

Sally Unsworth  
Cultural Affairs Manager  
9770 Culver Boulevard  
Culver City, CA 90232

June 18, 2025

**RE: Deaccessioning Media in Motion  
10912-10950 Washington Boulevard, Culver City, CA 90232 (Property)**

Ms. Unsworth:

I am writing on behalf of Hudson Pacific Properties, Inc. (Applicant) in connection with the “Media in Motion” Culver City permanent public artwork piece (“artwork”), which is located at the above-referenced Property. Due to a planned redevelopment of the Property, the artwork will need to be removed. As such, Applicant is requesting that the Cultural Affairs Commission approves the deaccession of the artwork. Photographs are attached here for reference.

### **I. The Project**

Applicant plans to redevelop the Property into a new mixed-use multifamily development with 508 dwelling units (of which 79 units will be reserved for low income households), 14,087 sf of neighborhood-serving commercial uses, and 9,240 sf of public open space (the “Project”). During Project construction, Applicant proposes to remove and retire the Media in Motion artwork.

### **II. The Artwork**

The artwork, created by artists Paul Novacek and Nick Seierup, was installed on the Property in approximately 1998. It is an address monument sign made of a galvanized steel plate and silkscreened laminated glass that is located along Washington Boulevard near the current entrance to the Property. The artwork currently functions as address signage. As noted on the City’s website, the “entryway installation is intended to allude to the creativity of the tenants of this media arts complex” and the “two flat panels represent[] television screens.” This design coincides with the Property’s use as a film production facility from approximately 1997 to 2007. However, from approximately 2007 to 2022, the Property was occupied by NFL Network as primarily office space. Now, Applicant plans to demolish the current buildings and construct a new mixed-use multifamily Project.

### **III. Deaccessioning**

Pursuant to Municipal Code Section 15.06.175, the Cultural Affairs Commission may approve the deaccession of public art on private property as long as the art has been displayed for five years

and circumstances justify the removal. Circumstances that justify deaccessioning include: (i) if the artwork has no aesthetic, historical, or cultural value; and (ii) if there is no suitable site for the artwork.

The Media in Motion artwork has been on display for approximately 27 years. As the Property's use has evolved over this time, the artwork is no longer as apt as it once was. Its allusion to film and media is not relevant to the proposed Project's residential and neighborhood-serving commercial uses. Without this context, the piece functions as signage rather than art. Thus, due to the Property's changes over the years, the artwork no longer has aesthetic, historical, or cultural value. Additionally, the Project will reconfigure the site layout such that the current location of the sign will fall right in the middle of what will be a publicly accessible plaza. In fact, any nominal value in keeping the sign somewhere on site would be outweighed by the sign's ultimate intrusion into what would otherwise be open space, landscaping, or circulation areas. Moreover, it would not be possible to move the piece to an off-site location given that it functions as address signage. Thus, there is no suitable site for the artwork. Therefore, various circumstances exist that justify the artwork's deaccession.

#### **IV. Outreach Efforts**

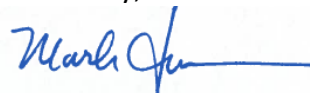
The City contacted Paul Novacek and Nick Seierup, who both stated that they have no objection to the deaccessioning and that they do not wish to keep the artwork. As such, Applicant will handle the removal of the piece and all costs associated therewith. Additionally, in connection with the Project, Applicant will be contributing \$1.5 million of in-lieu public art fees to the City, which Applicant hopes the City will be able to use for cultural affairs projects near the Property.

#### **V. Conclusion**

The artwork may be deaccessioned since it has been on display for more than five years and circumstances justify its removal. Ultimately, the artwork no longer reflects the use of the Property and it would conflict with important Project features. Thus, the best course of action is to move forward with deaccessioning.

In light of the above, we kindly ask the Cultural Affairs Commission to approve the requested deaccessioning. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Mark Lammas', with a horizontal line extending to the right.

Mark Lammas  
President  
Hudson Pacific Properties

## Media in Motion



### Artwork details

#### Artist

Paul Novacek and Nick Seierup

#### Year

1998

#### Medium

Galvanized steel plate and silkscreened laminated glass

#### Dimensions

13' h x 6' w

Paul Novacek's and Nick Seierup's entryway installation is intended to allude to the creativity of the tenants of this media arts complex. *Media in Motion* comprises two flat panels representing television screens. These screens have frosted glass with abstract silkscreened images of the site incorporated into them. These images appear to be in motion and can be seen by both east- and west-bound pedestrian and vehicular traffic.

Paul Novacek is an environmental and graphic artist. Mr. Novacek has created environmental designs and sculpture for Disney Sea in Tokyo, Japan; Universal Studios, Florida, and Leo Palace Resort and Country Club, Guam. Nick Seierup is Design Principal at Perkins + Will in Los Angeles.

