griffith Park regulars who live near the park and can access it at will. But the park belongs to everyone, and Griffith’s intention was for it to benefit all of the people. This does exactly that, and more.

Anyone can submit their own ideas and concepts. This is intended to be a creation, by the people, and for the people. We have intentionally avoided informing elected officials or other organizations with vested interests in the park, because we know they would demand the power to make all of the decisions, including to do nothing at all. This is like an underground op.

Artists from any genre can pitch in and breathe their own kind of life into the project and then hope to see it realized as part of L.A.’s own Golden Gate Bridge or Eiffel Tower.

At our website there is an open Forum that will allow images, as well as comments about the Lighthouse itself, the location, the impact it will have on Los Angeles, and even to California itself.

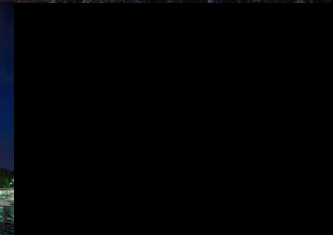
Following this page are others that show the site as a blank slate. We suggest you print these images and sketch your own ideas on the print. Once you think it is good enough to display, just take a nice photo of your work and share it with others on our Forum.

Of course, if we can get permission to do this we will have to hold an international architectural competition to follow through with this project. Whoever that would be, would be exposed to all of the contributions made by the public.

THE GRIFFITH PARK ACROPOLIS!



Los Angeles is one of the 10 most important cities in the world and needs an icon that represents its character and history.



ELEVATION

The existing antenna is about 300 ft tall, which is most likely the height limit due to permitting challenges. A clean jpg of this image is available on request. Below are a few sketches we have received already. Please feel free to offer anything your imagination allows.



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Glass was chosen as a fundamental design material representing human progress with the assistance of one of nature's most basic materials—silicon.



Another out of the box idea is to actually section a Sequoia redwood and reassemble it as an interior feature. Many were lost recently in fires.



DESIGN

We began with organic concepts because most of the founders felt a connection between the natural order of life on this planet and the industrial revolution was at the center of our cause. We then concluded that a steampunk interior would be a great contrast with an organic exterior form. But, it is not a requirement of any kind. Wide open!



We want to, quite frankly, build an icon for the 21st century that will compare to Saarinen's Gateway Arch, Sydney's Opera House, and any of Gehry's work. The location demands nothing less. The night persona of this structure is very important, as it is essentially a fresh view for 99% of Angelenos. Very few people have experienced the view from Mt Lee after dark. The structure will become California's Statue of Liberty and function as a true LIGHTHOUSE for our struggle against climate change.

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PLAN VIEW

Hollywood Lighthouse at Mt Lee's Acropolis



GENERAL: All information relating to access is suggested by CaliforniaCreativeCenter after a rough study of the surrounding terrain.

A study done in 2012 estimated the soil materials encountered in the previous borings adjacent to the proposed site consist of one and one-half to two feet of silty sand fill underlain by conglomerate sandstone to the explored depths of eight to sixteen feet. The altitude is 1710 ft, nearby Cahuenga Peak is 1820 ft, Burbank Peak is 1690 ft, together they are called the Three Sisters.

The property is owned by the City of Los Angeles as part of Griffith Park and is used in its communications systems.

This illustration is meant to give the designer a general idea of the extent of the buildable areas and some of the relevant geographical features that can be exploited with the viewscape.

There are many images and stories about this legendary property online by Googling either Mt Lee or Hollywood Sign. Even the history is remarkable.

CaliforniaCreativeCenter's Mission Statement will indicate what kind of design philosophy we are focused on:
Combine California's technological talents with its creative entertainment industry to improve messaging and education about climate change worldwide by building a signature architectural icon in Los Angeles that represents the challenge and serves as a focal point for the struggle ahead.

A separate page explains our thinking in greater detail, but more important is that the current designs are 'placeholders' only. The final design will be chosen by a select committee of Angelenos and other Californians prepared to make that very important decision—a choice that will impact all of California greatly.

Once the concept proposal is made public we expect a great deal of controversy, as Griffith Park is a beloved resource that enjoys a great deal of citizen protection.

The design must sell itself.

We believe this project stands to benefit not just Los Angeles, but all of California, the nation, the world!

More at www.CaliforniaCreativeCenter.org



Blank reference for independent concept submissions.

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LIGHTHOUSE**