7.28.16

3637
W. ALABAMA

DESIGN PROPOSAL / *SARAH SCHELLENBERG*

MID-CENTURY MINIMAL MEETS
PALM SPRINGS LUXURY IN A WELCOMING RESPITE

HOLLY
WOOD
SQUARE

CONTENTS

1. BIG GOALS

2. SUMMARY OF RECOMMENDATIONS

3. LANDSCAPING - THE GATEWAYS

4. LANDSCAPING - INTERIORS

5. ART

6. LIGHTING

7. FACADE

8. FONTS

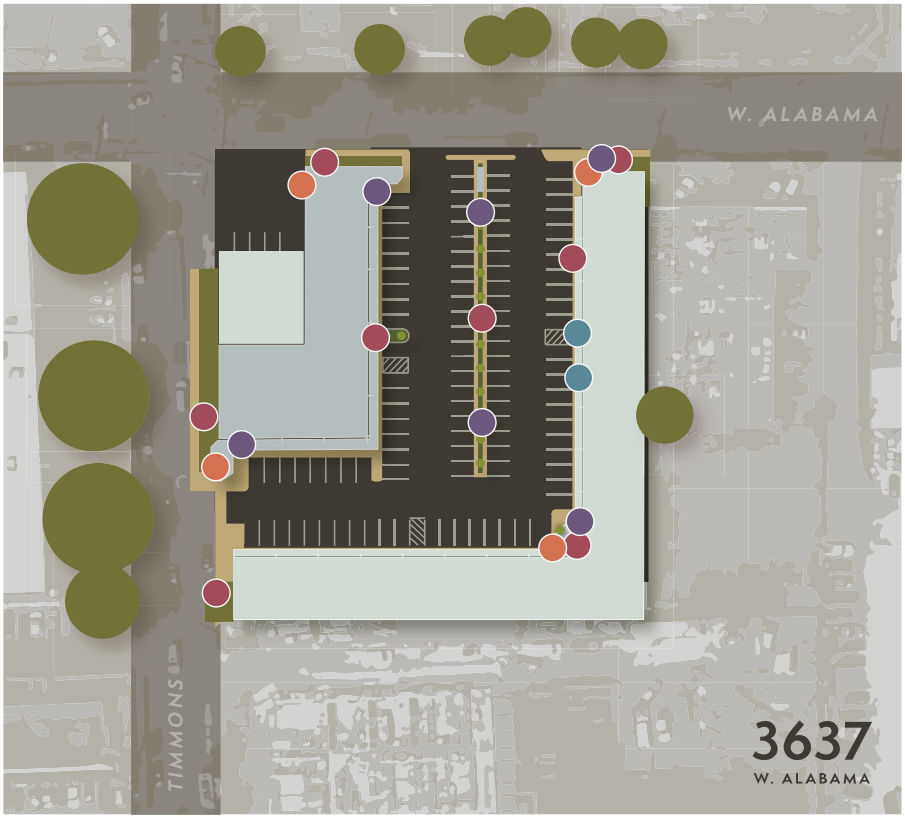
9. COLORS

10. SIGNS

HOLLY WOOD SQUARE

3637 W ALABAMA

- LANDSCAPE CHANGES
- FACADE CHANGES
- LIGHTING
- PUBLIC ART



SUMMARY OF GOALS

LANDSCAPE CHANGES

+ Compliment the existing palm trees
+ Juxtapose lush botanicals with modern desert
+ Focus on varied natural textures, in lieu of color
+ To create a memorable place
+ Engage all the senses while soothing the mind
+ To encourage people to investigate the square

FACADE CHANGES

+ Simplify facade by removing incongruous decoration
+ Add interest and warm up the all-white exterior a bit

LIGHTING

+ Create more interest in the landscape at night
+ Highlight the bold modern lines (LED strips)

PUBLIC ART

+ To be instantly recognizable on social media
+ To create a memorable place
+ To engage local talent

Possible artists to approach:

+ Anat Ronen (realistic murals)
+ Page Piland (minimalist artist)
+ Jesse Sifuentes (contemporary tile mosaic)
+ Anthony Shumate (public art, sculpture)
+ Shane Allbritton (public art, sculpture)
+ Dean Ruck & Dan Havel (public art, sculpture)

HOLLY WOOD SQUARE

3637 W ALABAMA

- LANDSCAPE CHANGES
- FACADE CHANGES
- LIGHTING
- PUBLIC ART

SUMMARY OF RECOMMENDATIONS

LANDSCAPE CHANGES

Remove all existing flower beds and plants

+ Install rock beds
+ Install accent boulders
+ Install varied succulent gardens
+ Install succulents planters
+ Cover the walls in creeping vines

FACADE CHANGES

+ Remove dental accents on facade
+ Install ipe ceiling under walkways

LIGHTING

+ Install illuminated bollards
+ Hidden LED stripd highlight plane intersections

PUBLIC ART

Prominently feature accent walls:

Put together RFPs for:

+ Permanent contemporary mosaic
+ Permanent contemporary mural
+ Permanent contemporary sculpture

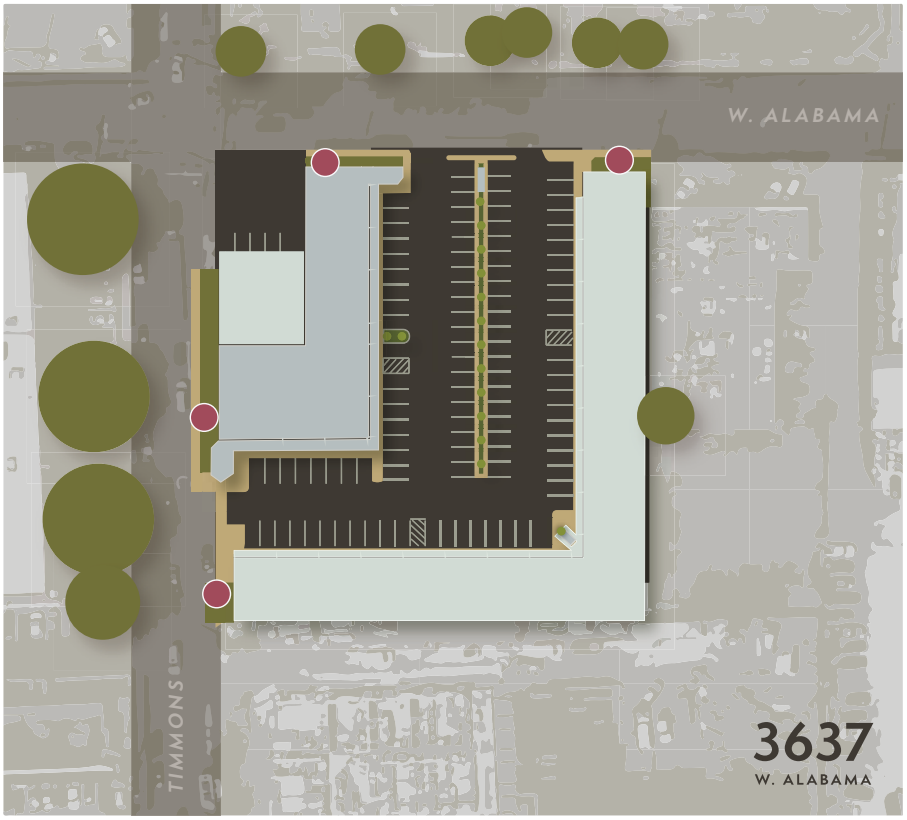
Possible artists to approach:

+ Anat Ronen (realistic murals)
+ Page Piland (minimalist artist)
+ Jesse Sifuentes (contemporary tile mosaic)
+ Anthony Shumate (public art, sculpture)
+ Shane Allbritton (public art, sculpture)
+ Dean Ruck & Dan Havel (public art, sculpture)
+ Troy Stanley (public art, sculpture)

HOLLY WOOD SQUARE

3637 W ALABAMA

LANDSCAPE CHANGES



LANDSCAPE RECOMMENDATIONS

THE GATEWAYS:
Need to encourage people to investigate the square.

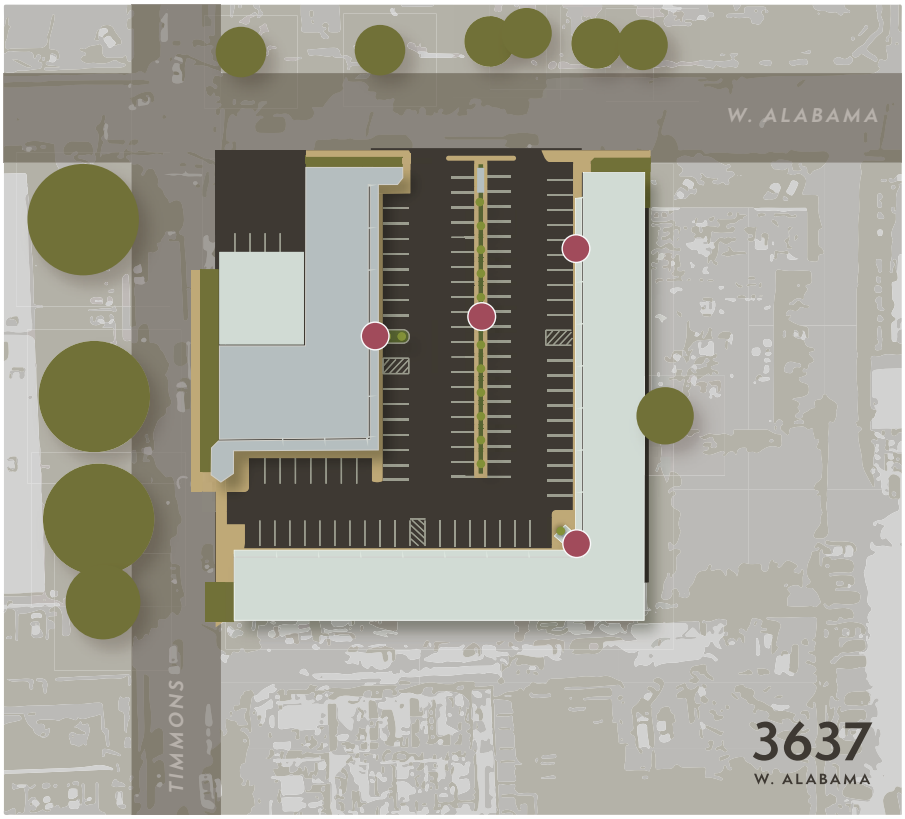
Create clear and inviting entrances using potted plants as sentries

+ Compliment the existing palm trees
+ Juxtapose lush botanicals with modern desert
+ Focus on varied natural textures, in lieu of color
+ Install rock beds in lieu of grass
+ Install accent boulders
+ Install minimalist succulents garden (combo of large pots and in-ground)
+ Pair geometric lines and messy botanical textures
+ Inspired by southern California
+ Inspired by the Parker at Palm Springs

HOLLY WOOD SQUARE

3637 W ALABAMA

LANDSCAPE CHANGES



LANDSCAPE RECOMMENDATIONS

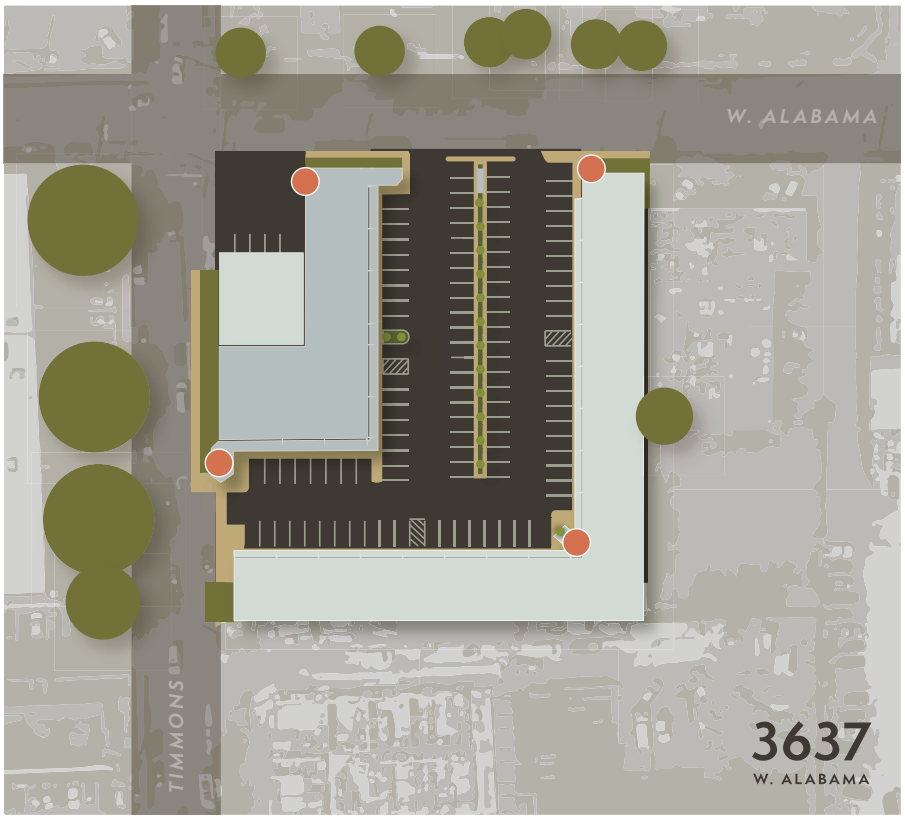
THE INTERIOR LANDSCAPE:
A welcoming space for guests

+ Compliment the existing palm trees
+ Juxtapose lush botanicals with modern desert
+ Focus on varied natural textures, in lieu of colorful flowering plants
+ Install rock beds in lieu of grass
+ Install accent boulders
+ Install minimalist succulents garden (combo of large pots and in-ground)
+ Pair geometric lines and messy botanical textures
+ Inspired by southern California
+ Inspired by the Parker at Palm Springs

HOLLY WOOD SQUARE

3637 W ALABAMA

PUBLIC ART



PUBLIC ART RECOMMENDATIONS

PUBLIC ART

Create a memorable location

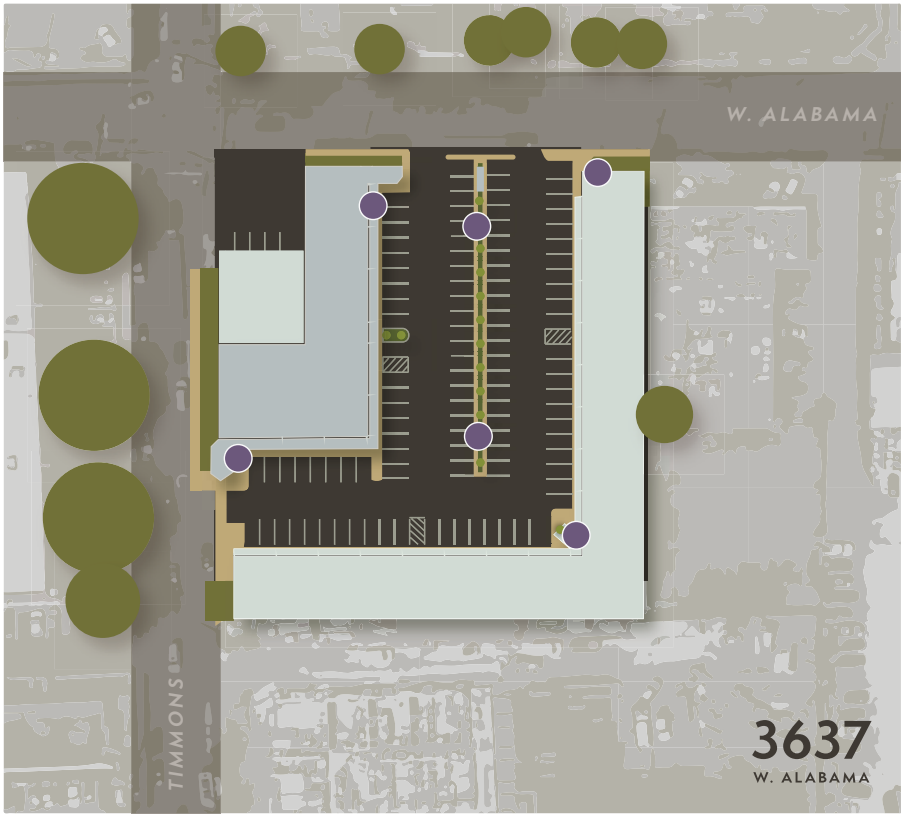
+ To be instantly recognizable on social media
+ To create a memorable place
+ To engage local talent

Possible artists to approach with RFPs:
+ Anat Ronen (realistic murals)
+ Page Piland (minimalist illusion artist)
+ Jesse Sifuentes (contemporary tile mosaic)
+ Anthony Shumate (public art, sculpture)
+ Shane Allbritton (public art, sculpture)
+ Dean Ruck & Dan Havel (public art, sculpture)
+ Troy Stanley (public art, sculpture)

HOLLY WOOD SQUARE

3637 W ALABAMA

LIGHTING



LIGHTING RECOMMENDATIONS

MINIMALIST ACCENT LIGHTING

Create a memorable location

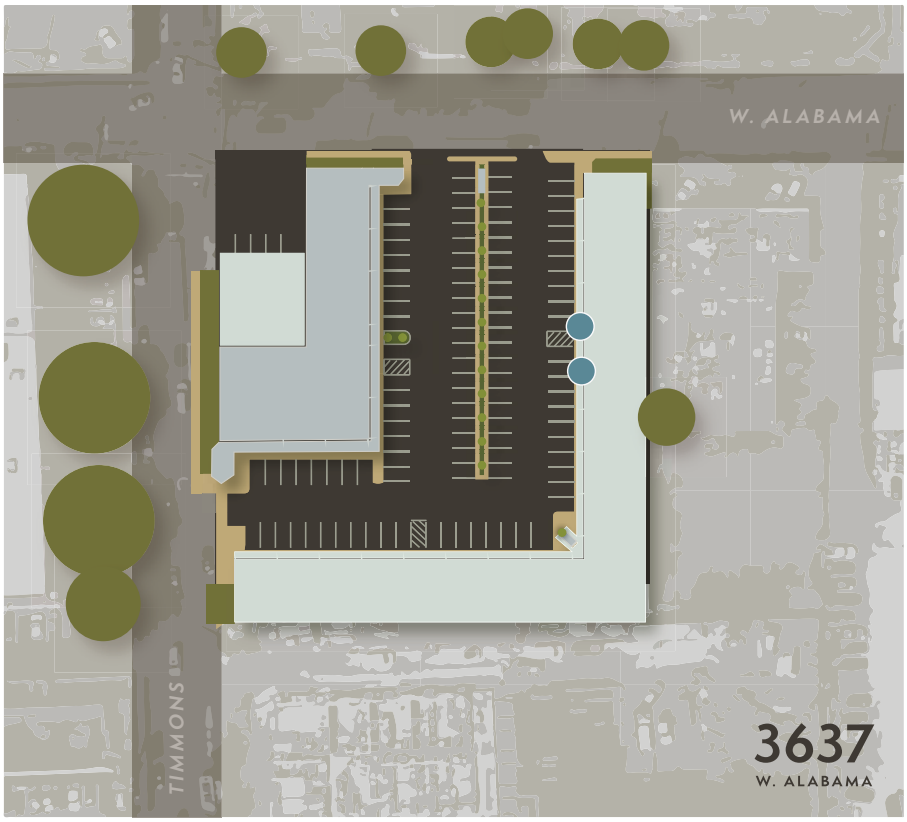
+ Create more interest in the landscape at night
+ Highlight the bold modern lines (LED strips)

+ Install illuminated bollards
+ LED strip lights highlight plane intersections

HOLLY WOOD SQUARE

3637 W ALABAMA

FACADE CHANGES



FACADE RECOMMENDATIONS

MINIMALIST GEOMETRY & WARM WOOD ACCENTS

Create a memorable location

+ Remove dental accents on facade
+ Install ipe ceiling under walkways

HOLLY WOOD SQUARE

3637 W ALABAMA

RECOMMENDED FONTS

SEMPLICITA PRO	MR. EAVES SANS
HOLLY WOOD SQUARE	HOLLY WOOD SQUARE
3637 W. ALABAMA	3637 W. ALABAMA

SEMPLICITA PRO
+ Sans Serif
+ Modern
+ Extra spacing
+ Minimal
+ Highly legible

MR. EAVES SANS
+ Sans serif
+ Modern / minor flourish
+ Extra spacing
+ Minimal
+ Very legible

FONT INSPIRATION

POSSIBLE FONT ALTERNATIVES

HOLLYWOOD SQUARE
Mr Eaves Sans Emigre

HOLLYWOOD SQUARE
Museo Sans Rounded exljbris Font Foundry

HOLLYWOOD SQUARE
Mr Eaves Modern Emigre

HOLLYWOOD SQUARE
Hypatia Sans Pro Adobe

HOLLYWOOD SQUARE
Neutraface Adobe

HOLLY WOOD SQUARE

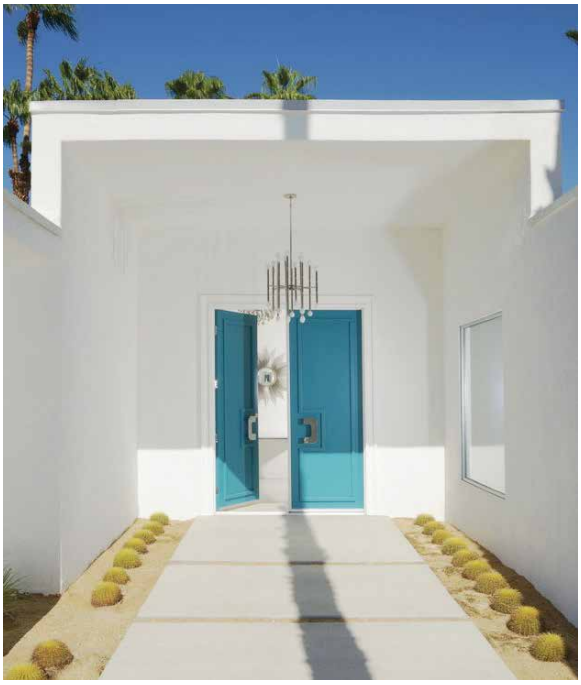
3637 W ALABAMA

RECOMMENDED PALETTE

WARM NEUTRALS

+ Bright warm white
+ Neutral botanicals
+ Stone
+ Sky, foliage, earth & dark wood accents

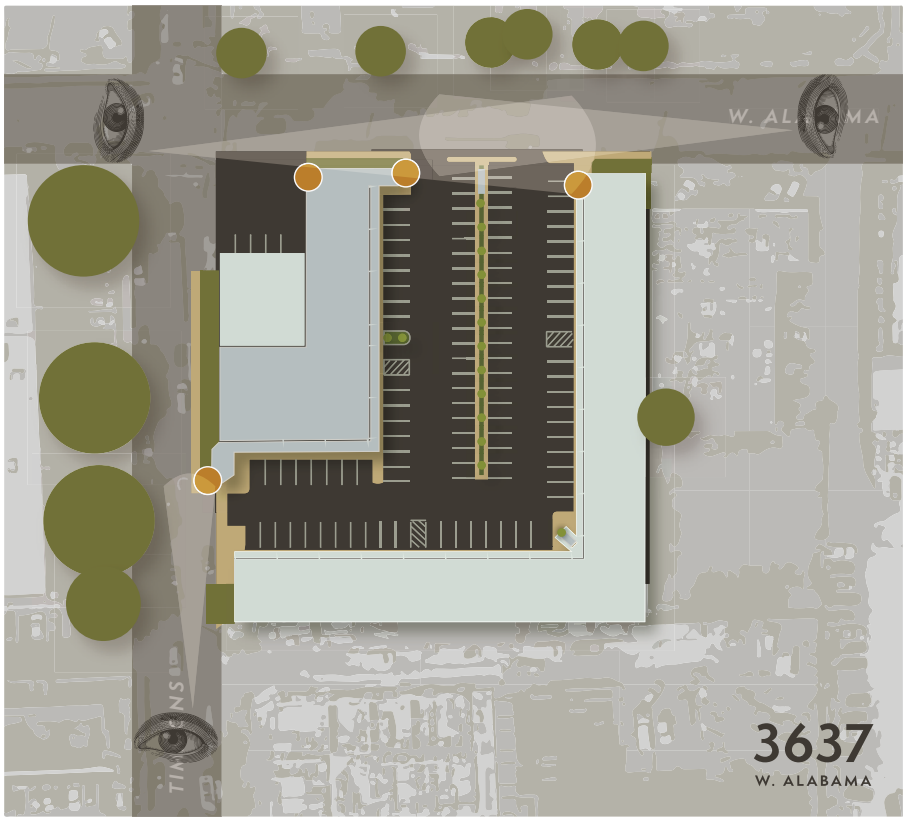
COLOR INSPIRATION



HOLLY WOOD SQUARE

3637 W ALABAMA

SIGNS



SIGN RECOMMENDATIONS

OVERSIZED SIMPLE METAL BACK-LIT LETTERS

Needs to be an address in view from Timmons or W. Alabama from any angle