

FREEWAVES

11th Festival of New Media Arts - HOLLYWOULD De|Tours Events Fact Sheet

As part of the Hollywood festival, Freewaves is featuring a series of alternative tours of Hollywood Boulevard with subsequent mobile media installations, film screenings and discussions at the Pig 'n Whistle and American Cinematheque. Please join us to explore the active Walk of Fame, the lost Hollywood Art Colony, utopic public parking lots, glamorous surveillance and redevelopment skepticism. Cultural critic Norman Klein shares his view on Hollywood's schizophrenic image. All events are FREE!



DE|TOURS

Sunday, October 12, 2008. 4:00PM – 10:00PM

More detailed information at end of document.

De|Tours Around Alt. Hollywood

4:00PM – 6:30PM

Starting at LACE

Five different 1.5-hour walking tours of Hollywood from alternative perspectives, sponsored in part by LA Forum. Each group will receive mobile media devices to document their tour (Media architecture by REMAP) Tours are free, but have capacity limits so please RSVP for only 1 tour. We recommend wearing comfortable walking shoes and bringing water.

4:00 – Ryan Griffis, Temporary Travel Office, artist and Sarah MacPherson, urban planner –
Parking Public: a Tour of Parking Lots and Utopias: Hollywood

4:15 – Elizabeth Lovins, artist and Jack Illes, urban designer – *Excavating the Lost Hollywood Art Colony*, a walking pod tour – BYO mobile video player

4:30 – Greg Goldin, architecture critic – *Stepping on the Cracks: Skeptical Promenade thru Hollywood Redevelopment*

4:45 – Matthew Reynolds, visual culture scholar and Amy Alexander, artist – *The Glamour of Surveillance: A User's Guide to Looking in Hollywood*

5:00 – Sara Wookey, choreographer and Deborah Murphy, urban designer – *Actions of Time and Space on the Walk of Fame*

6522 Hollywood Blvd., Los Angeles, CA 90028,
323.957.1777 RSVP at www.freewaves.org/reservations

Hollywould: Interactive Urban Planning Project Workshop at LA Forum/Woodbury

Hollywood Exhibitions

4:00 – 6:00PM

James Rojas, urban planner – playful brainstorming workshop with props and 3D model about Hollywood's future

6520 Hollywood Blvd., Los Angeles, CA 90028,
www.laforum.org

Pig'n Whistle

5:30 – 7:30PM

Tour groups will regroup and refresh at this classic Hollywood restaurant, while participating in the creation of a tour media collage. At 6:30, Norman Klein talk and video: The World's Most Schizophrenic Street, Hollywood Boulevard's Imaginary 12-step Program

6714 Hollywood Blvd., Los Angeles, CA 90028,
323.463.0000 www.pignwhistle.com

American Cinematheque at the Egyptian Theatre

8:00PM – 10:00PM

Two media art screenings at the Egyptian-themed theater that is forever Hollywood.

Steven Spielberg Theatre – LA Filmforum presents Freewaves' Holly Would If She Could:

Artists' Replies to Hollywood.

Lloyd E. Rigler Theatre – Los Angeles Plays Itself, by Thom Andersen

6712 Hollywood Blvd., Los Angeles, CA 90028,
323.461.2020 www.americancinematheque.com

Tickets via Fandango.com or at the box office





© Ryan Griffis, Temporary Travel Office

Parking Public: a Tour of Parking Lots and Utopias: Hollywood

Hollywood Entertainment District sign with Temporary Travel Office tour group, Nov 2007

Photo credit: Nick Brown

4:00PM

Parking Public: a Tour of Parking Lots and Utopias: Hollywood

Ryan Griffis, Temporary Travel Office, artist

<http://temporarytraveloffice.net>

Sarah MacPherson, Associate Executive Director, Hollywood Property Owners Alliance, urban planner

<http://www.hollywoodbid.org>

Parking Public is a research initiative documenting specific histories of public parking development as it relates to the more general ideology of utopian capitalism. The *Temporary Travel Office* has been at work studying the changing context of parking in U.S. cities and towns, producing guided and self-guided tours to better understand how parking fits into our desires and frustrations for livable spaces. Currently, we are looking at the disappearance of surface parking lots that seems to be taking place across the country, especially in cities and towns with urban centers.

Joined by Hollywood-based urban planner, Sarah MacPherson, this tour will provide a glimpse into the spatial conflicts between resident groups, speculative developers, business owners, architectural preservationists, tourists and pigeons. Parking lots and alleyways serve as both stage and actor in the tours' narrative, where these different stake holders write and rewrite the lines.



© Elizabeth Lovins, Hollywood Art Center Archive
Excavating the Lost Hollywood Art Colony
Private driveway entrance of Hollywood Art Center circa 1940s

4:15PM

Excavating the Lost Hollywood Art Colony

A Project of the Hollywood Art Center Archive

Elizabeth Lovins, Hollywood Art Center Archive, artist

*Jack Illes, Senior Vice President Design and Development, The Hardage Group
(Formerly with TrizecHahn, developers for Hollywood & Highland Center), urban designer*
<http://www.thehardagegroup.com>

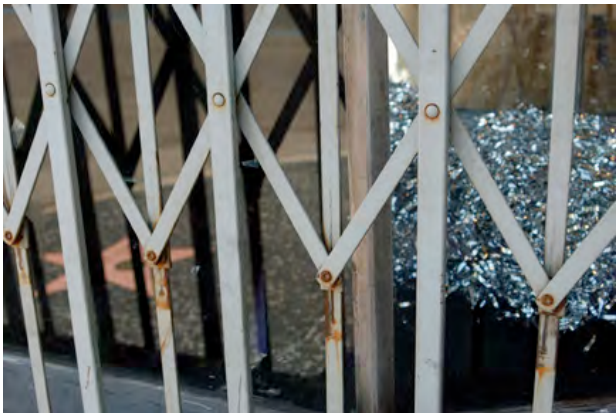
This is an intermediate level walk including stairs and hills. After submitting your RSVP, information to follow regarding loading your mobile video player with the video files.

Excavating the Lost Hollywood Art Colony is a site-specific mobile video walking tour by artist Elizabeth Lovins that explores the lost histories of avant-garde artists and the places they inhabited during the Golden Era of Hollywood. From the bustling noise of modern-day Hollywood Boulevard, you will journey back into one of the most enchanting neighborhoods of Hollywood's Bohemian past through real and imagined spaces. Beginning at LACE, we will walk to the Hollywood & Highland Center for an overview of the project area by Elizabeth Lovins and urban designer Jack Illes before beginning the mobile video walking tour. Using the mobile video device as an excavation tool, you will script your own urban text through the many winding pathways of the Hollywood Hills to transform your perception of space and time with each footstep.

The Hollywood Art Center Archive, established between 1999-2003 by Elizabeth Lovins, is dedicated to the research, documentation, and presentation of the history of the Hollywood Art Center School (1912-2000), its founders Henry and Mona Lue Lovins, and its associated artists. While the holdings of HACS archive can assist in producing new knowledge about the history and culture of the region, more importantly, the archive represents a tool for inquiry into the place of Hollywood and the notion of an influential Art Colony once existing in its

environs. Currently, the archive serves as a vital component in the production of *Excavating the Lost Hollywood Art Colony*.

Hollywood Art Center School (HACS) was founded in 1912 by artists Henry and Mona Lue Lovins. Considered to be a pioneer of today's Southern California art schools, its areas of study included Fine Arts, Commercial Art and Illustration, Interior Design, Costume Design, Animation, and Sculpture. Students and faculty participated in such varied projects as the animation of Walt Disney's *Fantasia* (1940), the Tommy Trojan statue at USC (1930), and the famous memorial to Rudolph Valentino in De Longpre Park (1930). HACS's curriculum focused on the creative and technical advancement of the artist in a free-spirited, progressive pursuit of intensive study.



© Dana Maiden

Stepping on the Cracks: Skeptical Promenade thru Hollywood Redevelopment

4:30PM

Stepping on the Cracks: Skeptical Promenade thru Hollywood Redevelopment

Greg Goldin, architecture critic

Hollywood is routinely, and repeatedly, regarded as fair target for revitalization. Shuttered businesses, blanked storefronts, empty offices, and mothballed movie houses, dot the street. Civic officials cannot abide the derelict, the ramshackle, the ragged, and so have poured money into the boulevard -- and surrounding streets -- for decades. To what effect? And what is the public's understanding of Hollywood Boulevard as a place, mythical and otherwise? Probably no street has invited more disappointments to tourists, and locals, than any other in Los Angeles. Let's peer together, into the sidewalk, through the gates, across the newly minted facades at the true boulevard.



© Matthew Reynolds

The Glamour of Surveillance: A User's Guide to Looking in Hollywood

4:45PM

The Glamour of Surveillance: A User's Guide to Looking in Hollywood

Matthew Reynolds, visual culture scholar

Amy Alexander, SVEN (Surveillance Video Entertainment Network), artist

Are you ready for your close-up? This tour will investigate the strange affinities between glamour and surveillance. Redevelopment is using "glamour" as a marketing brand that capitalizes on Hollywood's history as home to celebrities, fame, wealth and excitement. Surveillance technology supposedly makes the newly redeveloped urban space safe for the upwardly mobile to spend their money at hip bars and clubs of Hollywood. Whereas glamour is associated with the excitement of seeing movie stars, surveillance represents the threatening, protective gaze of law and order. Using the Boulevard as our lab, we'll discover how the ubiquitous CCTV gaze is used not only as a crime deterrent, but also as a stand-in for the celebrity-making movie camera of our own minds.



© Sara Wookey
Actions of Time & Space on the Walk of Fame

5:00PM **Actions of Time & Space on the Walk of Fame**

Sara Wookey, choreographer
Deborah Murphy, urban designer

Within the visual density of the Boulevard, the stars focus our attention and bring the city into a human scale to which the body can relate. An urban designer and a choreographer collaboratively lead this unique tour that begins with a brief history of the Walk of Fame. We take notice of how the placement of stars on the sidewalk encourages an active reading that requires physical movements and diverse pedestrian posturing. Engaging actions of stopping, crouching and walking backwards, as a group, we will move across several blocks of Hollywood Boulevard traveling the threshold between tourist seduction and local living and identifying where major development is coming quickly into focus. Along this route of actions, we will be detailing urban phenomena and how we, as walkers in the city, can take note of urban design and its affects on our senses. In tandem to the fantasy of cinema present on Hollywood Boulevard, we will explore the act of walking as an intriguing and wondrous activity. In this tour, you will experience new ways of orienting that can enliven the act of walking throughout Los Angeles and other urban intensities.



© James Rojas
Hollywould: Interactive Urban Planning Project
Model detail

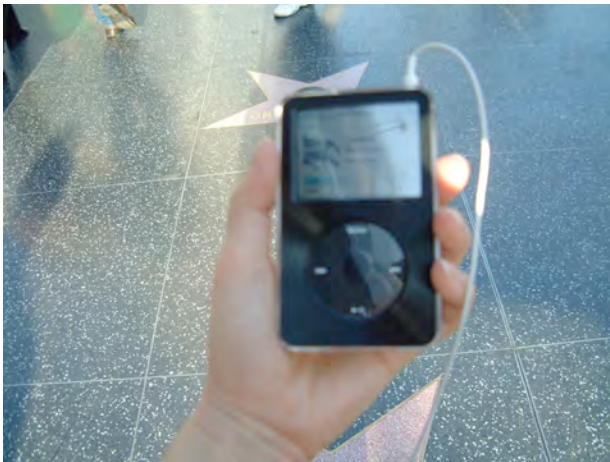
4-6PM

Hollywould: Interactive Urban Planning Project

Workshop at LA Forum/Woodbury Hollywood Exhibitions
6520 Hollywood Blvd., Los Angeles, CA 90028,
www.laforum.org

James Rojas, urban planner

Hollywould: Interactive Urban Planning Project, invites you to play and dream about the future of Hollywood. Conceived by urban planner James Rojas, and in collaboration with community volunteers, this model building exercise breaks down barriers participants may have about urban planning by using an interactive, creative medium to help people think through the planning process. Using a medley of recycled materials, you are invited to create your ideal urban form on an oversized urban plot of streets, parcels and parks. With your help the model will constantly change as your work builds upon the contributions of others. Please Create!



© Elizabeth Lovins, Hollywood Art Center Archive
Excavating the Lost Hollywood Art Colony
Walking with an iPod on Hollywood Boulevard