RENDERING VIEW - LOOKING SOUTH ACROSS THE STREET WITH PERNDRY HOTEL ON THE RIGHT AND BEST WESTERN HOTEL ON THE LEFT

THE SPHERE ON SUNSET PROPOSAL: DESIGN REVIEW DIGITAL LED BILLBOARD DRAWINGS

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Project:
8410 SUNSET BOULEVARD
Sheet Title:
Sheet No:
Scale:
Last submission date:
May 23 2023
New submission date:
October 25th 2023

ITEM 4.AA. ATTACHMENT A
1- Cover page Sunset Sphere rendering with title block.
2- Aerial photo, and drawing list.
3- Sunset Sphere rendering with Zoning Summary.
4- Property Survey
5- Public Realm Experience Text.
06 to 10 - Existing site, and building views.
11 to 20 - Proposed Sunset Sphere Renderings.
21 - Existing and Proposed Digital LED Billboards, Size, Area, Height from Grade, and Location.
22- Digital LED Billboard Design Description.
23- Digital LED Billboards Area Calculations.
24 - North Elevation Drawing - Showing the height of each billboard from the grade.
26 to 27- Interior views.
28 to 36- Sightline studies.
37 to 48- “Story Telling” Concept Design - Interpretive Graphics, Sign and Identity design.
ZONING INFORMATION

Site Zoning Designation
Zoning: Sunset Specific Plan (SSP)
Legal Description: Lot #6 (portion), Tract 1501, Map Book 23, Page 64. In the city of West Hollywood, County of Los Angeles
Address: 8410 Sunset Blvd. West Hollywood CA

Existing
Lot Area: 12,200 sq ft
Existing Ground Level Area approximately 3,500 sq ft. This area includes:
- Existing enclosed commercial café approximately 1,150 sq ft with outdoor seating approximately 250 sq ft - News stand 170 sq ft, public plaza on private property;
- approximately 1,400 sq ft.
- Existing 9 units apartment building: 9 (2 bedrooms). Residential building area approximately: 12,200 sq ft
- Existing basement approximately 2,142 sq ft

Proposed
- Proposed open public plaza approximately 2,400 sq ft.
- Proposed open public viewing corridor approximately 950 sq ft.
- Proposed broadcast studio inside the sphere approximately 2,460 sq ft. First level 840 sq ft, second level 1,620 sq ft, total 2,460 sq ft.
- Proposed viewing terrace on the roof of the sphere approximately 1,350 sq ft

Green wall area: Approximately 1,120 sq ft
Planter area: Approximately 500 sq ft

FAR 2.0
Maximum allowed: 12,200 sq ft x 2.0 = 24,400 SF
Existing apartment building: 12,200 SF
Proposed commercial building (sphere): 3,523 SF

Construction Type – Occupancy - Fire Protection Sprinkler System
Existing to be removed
Existing Building Use: Café, Retail/Commercial Shell, Open Plaza, News stand, Video Tower and related Service Space.
Existing Occupancy: B
Existing Type of Construction: Type V – Unprotected – Sprinklered

Existing to remain
Existing 9-unit apartment building
Existing Occupancy: R
Existing Type of Construction: Type V – Unprotected - Sprinklered

Proposed
Proposed Building Use: Broadcasting Studio on two levels inside the sphere above Open Public Plaza at the ground level, Public Viewing Corridor, Video Screens, and Public Roof Viewing Terrace.
Occupancy: B
Type of Construction: Type V – Unprotected – Fully Sprinklered with Approved Sprinkler System Complying with NFPA 13.
broadcasting in the early 20th century, while television emerged as a major advertising medium in the post-World War
way. "Commercial billboard advertising and broadcasting, both on television and radio, have a shared history and
The Public Plaza nested under the sphere, and the adjacent View Corridor are places of destination, open 24/7,
Design identity development will encourage meaningful and sustained public interaction. The Sphere pushes the boundaries to
experience for residents and visitors. Pedestrians will be guided via entry points and pylon signage to experience the View Corridor, where they can bask in spectacular views of the southern view. Approaching the coridor, visitors will experience additional identity signage, historical images, and landscaping with planters. The View Corridor has been enhanced with a "Halo" at its southern tip with non-intrusive ambient light. There are numerous locations within the Plaza and View Corridor for the public to take selfies and share Instagrammable moments that will be at the Orb, the View Corridor, the images throughout the Plaza, the green wall at the eastern end, and the Sphere as a background. These will all enrich public interaction.

The Sphere's Design Will Attract Public Viewing

The Sphere is a unique and rare space where the public can walk to the edge of the site and get a glimpse of an expansive Los Angeles southern basin view. The Plaza is also visible from Sunset Blvd, for the pedestrian or automobile on the street. The viewing coridor is an extension of the Public Plaza that has been developed with its own architectural aspiration because of its physicality and spatial proportions.

In various brainstorming meetings with the city team, Ric Abramson (city architect) suggested that we look at the work of 15th Century Italian architect Francesco Borromini and specifically his design for Piazza Spada where Borromini employs a technique as known as "Forced Prospective" which creates an optical illusion to make objects appear further away, closer, or, smaller than it is. We followed this direction for the viewing corridor's design and employed various elements like the planters on either side of the View Corridor which gently rise and narrow the path to create the illusion of longer space. And at the end a golden framed circular light halo element creates a special destination point where the "storytelling" ends that makes the final space of this experience more engaging.

Public Rooftop Viewing Terrace

The rooftop of the sphere is a viewing terrace which the public can enjoy the view of the Los Angeles southern basin during limited days of the week. This space is accessed by stairs and elevator and considered an addition to the Public Realm Enhancement requirements. An amazing space with the most unique views, with Lounge seating areas for the visitors, and area for exhibits of outdoor arts and craft. There are also two single occupancy gender neutral bathrooms accessed from this level.
EXISTING SITE STREET VIEWS

HISTORIC BUILDINGS:

a 8439 Sunset Blvd. Hacienda Arms Apartments

b 8433 Sunset Blvd. The Comedy Store

c 8351 Sunset Blvd. Carney’s Restaurant

d 8458 Sunset Blvd. Sunset Tower
Existing Digital LED Billboard 490 SF (45 feet to the top of the billboard from grade)

Existing Digital LED Billboard 78 SF

EXISTING BILLBOARDS
EXISTING VIEWS

HISTORIC BUILDINGS:

a 8439 Sunset Blvd. Hacienda Arms Apartments
b 8433 Sunset Blvd. The Comedy Store
d 8458 Sunset Blvd. Sunset Tower
In 1999, the City approved the present use and design at 8410 Sunset for a mixed-use development, two large digital screens, a nine-unit apartment building fronting de Longpre Avenue, public access, a café and newsstand and retail space.
EXISTING VIEWS

At the site are two existing digital billboards (signs SSP-94 and SSP-95 of City Inventory) which total 568 square feet +/- . The top sign area is 490 sq ft +/- and the bottom sign area is 78 sq ft +/-.

HISTORIC BUILDINGS:

- a 8439 Sunset Blvd. Hacienda Arms Apartments
- b 8433 Sunset Blvd. The Comedy Store
- c 8351 Sunset Blvd. Carney's Restaurant
- d 8458 Sunset Blvd. Sunset Tower
PROPOSED SUNSET SPHERE BUILDING RENDERINGS
FRONT VIEW OF THE BUILDING

- Digital LED Billboard (Spherical) 750 SF
- Pendry (Westside neighbors) Digital LED Billboard
- Digital LED Billboard 463 SF
- Digital LED Billboard (Spherical) 743 SF
- Public Plaza

View 1

Green Wall

Viewing Corridor
RENDERING VIEW 1
FROM ACROSS SUNSET BLVD

HISTORIC BUILDINGS:
- 8439 Sunset Blvd. Hacienda Arms Apartments
- 8433 Sunset Blvd. The Comedy Store
HISTORIC BUILDINGS:

- 8439 Sunset Blvd. Hacienda Arms Apartments
- 8433 Sunset Blvd. The Comedy Store
RENDERING VIEW 3
100ft FROM THE EAST

HISTORIC BUILDINGS:

a. 8439 Sunset Blvd. Hacienda Arms Apartments
b. 8433 Sunset Blvd. The Comedy Store
VIEW 1

RENDERING VIEW FROM THE NORTH (DE LONGPRE ST.)
1 ENTRY POINT PYLON SIGN

2 ORB INFO CENTER

3 INTERPRETIVE GRAPHICS (BILLBOARD & BROADCASTING) TIMELINE AND VIDEO SCREENS

4 INTERPRETIVE GRAPHICS (BILLBOARD & BROADCASTING) TIMELINE AND VIDEO SCREENS

GREEN WALL

DIGITAL LED BILLBOARD (SPHERICAL) 743 SF

FIRST LEVEL ENTRANCE TO BROADCAST STUDIO (BRIDGE ABOVE)

GREEN WALL

PEBBLE BENCH

TERRAZZO FLOOR WITH ALUMINUM DIVIDER STRIPS TO FORM THE CIRCULAR LINE DESIGN

PUBLIC PLAZA RENDERING

VIEW
VIEWING CORRIDOR

GREEN WALL

FIRST LEVEL ENTRANCE TO BROADCAST STUDIO (BRIDGE ABOVE)

VIEWING PLATFORM 5

INTERPRETIVE GRAPHICS (BILLBOARD & BROADCASTING) TIMELINE AND VIDEO SCREENS 4

ENTRY POINT PYLON SIGN 1

INTERPRETIVE GRAPHICS (BILLBOARD & BROADCASTING) TIMELINE AND VIDEO SCREENS 3

ORB INFO CENTER 2

RENDERING VIEW FROM SIDEWALK LOOKING INTO VIEWING CORRIDOR
VIEWING CORRIDOR CLOSE UP

1. ENTRY POINT PYLON SIGN
2. POLE LAMPS MARKING THE PATH TOWARDS THE VIEWING CORRIDOR
3. BRIDGE ENTRANCE TO BROADCAST STUDIO
4. VIEWING PLATFORM (WITH A CIRCULAR DOWNLIGHT ABOVE)
5. GREEN WALLS ON BOTH SIDES OF THE CORRIDOR
6. INTERPRETIVE GRAPHICS (BILLBOARD & BROADCASTING) TIMELINE AND VIDEO SCREENS
7. PLANTERS ON BOTH SIDES OF THE CORRIDOR
View 1

View 2

View 2  RENDERING VIEW
VIEW CORRIDOR FROM NORTH

View 1  RENDERING VIEW
VIEW CORRIDOR CLOSE UP
Existing Digital LED Billboards

Height to top of Digital LED Billboard from grade.
DLB 1 - 45'-0"
DLB 2 - 16'-0"

Dimensions of Digital LED Billboard
DLB 1 - 23'-7" X 20'-7"
DLB 2 - 10'-6" X 7'-4"

Square footage of Digital LED Billboard
DLB 1 - 490 SF
DLB 2 - 78 SF
Totale 568 SF

Proposed Digital LED Billboards

Height to top of Digital LED Billboard from grade.
DLB 1 - 51'-4"
DLB 2 - 31'-0"
DLB 3 - 45'-0"

Dimensions of Digital LED Billboard
DLB 1 - 41'-0" X 18'-0"
DLB 2 - 41'-0" X 17'-0"
DLB 3 - 16'-4" X 28'-4"

Square footage of Digital LED Billboard
DLB 1 - 750 SF
DLB 2 - 743 SF
DLB 3 - 463 SF
Totale 1,956 SF
DIGITAL LED BILLBOARD DESIGN

The Sphere and the Digital LED Billboards will incorporate compatible building materials of steel and glass with a gray, white, and neutral color palette. The Billboards Screen Sub-Structure is connected and supported by the sphere’s structure. The Front Service LED Panels are consequently installed when the sub-structure is in place. The main production of the Billboards is done at the manufacturer’s facilities; delivered and installed in different stages at the site.

The cohesive design will minimize the use of seams and frames to maintain structural integrity and operational flexibility for service and maintenance needs. The luminance level of the Digital LED Billboards shall be in accordance with the City of West Hollywood requirements. This will be based on their current studies and directives. The sphere and the billboards have their own technical complexities and needs which require a precise analysis and coordination during the design development.

We are also proposing a flexible, transparent LED film that will be use ONLY on the inside of the sphere behind the surface of the glass where the two proposed Digital LED Billboards are facing Sunset Boulevard.
**Digital LED Billboard Area Calculations**

<table>
<thead>
<tr>
<th>Measurement</th>
<th>Existing Billboard</th>
<th>Proposed Digital LED Billboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height to top of Digital LED Billboard, measured from grade. (Allowable height is height of previous or existing static billboard height)</td>
<td>Top: 45' - 0&quot; Btm: 17' - 4&quot;</td>
<td>#1 Top: 51' - 4&quot; #2 Btm: 31' #3 West: 45'</td>
</tr>
<tr>
<td>Height to top of Digital LED Billboard, measured from roof surface.</td>
<td>27' - 7&quot;</td>
<td>N/A</td>
</tr>
<tr>
<td>Distance between top of roof and lower edge of Digital LED Billboard.</td>
<td>4' - 0&quot;</td>
<td>N/A</td>
</tr>
<tr>
<td>Dimensions of Digital LED Billboard. (Sign area)</td>
<td>Top: 23' - 7&quot; w X 20' - 7&quot; h Btm: 10' - 6&quot; w X 7' - 4&quot; h</td>
<td>Spherical shape apx.: #1 Top: ~41' - 0&quot; w X 18' - 0&quot; h #2 Btm: ~41' - 0&quot; w X 17' - 0&quot; h #3 West: 16' - 4&quot; w X 28' - 4&quot; h</td>
</tr>
<tr>
<td>Square footage of Digital LED Billboard area. (Advertising area)</td>
<td>Top: 490 S F Btm: 78 S F Total: 568 S F</td>
<td>#1 Top: ~750 S F #2 Btm: ~743 S F #3 West: 463 S F Total: ~1,956 S F</td>
</tr>
<tr>
<td>Size of Digital LED Billboard frame and sign area together. (Total)</td>
<td>1,004 S F</td>
<td>~1,956 sf</td>
</tr>
<tr>
<td>Angle of Digital LED Billboard in relationship to Sunset.</td>
<td>(Top &amp; Btm) 60 Degrees</td>
<td>#1) 15 Degrees #2) 20 Degrees #3) 27 Degrees</td>
</tr>
</tbody>
</table>

**Digital LED Billboard Size & Location**

Digital LED Billboard 1 (Area ~750 sf) [unfolded]

Digital LED Billboard 2 (Area ~743 sf) [unfolded]

Digital LED Billboard 3 (Area 463 sf)

Total: ~1956 sf
DIGITAL LED DESIGN

SCREEN SUB-STRUCTURE

LED PANELS
Broadcast Studio on the second floor of the sphere with the southern basin view in the background.
SIGHTLINE STUDIES

8410 SUNSET BLVD, WEST HOLLYWOOD, CA 90069
SIGHTLINE STUDIES
VANTAGE POINT 4 - WEST OF 8410 SUNSET BLVD

KEY NOTES
- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS
- GREEN WALL
- THE SPHERE
- EXISTING PENDRY BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCES
SIGHTLINE STUDIES
VANTAGE POINT 3 - WEST OF 8410 SUNSET BLVD

KEY NOTES
- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS
- THE SPHERE
- EXISTING PENDRY BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCES
SIGHTLINE STUDIES
VANTAGE POINT 2 - WEST OF 8410 SUNSET BLVD

KEY NOTES
- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS
- GREEN WALL
- THE SPHERE
- EXISTING PENDRY BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCES
SIGHTLINE STUDIES
VANTAGE POINT 1 - WEST OF 8410 SUNSET BLVD

KEY NOTES

- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS
- GREEN WALL
- THE SPHERE
- EXISTING PENDRY BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCES

FROM 200 FT

8410 SUNSET BLVD, WEST HOLLYWOOD, CA 90069
SIGHTLINE STUDIES

VANTAGE POINT 1 - EAST OF 8410 SUNSET BLVD

KEY NOTES

- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS
- GREEN WALL
- THE SPHERE
- EXISTING PENDRY BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCES
SIGHTLINE STUDIES
VANTAGE POINT 2 - EAST OF 8410 SUNSET BLVD

KEY NOTES

- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS
- GREEN WALL
- THE SPHERE
- EXISTING PENDRY BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCES

FROM 360 FT

8410 SUNSET BLVD, WEST HOLLYWOOD, CA 90069
SIGHTLINE STUDIES
VANTAGE POINT 3 - EAST OF 8410 SUNSET BLVD

KEY NOTES

- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS
- GREEN WALL
- THE SPHERE
- EXISTING PENDRY BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCES

FROM 870 FT

8410 SUNSET BLVD, WEST HOLLYWOOD, CA 90069
SIGHTLINE STUDIES
VANTAGE POINT 4 - EAST OF 8410 SUNSET BLVD

KEY NOTES
- VANTAGE POINT
- PROPOSED BILLBOARD
- NEIGHBORING BILLBOARDS
- GREEN WALL
- THE SPHERE
- EXISTING PENDRY BILLBOARD
- EXISTING NEIGHBORING BILLBOARD
- PROPOSED BILLBOARD
- CULTURAL RESOURCES

FROM 1,200 FT

8410 SUNSET BLVD, WEST HOLLYWOOD, CA 90069
SUNSET SPHERE
PUBLIC REALM ENHANCEMENTS

INTERPRETIVE GRAPHICS
BILLBOARDS & BROADCASTING

CONCEPT DESIGN PACKAGE
May 2023
INTERPRETIVE GRAPHICS (BILLBOARDS & BROADCASTING)

Concept: The Nexus of Billboards & Broadcasting
Concept and text by: Aaron Shooshani

Commercial billboard advertising and broadcasting, both on television and radio, have a shared history and parallel development in the United States. The rise of billboard advertising coincided with the advent of radio broadcasting in the early 20th century, while television emerged as a major advertising medium in the post-World War II era.

This exhibit will track two parallel industries and explore how they grew independently, as well as symbiotically throughout the 20th and 21st centuries as the American Economy expanded along with them.

The Analog Era
Early Billboards and Signage: Billboard advertising first gained popularity in the 1920s, as businesses sought new ways to promote their products and services. The first billboards were typically hand-painted, but by the 1930s, large-scale printing technology made it possible to mass-produce colorful and eye-catching advertisements.

Radio Broadcasting: At the same time, radio broadcasting was rapidly expanding, with commercial radio stations springing up across the country. NBC was formed in 1926, becoming the first national radio network, and the mass production of home radios led to the radio set becoming an indispensable part of American life. Radio programming also raised opportunities for advertising products and services.

During the 20's and 30's, as America continued its modernization and industrialization, the mediums of broadcasting and billboards played a key role in the development of advertising and the broader consumer economy at large in the U.S.

The Advent of Advertising
Television commercials quickly became a staple of American life in the 1940s and 50s, displacing many of the advertisements found on commercial radio.

At the same time, billboard advertising continued to evolve, with new technologies like neon lighting and electronic displays making it even more effective. Billboards became a ubiquitous part of the American landscape, lining highways and city streets with bright, colorful ads for everything from soft drinks to cigarettes to the latest Hollywood movie.

Site Specific: Why the Sunset Strip?
The Sunset Strip has long been associated with the entertainment industry, making it a natural fit for advertising campaigns targeting this market. From movie studios to brands desiring to capture the afterglow of Hollywood glamor, the Sunset Strip has been home to some of the most iconic and influential ad campaigns and billboards in entertainment history—often advertisements of television and other broadcast media.

Concept and text by: Aaron Shooshani.
INTERPRETIVE GRAPHICS (BILLBOARDS & BROADCASTING)

As a major thoroughfare connecting the Westside of Los Angeles to Hollywood and beyond, the Sunset Strip is a high-traffic area that offers advertisers unparalleled exposure to a wide audience. Including the Marlboro Man in the 1970s, the Pink Floyd Wall and various billboards created by Andy Warhol.

As television and film became increasingly popular forms of mass media, advertisers began to see the value in creating advertising campaigns that could capture the attention of audiences both on the screen and on billboards. Advertisers began to use recognizable characters and logos from popular television shows and movies in their billboard campaigns in order to capture the attention of viewers who were already familiar with these brands. For example, billboards featuring characters from Star Wars, such as Darth Vader and Chewbacca, were a common sight in the 1970s and 1980s, as the film franchise became a cultural phenomenon.

The Digital Era
In the 1970s, the Sunset Strip became home to one of the first electronic billboards in the United States, featuring a scrolling message board that quickly became a popular attraction for locals and tourists alike. As the cost of electronic displays has declined and the demand for more dynamic and immersive advertising experiences has increased, businesses have increasingly turned to digital billboards to capture the attention of passersby.

The Legacy of the Sunset View Plaza: One of the first locations that brought in the modern era of digital signage on the Sunset Strip was at this exact site: the Sunset View Plaza, inaugurated on September 9th, 1999. The Sunset View Plaza, with its twin screens on the Sunset Strip, marked the development of electronic billboards and digital signage as architectural objects and of themselves. The project was a step towards creating billboards and digital signs that could have architectural value outside of simply offering advertising to passersby.

The Plaza’s legacy is borne out by the development of numerous digital signage projects that display artist’s work on their screens and aesthetically progressive design in their construction. In the spirit of that legacy, the development team has continued to push the bounds of design and digital signage through the Sunset Sphere project.

A large number of billboards on the Strip utilize digital technology to enhance and showcase the offerings of a number of entertainment, broadcasting, and media products for the public to consume. Utilizing moving images, the very medium that the films and television shows themselves employ, has advanced both the interests of advertisers themselves and the dynamism of the billboards utilized to convey their advertisements.
INTERPRETIVE GRAPHICS (BILLBOARDS & BROADCASTING)

Branding - Identity & Fonts

Brand Identity

Helvetica Neue - Thin
ABCDEF GHJKLM NOPQRSTUVWXYZ
1234567890

Helvetica Neue - Regular
ABCDEF GHJKLM NOPQRSTUVWXYZ
1234567890

Helvetica Neue - Bold
ABCDEF GHJKLM NOPQRSTUVWXYZ
1234567890

Logo & Branding Design by Weestar Studio
INTERPRETIVE GRAPHICS (BILLBOARDS & BROADCASTING)

Inspiration - Design Elements
Project Materials

- Custom Perforated Stainless Steel
- Glass
- Stainless Steel
- Porcelain Enamel
- 3form/Koda XT - Translucent Resin
- Direct Embed Powder Coating System
- Concrete
INTERPRETIVEGRAPHICS (BILLBOARDS & BROADCASTING)

Plan View

Entry Point Pylon Sign - 1

Orb Information Center - 2

Plaza with Timeline, Artifacts & Video Screens - 3

Corridor with Timeline & Video Screen - 4

Viewing Platform with Information on View - 5
INTERPRETIVE GRAPHICS (BILLBOARDS & BROADCASTING)

Entry Point Pylon Sign - 1
Orb Information Center - 

Orb cycles through multiple colors
INTERPRETIVE GRAPHICS (BILLBOARDS & BROADCASTING)

Plaza with Timeline, Artifacts & Video Screens - 3
INTPRETIVE GRAPHICS (BILLBOARDS & BROADCASTING)

Corridor with Timeline & Video Screen - 4
INTERPRETIVE GRAPHICS (BILLBOARDS & BROADCASTING)

Viewing Platform with Information on View - 5
1. 1'-6" tall x 2" deep stainless steel u-channel letterforms with painted returns. Letterforms are pin-mounted off wall and have halo-illumination.