



ART INSTALLATION PROPOSAL :: IVY STATION

CULVER CITY

PERMANENT ART INSTALLATION AT IVY STATION
DECEMBER 17TH, 2019

BEAU K. BASSE, LeBASSE PROJECTS





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HOTEL MURAL ARTIST RECOMMENDATION

Ivy Station is a highly-anticipated Culver City development located at the intersections of Venice, Washington and National Boulevards. Just adjacent to the Metro Expo Line of Culver City, this area is expected to become an energetic center of life for residents and visitors alike.

Ivy Station was envisioned by Lowe as 500,000 square feet of high quality space with state-of-the-art offices, apartments, boutique hotel, stores and restaurants within a landmark, destination-oriented environment.

Through its welcoming open space, unique both in size and location, Ivy Station will be a dynamic, vibrant, active area that provides connections to transit, the community, tenants and visitors alike. Concerts, movie nights, wine & cheese festivals, fitness classes, holiday craft fairs and seasonal activities are just some of the activities planned for the park. With all of the exciting elements Ivy Station has to offer, visitors, residents, office tenants and hotel guests will all be delighted by this new, vibrant center of life in Culver City.

Our goal at LeBasse Projects is to utilize public art programming to turn client development projects into iconic buildings and environments. At Ivy Station the strategy will be to have a series of art installations across the project to create active and memorable interactions for residents, tenants, visitors and the public. The public art should work in conjunction with the vibrant and active environment around it and should help set an overall brand look and feel for the project.

The goal was to curate a public art program that showcased both local and international artistic talent and to also give the opportunity for some newer artists to create landmark public works. Looking strategically across the planned project layout, it was determined that artwork could be created in several key visual and physical access points: North and South Paseo entries, the Central Paseo, the Residential Building facade - directly across from the Metro line and the Hotel facade facing Washington and National Blvds. Rather than spend the entire budget on one installation, Lowe preferred to create as many art opportunities as possible in an attempt to have a collection across the property that would also enhance Culver City's permanent collection of artwork.

OVERALL CULVER CITY AIPP BUDGET

Total Budget : \$1,416,008



ESTIMATED EXPENDITURES:

- Washington National Gateway : \$300,000
- Art Consulting Fee : \$100,000
- Hard Art Budget : \$1,016,008

HARD ART BUDGET BREAKDOWN

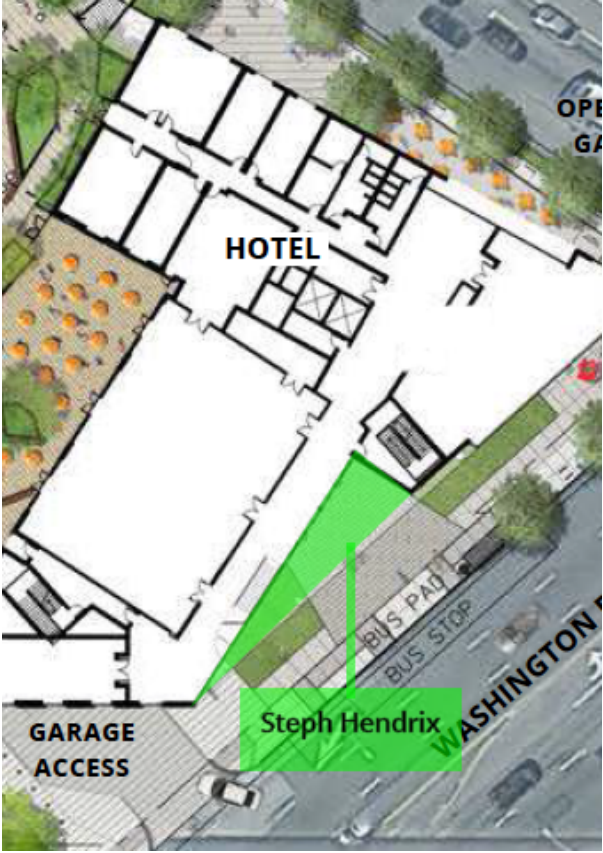
Total Budget : \$1,016,008



Hard Art Cost Breakdown:

- Tomokazu Matsuyama : \$250,000
- Sage Vaughn : \$250,000
- FAILE : \$350,000
- Contingency : \$114,008
- Hotel Mural : \$40,000
- Artist Concept Design Fees: \$12,000





03

IVY STATION HOTEL

- 148-room boutique hotel
- Rooftop pool deck & bar
- 8,000 SF of indoor ballroom space
- 5,000 SF of outdoor courtyard space
- Lobby bar, restaurant & game room
- Fitness center



03

IVY STATION HOTEL EXTERIOR

IVY STATION
MURAL LOCATION





03

IVY STATION HOTEL INTERIOR (LOBBY)

IVY STATION
MURAL LOCATION



03

IVY STATION HOTEL

POOL DECK & BAR

IVY STATION
MURAL LOCATION



LeBasse Projects worked with Lowe, KFA (architect), Studio Collective (interior designer) and Hyatt (operator) to review a selection of muralists for an application to the ceiling of the Hotel pre-function terrace. This specific area is visible to the public when walking along Washington Boulevard and will be seen when passengers exiting the Metro walk along this route. LeBasse Projects sent out an invite-only RFQ to a group of diverse, qualified and hand-picked artists that the team felt would integrate well with the design of the hotel and accompany the already-selected artwork within Ivy Station.

From a list of over a dozen artists, two finalists were selected to design site-specific options. These artists were: Stephanie Hendrix (Los Angeles) and Bonnie Reiss (Los Angeles).

All artists were expected to take into account the unique qualities of Culver City and Ivy Station in order to envision a project that would align their creativity with this possible future site.

From these site-specific proposals, LeBasse Projects, with Lowe, and the project architects and hotel designers, selected artist Steph Hendrix. From her original site specific concept several rounds of edits were made until the artist and team felt confident that the mural would be an excellent addition to Culver City's public arts program.

HOTEL MURAL ARTIST
RECOMMENDATION :

05

STEPH HENDRIX





Steph Hendrix is a Los Angeles resident, multidisciplinary artist, mother of two, and a strong believer in the magic of community. She attended Lycoming College in Pennsylvania, with a focus in Printmaking followed by a graduate program at Johns Hopkins. Steph’s love for the various layers and attention to layout that printmaking embodies made for a natural transition into her large-scale murals. This fall marks four years of her business, *A Dapper Line*. Her murals exist in small corners of LA’s boutiques; on exteriors of buildings covered in colorful, geometric shapes; and fosters community through her interactive installations. Collaboration with other businesses is a significant goal of *A Dapper Line*, as all of her work aims to convey her client’s vision and enhance their brand.

Website: www.adapperline.com
 Instagram: [@adapperline](https://www.instagram.com/adapperline)

EDUCATION

BACHELOR’S DEGREE
 Lycoming College Aug 2008 - June 2010
 Printmaking
 Graduated Summa Cum Laude

WORK EXPERIENCE

OWNER + ARTIST
 A Dapper Line Aug 2015 - Present

BRAND AMBASSADOR

The Flashdance 2015

Identified and secured key partnerships for promotion and relationship building

DIR OF EVENTS + COMMUNITY ENGAGEMENT

Hedley & Bennett 2014

Designed and executed events for up to 800 people. Implemented digital and in-person comm. engagement campaigns

GRADUATE

John’s Hopkins University July 2010 - July 2011
 Graduate Level Teaching Certificate
 Program Focus - Urban Education

RELEVANT EXPERIENCE

TEACHER + DEPARTMENT LEAD
 Teach For America Jun 2010 - Jun 2012

Taught under-served population in Inner City Baltimore, lead Elementary/Middle School STEM department, and wrote curriculum for city-wide database

Previous Clients

- | | |
|------------------|-----------------------|
| Carnival Cruises | Felix Trattoria |
| TedX | Intelligentsia Coffee |
| Vans | Shake Shack |
| Coolhaus | Fashion Island |
| Descanso Gardens | Highland Park Wine |
| Hi-Lo Liquor | Instagram |
| The Feed Feed | Hedley & Bennett |







@COOLHAUS





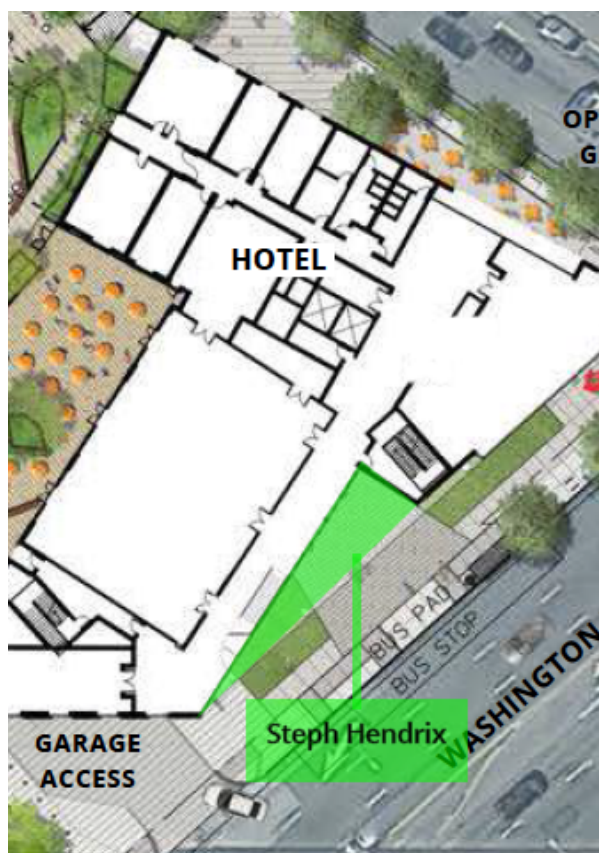




ARTIST STATEMENT

I've painted quite a few walls in Culver City over the past 5 years. A number of them have required weeks of prep and paint time spent on the sidewalks of Washington Blvd. Each day, dozens of residents would stop to ask how my work was coming along and to share about their experience in this place: their home. I've gotten to know the neighborhood through their eyes as they shared. Culver City has and continues to change rapidly, not unlike many other Los Angeles communities, and opinions on that change ran the gamut. I spoke with young couples who bought their first house there 10 years ago who are excited to see small brick and mortars opening up. I spoke with families encouraged by the presence of larger developments that are shaping the long-term trajectory of the area. I also spoke with community members who've lived in Culver City their whole lives who are concerned that someday they won't be able to afford to stay. This piece isn't necessarily an angle on gentrification. Rather, I aimed to use the colors and evolving shapes to highlight the diversity of this neighborhood and the ways in which it is learning to integrate and grow. There was so much beauty and authenticity in each of the stories I heard. The fact that they exist alongside each other is the very thing that makes this part of LA so special.

Thank You,
STEPH HENDRIX



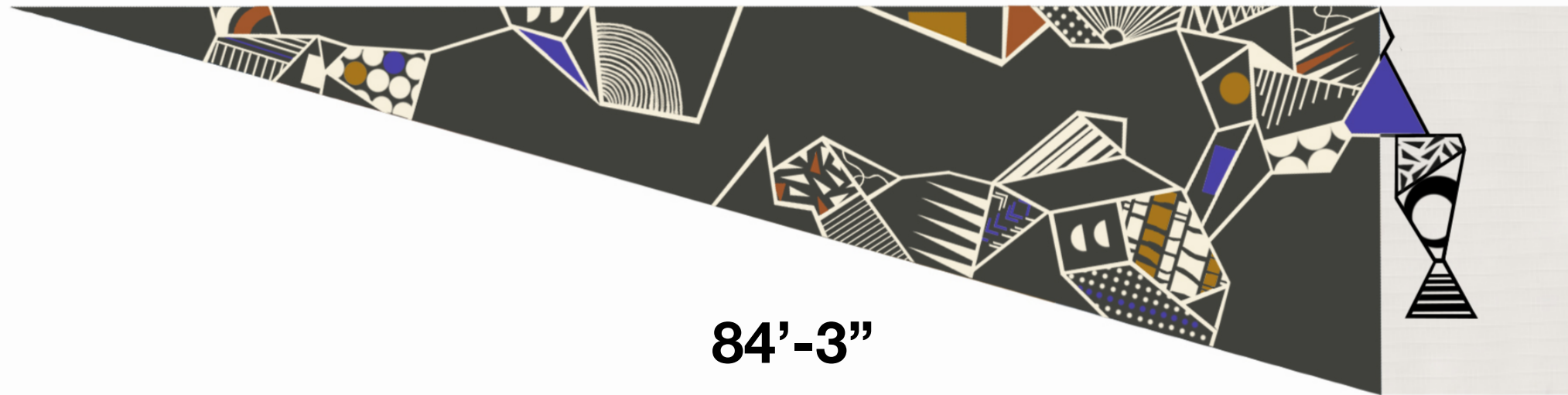


DESIGN CONCEPT

STEPH
HENDRIX

76'- 8"

84'-3"

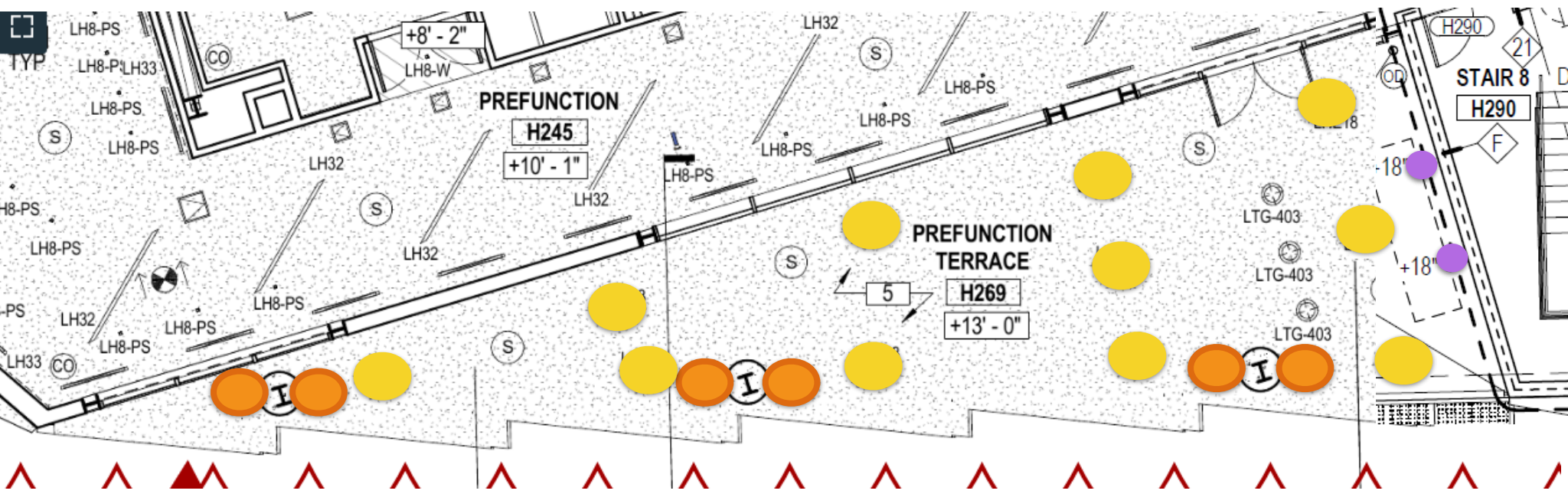


COLOR PALETTE



LIGHTING PLAN

- Estimated Lighting Spread LHE15A (Uplighting)
- Estimated Lighting Spread LHE18 (Recess Lighting)
- Additional Outlet (For additional lighting as needed)



LIGHTING STUDY

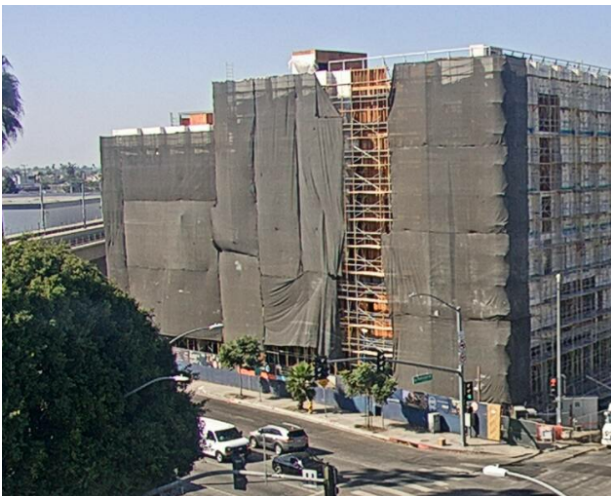
NOVEMBER 4TH, 2019

STEPH
HENDRIX

9am



12pm



3pm



TERRACE LIGHTING AT 11AM

*Zero Artificial Illumination

*Scrim Covering



TERRACE LIGHTING AT 11AM

*Zero Artificial Illumination

*Scrim Covering



GENERAL TECHNICAL DESCRIPTION**MURAL INSTALLATION:**

Professional grade artist spray paint and high quality exterior house paint will be applied to the primed and painted ceiling.

MATERIALS NEEDED: Scaffolding

MACHINERY NEEDED: None

BASIC MAINTENANCE PLAN

- Clean painted aspects of artwork as needed (approximately every year) with water and a soft cloth to reduce dust and residue buildup.
- Consult with the artist regarding paint touchups as necessary; color from paint should not need maintenance for approximately ten years.



THANK YOU

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