



**DIVISION OF CULTURAL AFFAIRS**  
**CITY OF CULVER CITY**

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Sally Unsworth  
Cultural Affairs Manager  
(310) 253-6003

August 19, 2025

**MEMORANDUM**

TO: Cultural Affairs Commission  
CC: John Nachbar, City Manager  
FROM: Sally Unsworth, Cultural Affairs Manager  
SUBJECT: Recommendation for Deaccession of "Media in Motion" Artwork at 10950 Washington Boulevard

This memo serves to formally recommend the deaccession and removal of the permanent public artwork, "Media in Motion," by Paul Novacek and Nick Seierup, currently located at 10950 Washington Boulevard. This recommendation is based on a comprehensive review of the artwork's status, the proposed development plans for the site, and adherence to the guidelines set forth in the Culver City Municipal Code (CCMC).

Background of "Media in Motion"

"Media in Motion" is a permanent public artwork situated at the northern boundary of the property at 10950 Washington Boulevard, a site that formerly served as the headquarters for the National Football League (NFL) cable network. This sculptural installation, measuring 13' x 9' x 6' (height x length x depth) and weighing approximately 2,500 lbs., was originally commissioned in 1998 by Skye Partners, Inc., the property owner at the time, to fulfill their Art in Public Places Program (APPP) requirements. The artwork comprises two flat galvanized steel panels representing television screens, which incorporate frosted glass with abstract silkscreened images of the site. It intermingles with the site's address as signage and cost \$65,000. The creation was a collaborative effort between environmental and graphic artist Paul Novacek and Southern California-based architect Nick Seierup.

Request for Deaccession and New Development

Hudson Pacific Properties, Inc. (Hudson 10950, LLC) is the new property owner of 10950 Washington Boulevard and has formally requested the deaccession of "Media in Motion". Since September 2024, they have submitted a comprehensive plan to the City proposing a new mixed-use, multi-family project that includes 508 residential units (with 79 units reserved for low-income households), 14,087 square feet of ground-floor commercial/retail space across five stories, and parking facilities. The existing building on the site will be demolished to make way for this new development.

Deaccession Criteria and Justification

The Culver City Municipal Code (CCMC) Section 15.06.175 provides clear guidelines for deaccessioning permanent artworks commissioned under the City's Art in Public Places Program. Staff has thoroughly evaluated "Media in Motion" against these criteria, and it meets the necessary considerations for deaccessioning:

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- **Minimum Installation Timeframe:** A basic requirement for deaccessioning is that the artwork must have been installed for at least five years. "Media in Motion" has been on public view for 27 years, significantly exceeding this minimum timeframe.
- **Feasibility of Relocation:** Relocating "Media in Motion" to a new site is not possible because its design inherently functions as the address signage of the original site. Consequently, it has no cultural value if moved to an alternate location.
- **Alignment with New Aesthetics and Concept:** The artwork reflects a different period and does not align with the new aesthetics and concept of the proposed mixed-use development.
- **Artist Consent:** Cultural Affairs staff successfully contacted both Paul Novacek and Nick Seierup in June 2025. Both artists have expressed in writing that they have no objections to the new property owner's deaccession request. Furthermore, both artists were offered the option to take back the artwork but have stated they are not interested in doing so.
- **Estimated Valuation due to Depreciation:** Given that the artwork has been installed for over 27 years and exposed to outdoor conditions throughout that period, the artwork has experienced sizable wear and tear resulting in a significant reduction in its valuation. Staff estimates that the current value of the artwork is \$1.
- **Cost-Effectiveness:** Given these factors, staff has determined that decommissioning the artwork at its estimated value of \$1 is the most appropriate and cost-effective action in this instance.
- **Cost Absorption:** Importantly, all costs associated with estimated depreciated value of the artwork as well as the demolition and deinstallation of "Media in Motion" will be absorbed by Hudson Pacific Properties, Inc.

### Recommendation

Having met all applicable criteria and received the artists' consent, staff recommends that the Cultural Affairs Commission Public Art Subcommittee approves the deaccession request for "Media in Motion".

Sincerely,

A handwritten signature in black ink, appearing to read "Sally", followed by a horizontal line extending to the right.

Sally Unsworth,  
Cultural Affairs Manager