



**3550 HAYDEN AVENUE**



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**04/15/2024**

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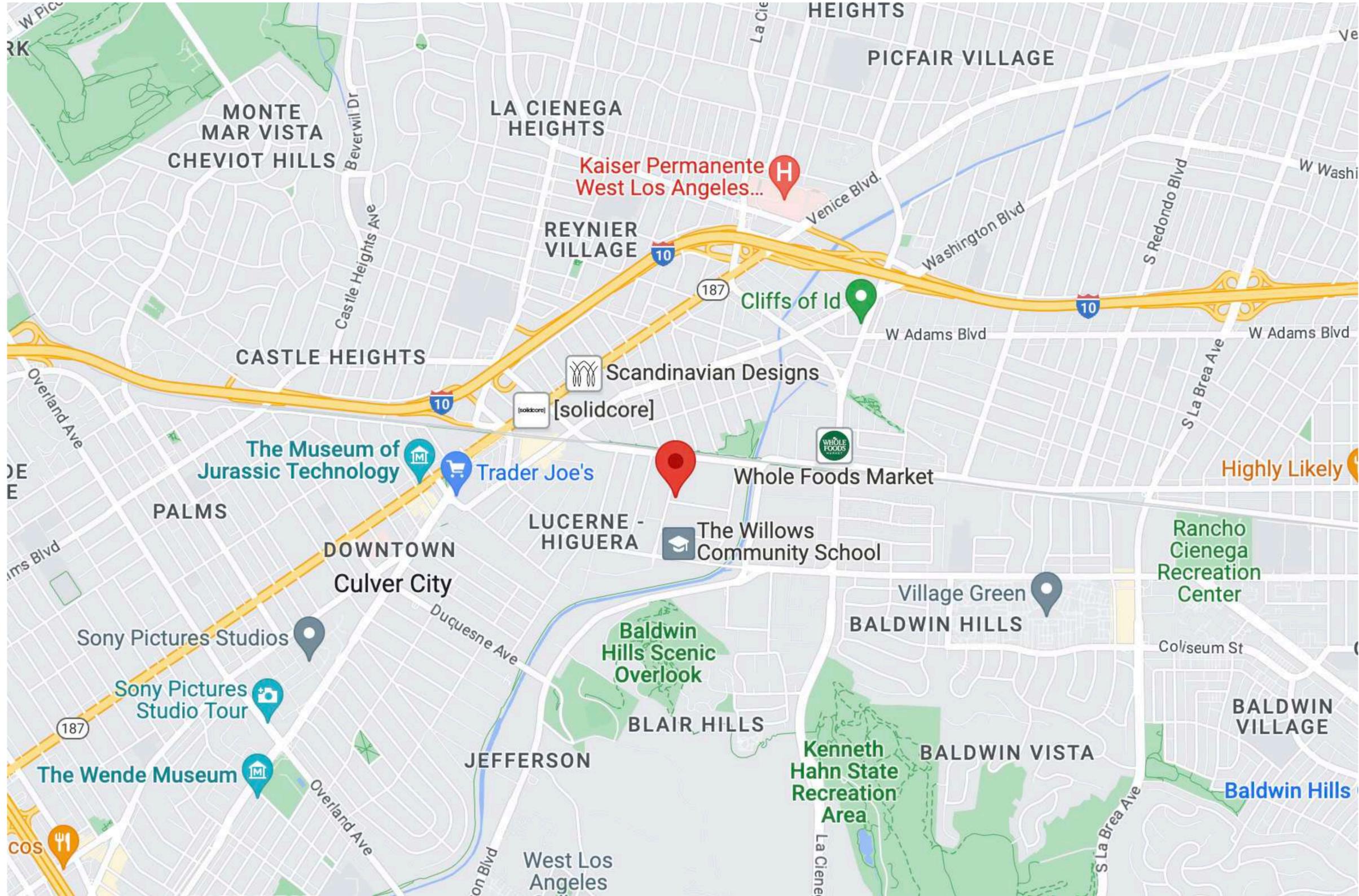
# INTRO



## 3550 Hayden Avenue::

3550 Hayden Avenue is a proposed 3 story office space addition to an existing bow-truss warehouse. In contrast to the immediate neighbor's darker tone and deconstructionist forms, we propose a lighter material palette integrated of color plaster, concrete and steel with a refined exterior that matches the scale of the existing neighborhood context. The proposed ground floor landscaping areas include a private courtyard, with entrances along Hayden Avenue and planters along Steller Drive. The proposed 2nd and 3rd floor private decks include landscaped planters and solar trellises.

# SITE LOCATION





# V I S U A L D O C U M E N T A T I O N

# RENDERING



# RENDERING



# RENDERING





# ART LOCATION

# SITE MAP





ROGAN GREGORY



# ARTIST BIO :: ROGAN GREGORY



Rogan Gregory's (b. 1972) work reflects his life-long interest in abstract forms, geology, ecological systems, evolutionary biology, and the impact of humans on the natural environment. Inspired by the ways in which elements and the continuum of time shape our world, Gregory works repetitively, emulating the recurring developmental processes of life.

He meditates on line and proportion to achieve incongruous balance and asymmetrical harmony, ultimate truths in nature. Gregory works in a wide range of time-honored materials such as stone, bronze and wood. He pairs these known materials with those less familiar to develop aggregated surfaces that elude simple classification. This experimentation allows the artist to develop a unique aesthetic, unlike that of any artist working today.

The artist's exploratory methods are best realized in his *Fertility Form* and *Sentient Space* series. In the *Fertility Form* series, Gregory sculpturally interprets the cycle of life, referencing sexual intercourse and the fertilization of cells, as well as cell division and the subsequent processes in the evolving life cycle. In his *Sentient Space* series, he explores the interaction of life forms at the cellular level and their amorphic configurations. He envisions their existence on exoplanets not yet discovered and considers how they might relate to life in the uncharted depths of the Earth's oceans. Altogether, Gregory's practice reveals a unique mythos that is elegantly executed through minimal forms and distinct materials, seamlessly translated into sculptural and functional work.

Rogan Gregory began his career in New York City as a design consultant for luxury fashion brands. He designed his first eponymous clothing collection in 2001, and, in 2007, he received the Vogue/CFDA fashion fund award. Gregory had his first solo exhibition with R & Company in 2016 and developed a new, highly successful body of work for his second show with the gallery in the fall of 2018. He has been featured in multiple media outlets, including Architectural Digest, The Wall Street Journal Design, Elle Décor, Wallpaper and Surface.

# PAST WORK



# PAST WORK



PAST WORK



# PAST WORK



# ARTIST STATEMENT

## Rogan Gregory

This artwork stands out amidst Culver City's urban landscape, purposefully diverging from the rigid lines of man-made structures. In a city known for its modernity and progress, this deviation serves as a reminder of our innate connection to the natural world.

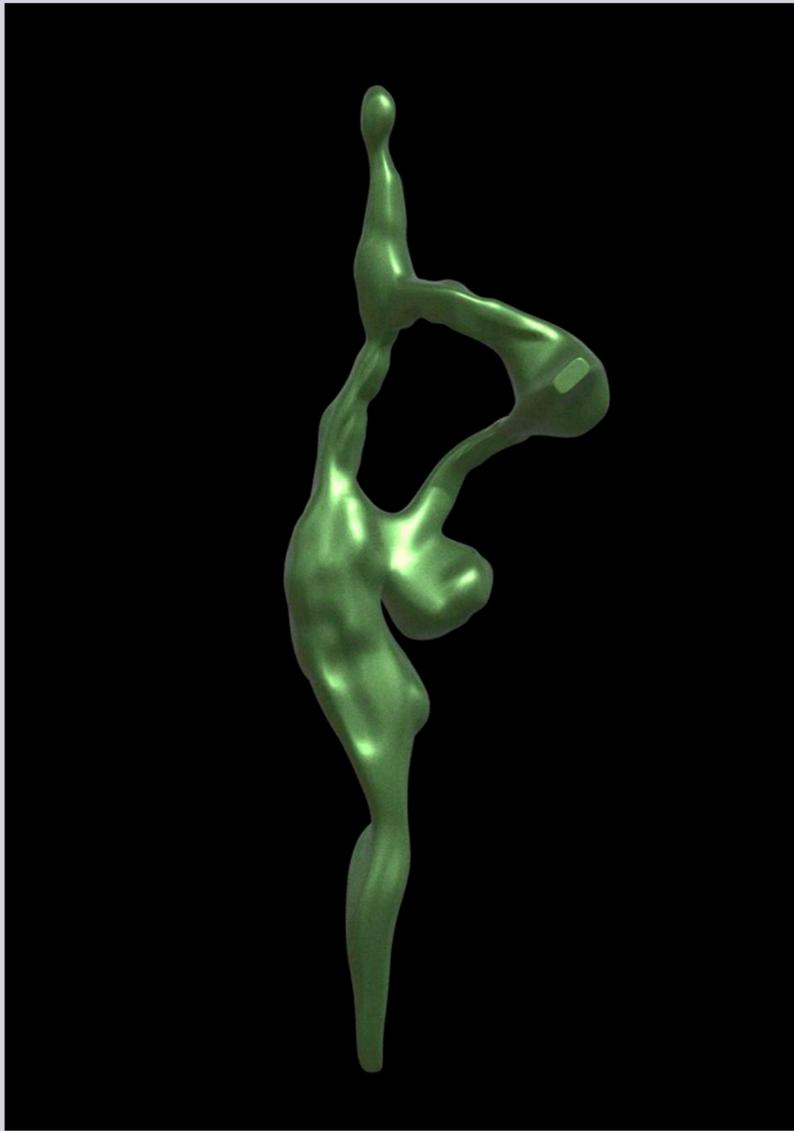
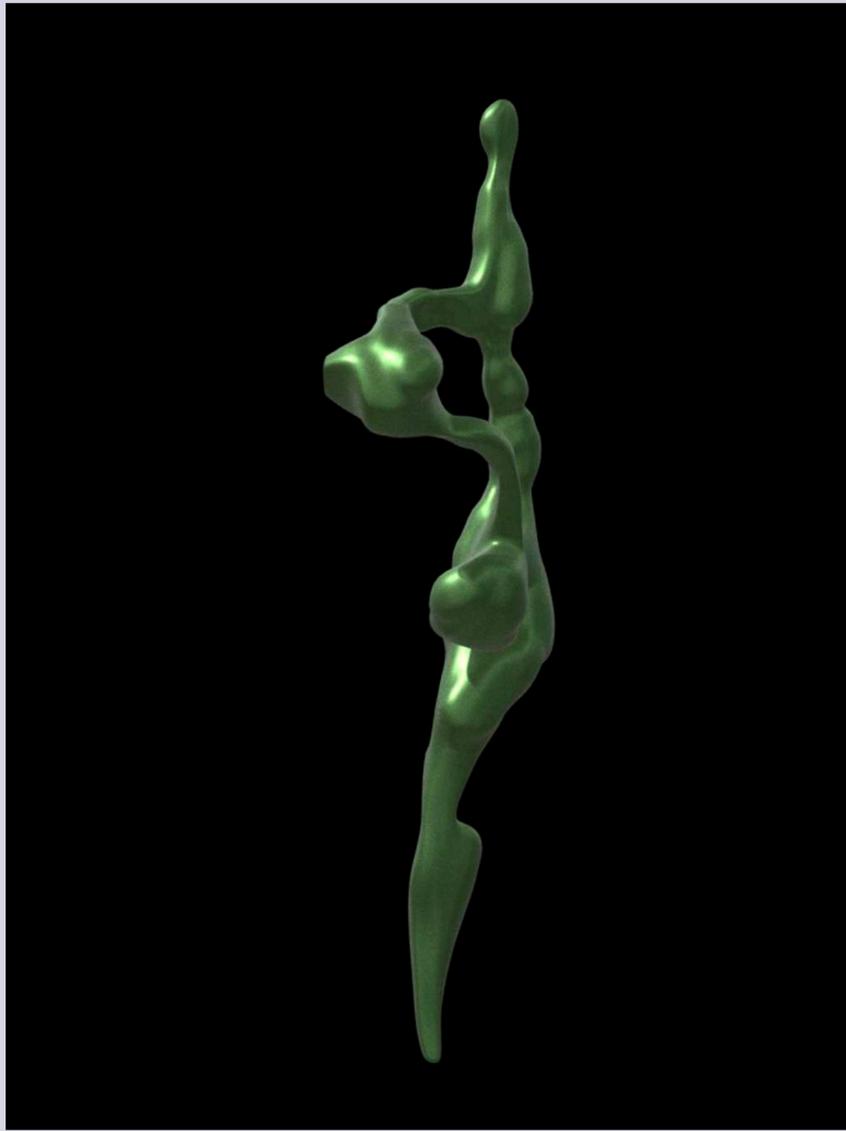
By embracing organic shapes and forms, the artwork invites viewers to engage both sensorily and emotionally. It prompts reflection on the evolutionary processes that have shaped us and our environment, encouraging a reconnection with our biological roots.

In the midst of urban hustle and bustle, this artwork offers a moment of respite—a chance to step away from the city's artificial constructs and rediscover our bond with nature. It creates a space for contemplation and renewal, fostering a deeper appreciation for the harmony between humanity and the environment.

Within Culver City's cityscape, this artwork serves as a catalyst for reconnecting with our primal essence, bridging the gap between the artificial and the natural, and inspiring a sense of unity with our surroundings.



# PROPOSED ARTWORK



*Detail:*

*Material: Bronze-Coated Fiber Glass, Reinforced Gypsum  
Size: 7' Tall x 5' W*

*Anchoring System: A 1-1.5inch metal rod will be welded into the sculpture, and epoxied into a concrete platform that will be installed at least 6" into the ground. The sculpture will be cast bronze, and hollow so it will not be excessively heavy.*

*Lighting: To be seen from the street, spotlights will be installed in the surrounding planters.*

**Maintenance Recommendations:**

Cast bronze is material that has been used often in outdoor environments. It is durable and maintainable, particularly if siting is suitable. The bronze patina will alter due to sun and moisture but this can be mitigated by using a coating that will help minimize etching from bird guano, acid rain and dew. We recommend a wax or acrylic coating that can be wiped clean as needed and will be maintained by conservation professionals. The following maintenance recommendations should ensure long-term material and visual stability:

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Page | 2

**Staff Maintenance Recommendations:**

- Bird guano can and should be removed using distilled water and microfiber cloths.
- No abrasive cleaning agents or methods, such as steel wool or calcium carbonate-based cleaners should be used on any of the metal surfaces.

**Conservation Recommendations:**

- The cast bronze should have an acrylic or wax based coating to protect it from corrosion and etching of the bronze due to bird guano, condensation or rain.
- Periodic (annual/bi-annual) examination of the sculpture and its mount by a Conservator.
- Annual or bi-annual cleaning and waxing of the metal.
- Regular (annual) digital photographs should be taken to monitor changes over time.
- A report that offers any further cleaning or repair recommendations should be written after sculpture maintenance treatment.

**Report Prepared by: Amy Green, Conservator**

# PROJECT BUDGET

Artist Commission	\$28,256
Fabrication	\$50,000
Engineering Approvals	\$2,500
Transport/Installation/Delivery	\$5,000
Consulting Fees	\$9,584
Conservation/Maintenace Reports	\$500
<b>Projected Total:</b>	<b>\$95,840</b>

**Mandated Budget: \$95,840**





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