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REFURBISHMENT OF THE “MUSE OF MUSIC,” PARK ENTRY, AND OTHER CAPITAL IMPROVEMENTS CONTINUE HOLLYWOOD BOWL’S DRAMATIC TRANSFORMATION

Improvements at the Hollywood Bowl – recently named “Best Major Outdoor Concert Venue,” by *Pollstar* magazine for the second straight year – continue this year, as the Hollywood Bowl Entrance Project transforms the most public part of the venue. The project incorporates restoration of the 1940 George Stanley Fountain, a new Static Marquee, design enhancements to the landscape and site features, and a comprehensive update of signage throughout the park.

Multi-disciplinary design firm Rios Clementi Hale Studios has been hired as the Project Designer for the Hollywood Bowl Entrance Project. Respectful of the site’s history, Rios Clementi Hale Studios plan to enhance the principle entrance to the Hollywood Bowl through sensitive landscape, signage, and lighting design, reinforcing the significant civic presence of this world-renowned performing arts venue.

“The ‘Muse of Music’ sculpture is a symbol of the importance of the arts – music, art, and architecture – in Los Angeles’ history, and its restoration is sure to be a stunning Hollywood moment,” says Hollywood Bowl General Manager Arvind Manocha. “We’ve selected a top-notch team for the park’s improvements and are looking forward to seeing these visions come to life.”

“This is a rewarding project for us to work on,” says Mark Rios, FAIA, ASLA, principal of Rios Clementi Hale Studios. “Everyone on the team understands the Hollywood Bowl’s importance as a civic, community, and cultural venue, and is committed to doing this right.”

The anchor of the Highland Avenue entry to the park – the 1940 George Stanley Fountain, the Art Deco “Muse of Music” – undergoes refurbishment and repair, restoring it to its working condition. The integral historic lighting is being replaced within the fountain, bringing a dramatic new glow to this beacon, reflecting off the newly restored stone and fountain waters. Los Angeles sculptor Stanley was involved in the design and creation of the world-renowned Academy Award statuette, affectionately known as Oscar.

The static marquee, located south of the fountain announcing the evening's events, is being rebuilt in the Moderne style that matches the structures inside the park, creating an overall visual identity that extends throughout the venue. New lights and electronic design spruce up the existing electronic marquee, as well, enhancing the gateway to the park.

New landscaping reorients the fountain and entrance area, bringing greater visibility to the fountain and marquees. Tying together this new entrance for the Hollywood Bowl is a consistent plant palette of low ground cover, formal hedges, and a restoration of the historic palms allees, which define Los Angeles.

The comprehensive update of all signage in and around the venue, also in the Moderne style, results in improved way-finding for pedestrians, as well as a cohesive aesthetic throughout the park.

"Our goal was to create a seamless guest experience by creating a visual language consistent with the site's streamline Moderne architecture," says Wayne Hunt, founding principal of Hunt Design. "From the Highland Avenue entrance to its vast array of seating, the Bowl's new signage program will now speak in a more unified, singular voice."

Rios Clementi Hale Studios encompasses myriad talents in one firm. Established in 1985, this extraordinary practice has developed an international reputation for its collaborative and multi-disciplinary approach, establishing an award-winning tradition across an unprecedented range of design disciplines. The architecture, landscape architecture, planning, urban, interior, exhibit, graphic, and product designers at Rios Clementi Hale Studios delight in projects as diverse as a new headquarters for The California Endowment, to the Terminator2 3D attraction at Universal City, to the popular retail line of notNeutral home wares, and numerous private residences. Rios Clementi Hale Studios creates buildings, places, and products that are thoughtful, effective, and beautiful.

Founded in 1977, Pasadena-based **Hunt Design** works with recreational venues, museums, themed attractions, civic entities, retail and multi-use developers to create dramatic and effective environmental graphic design solutions. The firm's clients and projects include Kennedy Space Center, The Rose Bowl, The Walt Disney Company, L A Walks, Clear Channel Exhibitions, Los Angeles International Airport, the Los Angeles Zoo, Los Angeles County: Exposition Park and more than numerous cities and public agencies across the country. Founder Wayne Hunt is the author of a number of articles on environmental graphics and four books, including *Urban Entertainment Graphics*, *Designing and Planning Environmental Graphics*, and *Graphic Design for Building, Places and Spaces* and his latest book, *Environmental Graphics: Projects and Process*. Hunt currently teaches at Art Center College of Design in Pasadena, CA. Additional information is available at: www.huntdesign.com.

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