



WEST COAST

Property Management and Development

**Proposed Art in Public Places
for
Mixed-Use Development
Project
at**

12712 Washington Bl., Culver City, CA 90066

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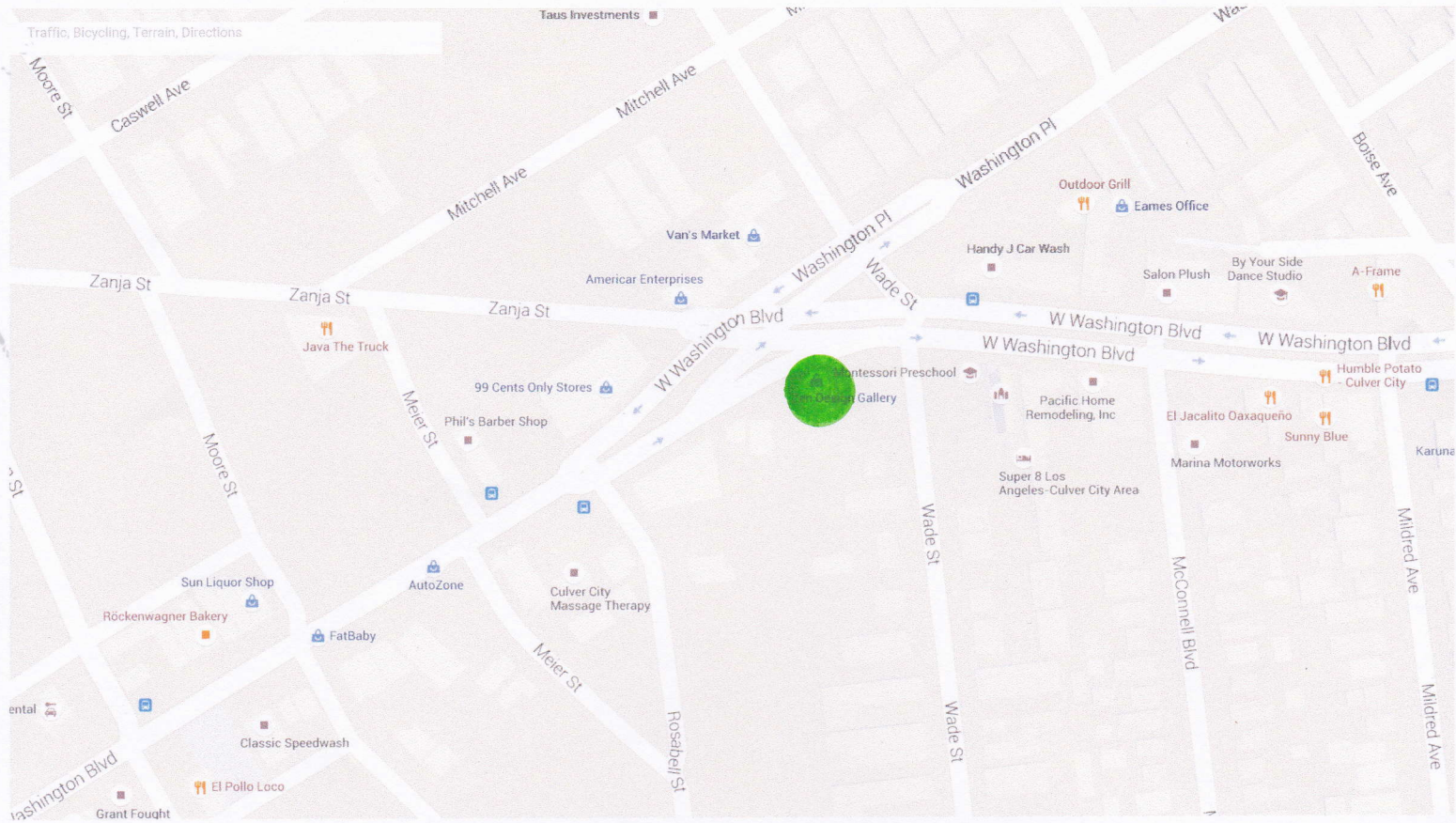
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PROJECT DESCRIPTION:

This development is a 4 story structure mixed-use project comprised of one commercial space on the ground level, 2 large residential units each on 2nd and 3rd floors respectively and a penthouse on the entire top floor with roof-top deck. The building will be structured over a subterranean parking garage with additional parking spaces also available at ground level.

The building is situated in that portion of Culver City, adjacent to Mar Vista which in recent years, has become a popular area attracting many young artists and professionals mostly comprised of typical traditional buildings, gradually giving way to developments with contemporary and modern/mid-century design concepts more in line with today's demands. With this idea in mind, we set out to create a fusion of modern/mid-century design concept, hence utilizing colorful materials such as ceramic tiles to both enhance and bring out the modern look which would also blend with the other buildings such as window frames, stucco and metal railings.

The proposed artist's design is confined to the easterly portion of the front elevation of the building defining the artist's work while at the same time merging with the overall design of the building.





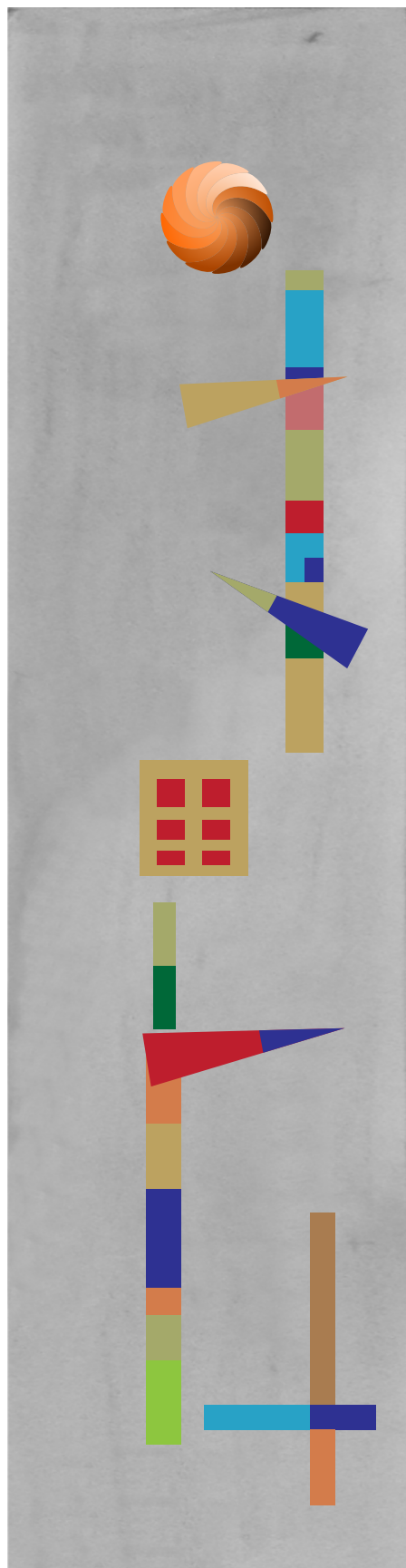
DESCRIPTION OF ARTWORK:

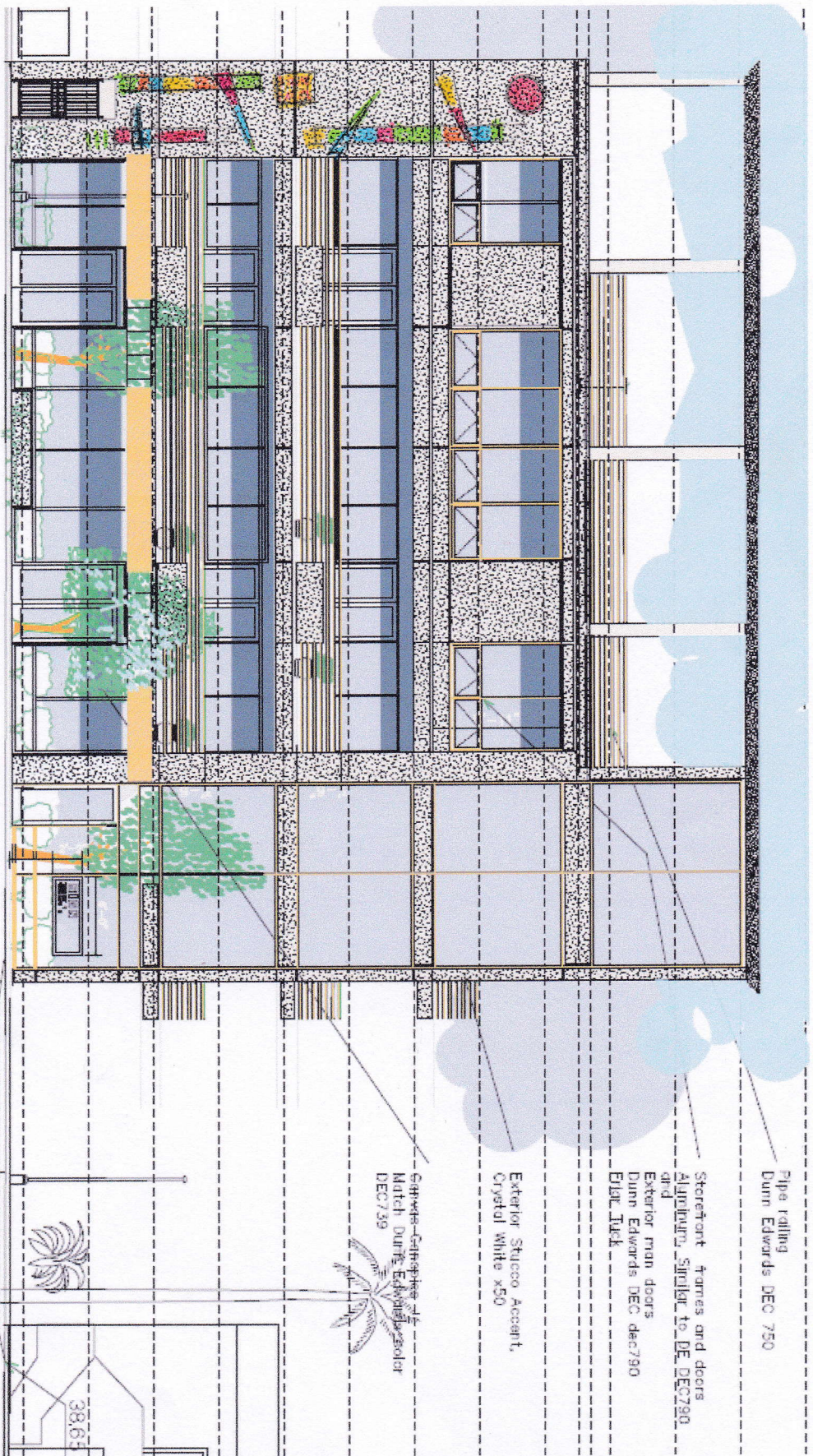
The art design for the building at 12712 Washington Blvd. was based on bridging materials, colors and era from East & West.

We have pursued to address both through these ideas to create a new blend fusing the arts of two different cultures.

In our design, bright tile colors represents widely used eastern culture which also weave well with modern mid century materials of the west in general and Culver City in particular.

In this manner, we were able to connect the dots and create a design to represent an eastern idea with a western outlook. In other words, if eastern traditional tile design of a thousand years were to evolve, this would be one sample of what would be the manifestation.





WASHINGTON BLVD NORTH ELEVATION

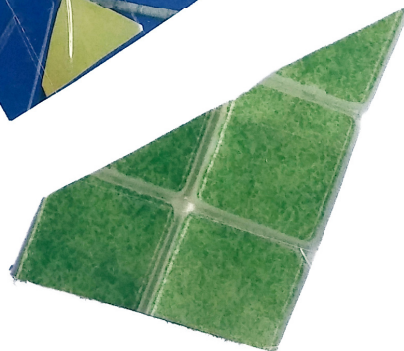
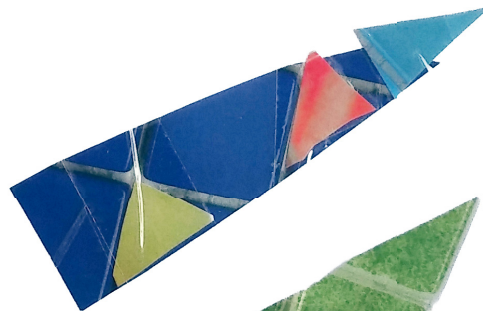
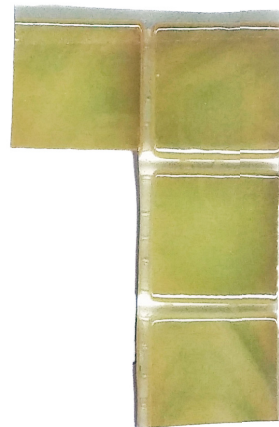
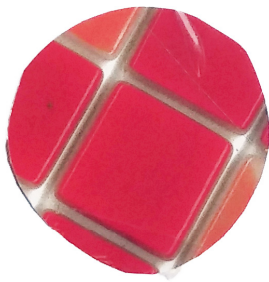
SCALE 1/4" = 1' - 0"

MIXED USE FOR FARROKH & ZOHREH KEYVAN LIVING TR
12712-12718 WASHINGTON BLVD. CULVER CITY



MATERIALS

Ceramic tiles suitable for exterior/facade use as recommended by manufacturer's specifications. (Samples of materials and colors provided)



MATERIALS

Ceramic tiles suitable for exterior/facade use as recommended by manufacturer's specifications. (Samples of materials and colors provided)



PROJECT BUDGET

(ART PORTION ONLY)

Artist's Fee	\$9,000.00
Fabrication	\$6 to \$7,000.00
Installation	\$5 to \$6,000.00

MAINTENANCE:

The ceramic tiles proposed for the artwork will be high quality material specially designed for outdoor use and will be maintenance-free. Using this material will protect against graffiti and vandalism. Although highly unlikely, some extra tiles shall be kept in a storage on the premises.

TIMELINE:

The development is currently underway and the actual completion date of the project is summer of 2016. However, the art work portion shall be carried out when stucco is applied to the facade of the building approximately 4 to 6 months prior to finish.

Mitra Forouzan

Biography:

Raised in the capital city of Iran, the legendary artist Mitra Forouzan conveys her rich cultural background in each creation. Through her artwork, she explores the poetic nature of life and dreams, “bringing forth evocative themes and shadowy emotions in powerful, yet delicate imagery.” (Shulamit Nazarian) As an artist of extraordinary skill, Mitra’s profound understanding of technique and composition really delineate her expertise in the field.

After attending university in Iran, the young Mitra Forouzan studied architecture at the University of Southern California and fine arts at University of California, Irvine. She then continued her studies of the fine arts at Immaculate Heart College, where she graduated with honors. Shortly after completing her education, Mitra published her first illustrated book. And, thus, her life-long infatuation with art was born.

This infatuation has enabled her to create enough work to last a lifetime. Mitra Forouzan is what many call a true connoisseur. In addition to teaching art courses throughout the years, Mitra has spoken at various functions, providing viewers with a glimpse of her creative process. Countless shows and galleries have presented her work, each event increasing the public's demand for more.

Mitra is currently based in Los Angeles, California.

Exhibitions:

2012 Arta Gallery, Los Angeles

2011 Omid Foundations, Santa Monica

2011 "The Noble Woman," 30 Voices, Mulholland Estates

2010 “A Night of Persian Culture,” USC Hillel Art Show, University of Southern California

2009 "The Three of Dreams," The Tree House

2009 Downtown ART WALK, Pacific Electric Lofts Gallery

2003 Shulamit Galley*

2002 "Dream of Giveh," Nessah Academy

2000 "The Turquoise Road," Beverly Hills

1990 Immaculate Heart College





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