



FACT SHEET

HOLLYWOOD BOWL EAST GATE OUTDOOR BAR

SITE DESCRIPTION: The site of the Hollywood Bowl, nestled in the Hollywood Hills, was chosen in no small part for its natural beauty - so it's fitting that we have a commitment to preserving that beauty and conserving the natural setting it sits in. That commitment goes all the way back to 1924, when the Hollywood Bowl Association deeded the property to the County of Los Angeles, and continues today. The Hollywood Bowl was the first amphitheater in California to be certified as an Audubon Society Cooperative Sanctuary, based largely on its environmental management plan and "green" practices.

LOCATION: 2301 North Highland Ave
Los Angeles, CA 90068

WHAT: The Hollywood Bowl wine bar project includes construction of a bar area adjacent to the existing Marketplace on the east side of the Hollywood Bowl. The project includes an outdoor seating area and bar at the Marketplace level, with the popcorn kiosk below. This new wine bar will be at the same floor level as the Marketplace and will integrate with existing buildings.

The wine bar design by Callas Architects includes circular canopies that conceptually extend the curvilinear lines of the Hollywood Bowl. The majority of the walls are smooth troweled white plaster. Lower portions have been darkened, the plaster sanded to seat and anchor the light plaster curving walls and the cloud-like canopies. The patron area of the wine bar is finished with a monolithic block of white speckled *Caesarstone*. The floor is carpeted in a modern charcoal grey

fabric produced from Polypropylene that appears to be a washed woolen felt. Its low profile complies with the ADA codes and the color was selected for durability.

A balcony and bar stools line the venue, visible to patrons approaching from the main entrance. The furnishings will be modern, yet elegant and neutral, and consisting of white and black elements as well as dark wood consistent with the new park furnishings throughout the facility.

The project is being carried out by the Los Angeles Philharmonic Association. Funding for this project was approved by the Los Angeles Philharmonic Association Board of Directors in May 2011.

WHEN: The Outdoor Bar on-site construction began in November 2012 and will be completed in May 2013, in time for the summer Hollywood Bowl season.

WHY: The project will enhance the patron experience by creating a new "meet-up" landmark location. It will also architecturally improve and unify the main Bowl thoroughfare.

PROJECT TEAM:	Architect:	Callas Architects, Inc.
	General Contractor:	Matt Construction Corporation
	Project Manager:	Elaine Nesbit
	Structural Engineer:	Gordon L. Polon
	Geotechnical Engineer:	Geotechnologies, Inc.
	Foodservice Design Consultant:	Cini-Little International, Inc.