

Neptune's Necklace

Westfield Culver City



Neptune Necklace



Neptune Necklace Relocation Rendering

Used Ai for rendering

Optimizing Center Court for Enhance Programming

1

To maximize the utility of the Center Court at Westfield Culver City, we propose the strategic relocation of the current art installation within the center. This adjustment will unlock the full potential of the center court as a premier multi-purpose event venue, fostering deeper community engagement.

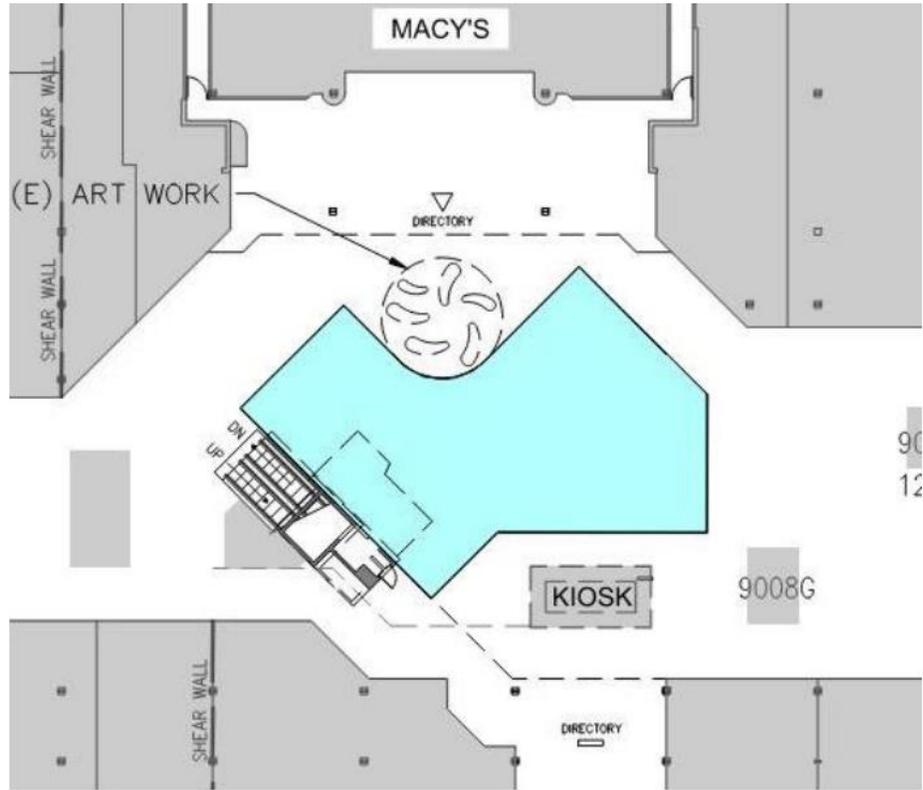
2

Relocating the artwork will allow for the space to be more scalable for hosting diverse activations, including tenant brand productions and community workshops.

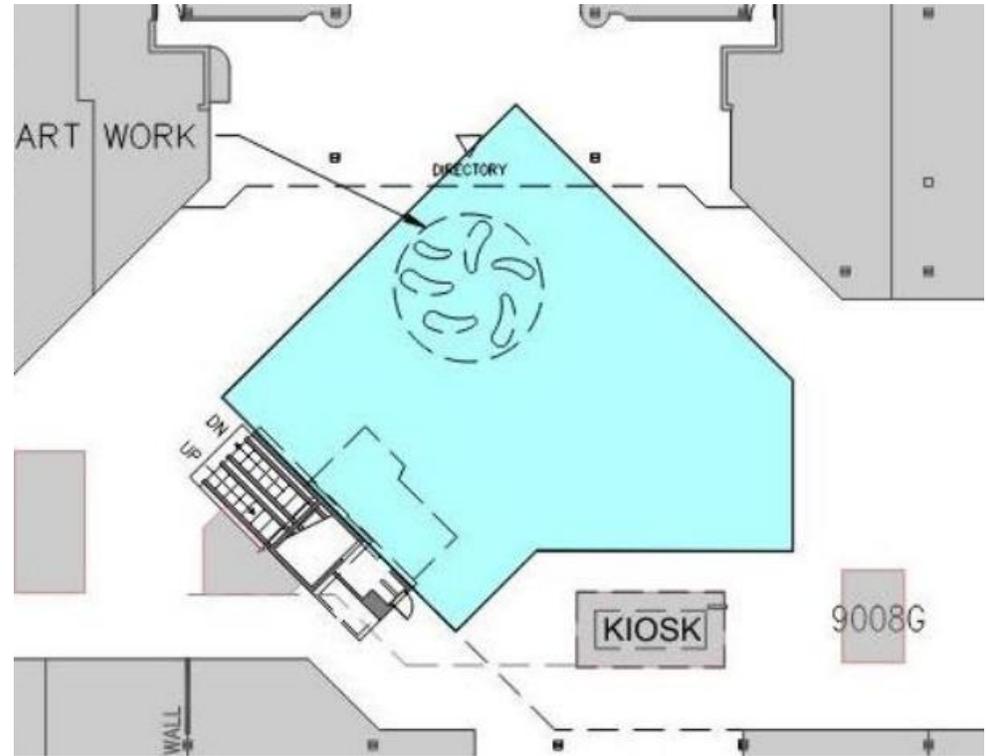
3

Relocating the artwork will lead to revenue opportunities which can be beneficial towards Westfield and the City's fiscal health. In addition, hosting events in general can lead to more foot traffic.

Before

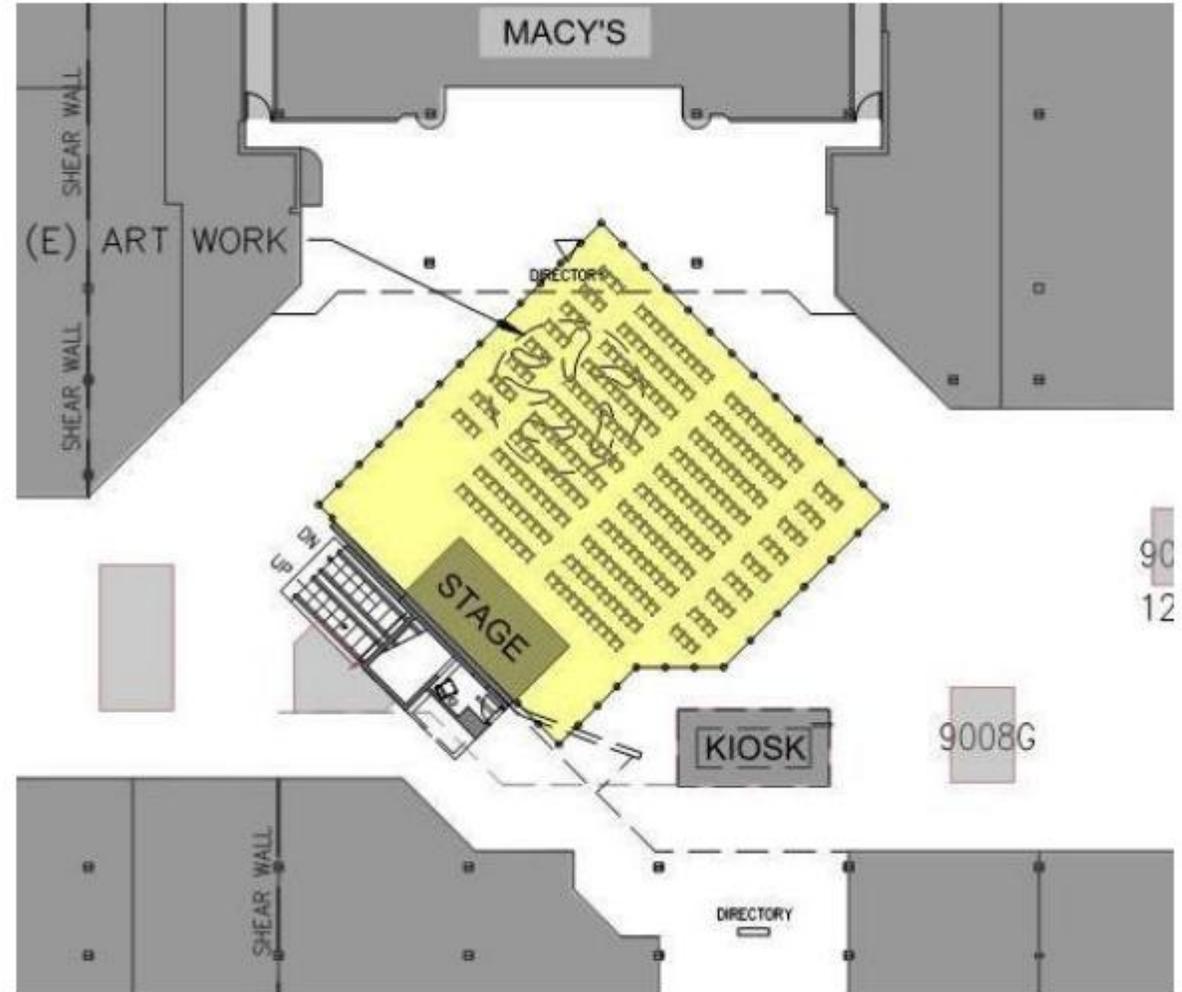


After



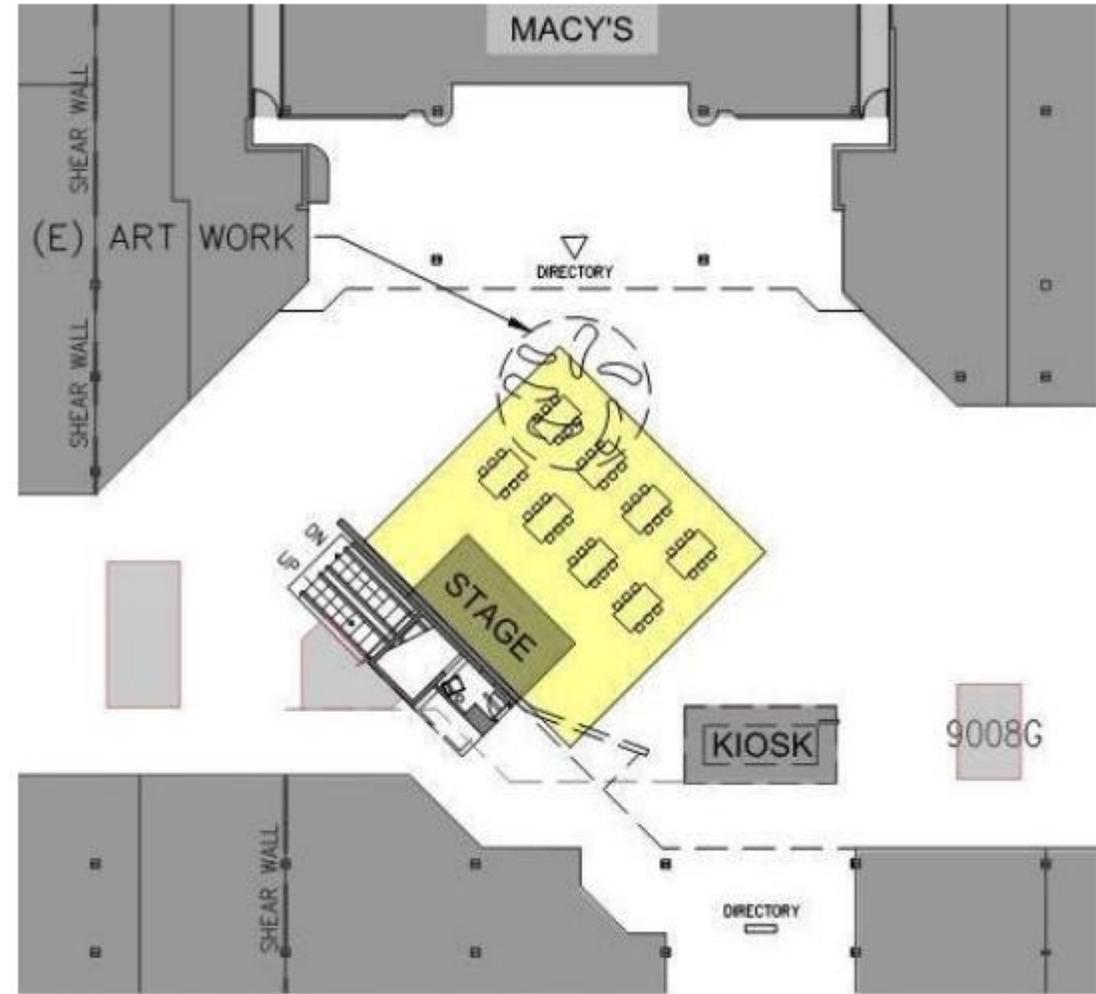
LAYOUT 1: Theatre Seating

- Seating Capacity +/- 275
- Standing Capacity approx. 400
- Assumes artwork to be removed
- Panel Discussions
- Live performances
- Movies
- Product Demos



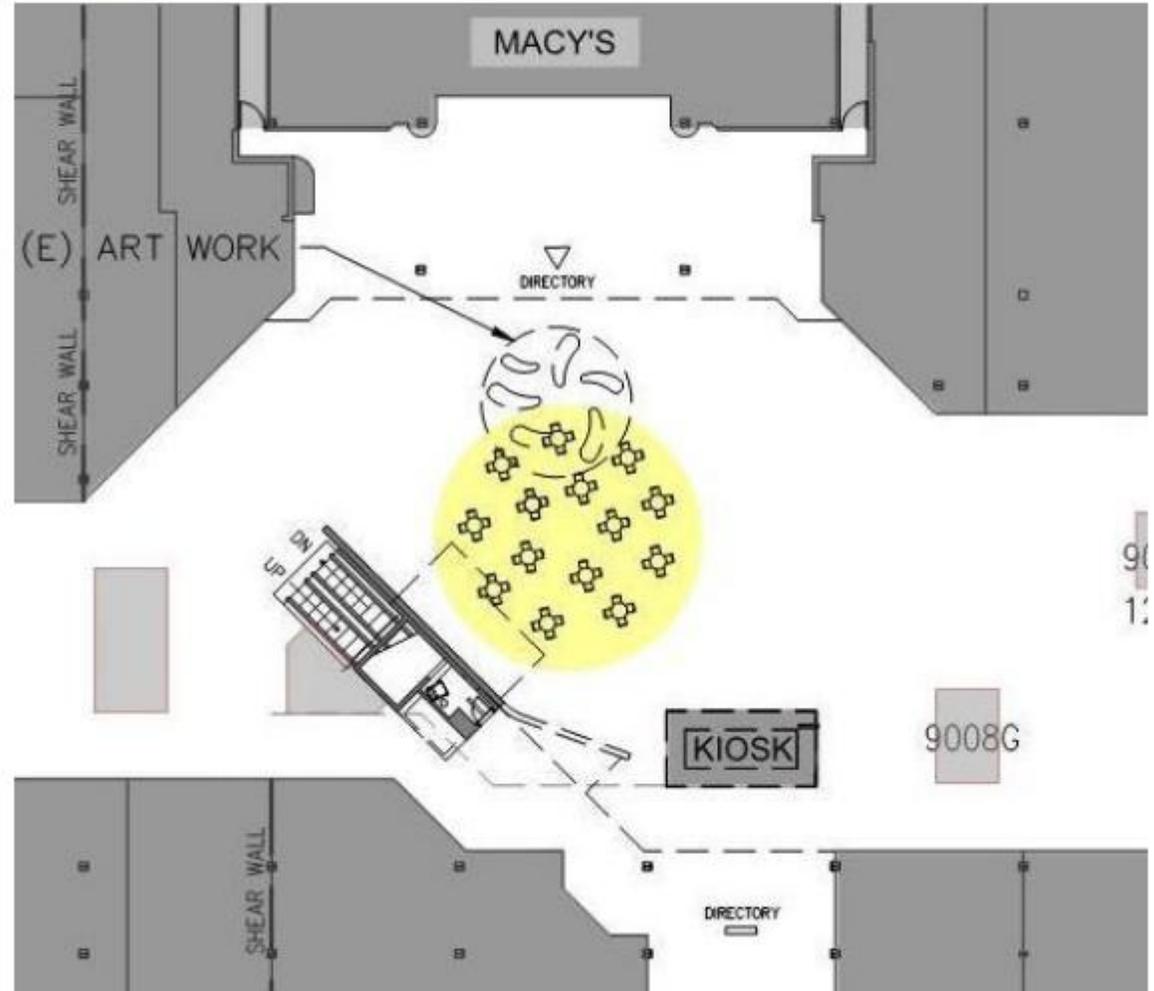
LAYOUT 2: Group Table Seating

- 8 Table Stations
 - Approx. 50 people
 - Use with or without stage
 - Assumes artwork to be removed
-
- Audience participation demo
 - Catered Event/ Food Demo/ Tastings
 - Meetings



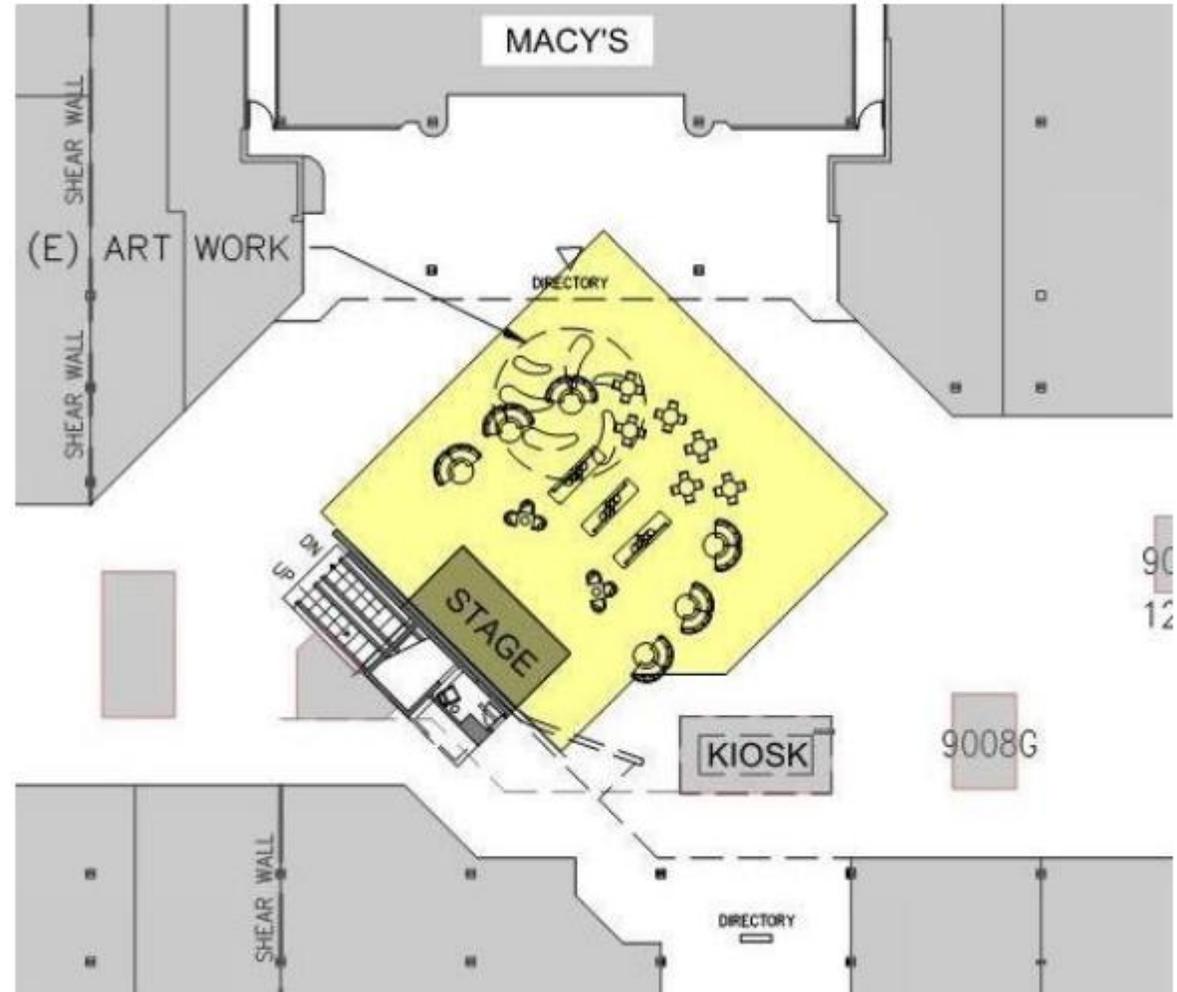
LAYOUT 3: Hightop tables and Stools

- Capacity of 40-80 people
 - 10-20 Tables
 - Use with or without stage
 - Assumes artwork to be removed
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- Live Music
 - Social
 - Business/ Community Networking



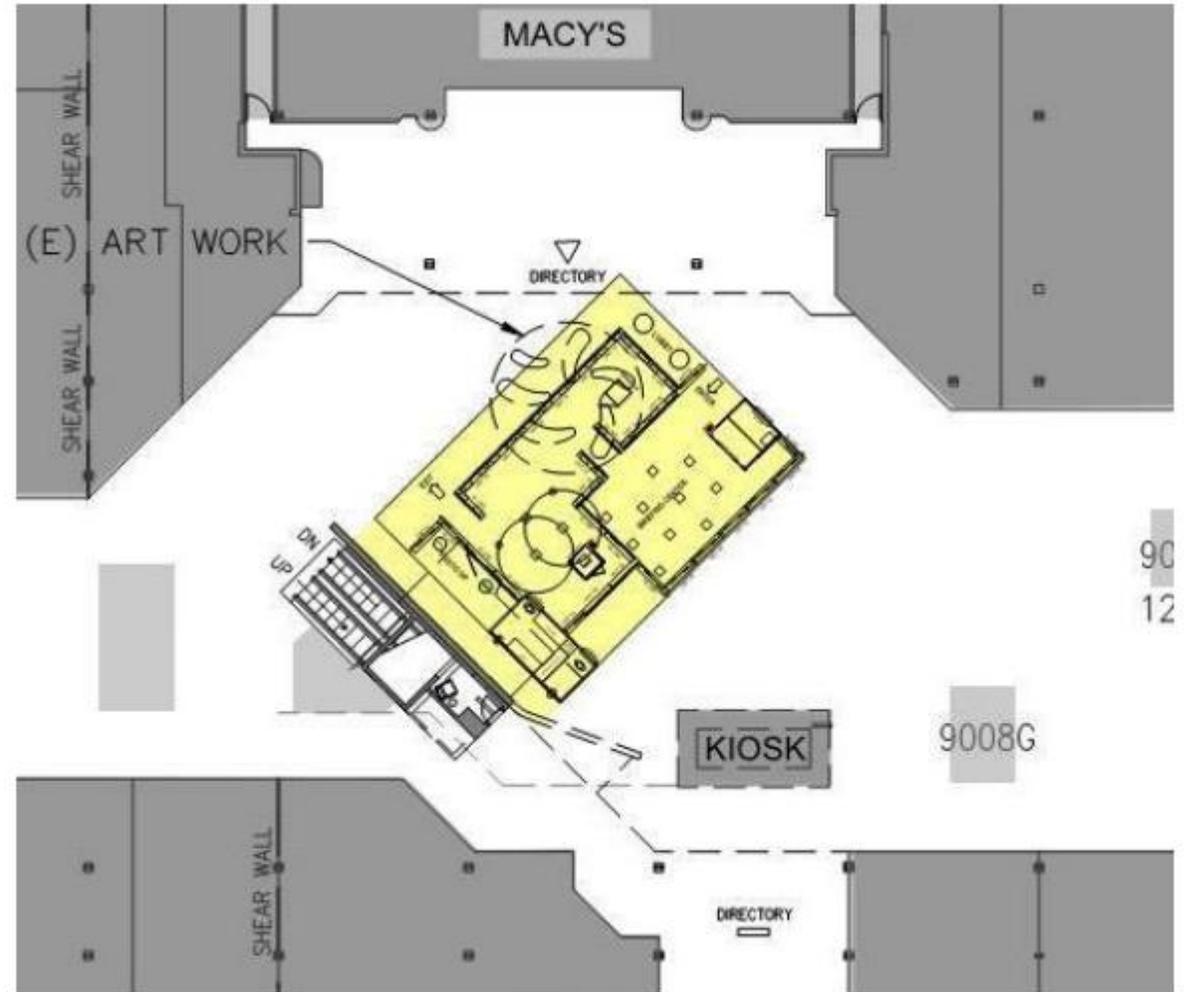
LAYOUT 4: Lounge

- Loose mix of tables and seating
- Assumes artwork to be removed
 - VIP/ Exclusive invite events
 - Community Mixers
 - Viewing Parties



LAYOUT 5: Exhibit

- Utilize existing Kid's Market kit
- Assumes artwork to be removed
 - Art Shows
 - Craft Fairs
 - Brand Activations
 - Seasonal Attractions



Westfield Culver City as Primary Partnership

Center Court will function as the heart of the community and be considered a future venue for events moving forward.

The open space allows for pop-up exhibits featuring local creators, artists, companies to keep the center court engaged through the year.

It'll allow a brand activation area for our retailers, which can draw in more guests, eventually leading to higher sales revenue.

Westfield is anticipating a capital investment of \$60,000 to relocate Neptune Necklace. The quote includes professional fine-art handlers to ensure the integrity of the piece is maintained during the move, preventing any potential liability or damage.

Westfield believes relocation of Neptune Necklace will improve dwell time on the East Wing of the property near JCPenney's.

1

To align with our 2026 operational readiness approach, our objective is to have the Center Court fully cleared and operationally ready by the close of Q1 2026.

2

Completing the relocation within this window ensures we are positioned to capture the influx of event bookings and brand activations scheduled for the spring and summer seasons.

TimeLine

Cleaning and Maintenance

The primary goal is to remove dust and pollutants that can degrade the art material or trap heat against LED lighting

Visual Inspection- Monthly

Surface Dusting- Quarterly

Electrical and Lighting Audit- Bi-Annual

In reference to replacing LED lights on the artwork, a third-party vendor with art handling experience will be contracted.

Conclusion



Relocating the center court artwork represents a proactive commitment to the center's evolution. By relocating the physical barrier for eventing in center court, Westfield Culver City can establish a scalable platform for future growth.



This investment is the key to transitioning our center court from a static walkway into a dynamic community hub, ensuring long-term value for our retailers, our visitors and our city partners.