

GRAND AVE AUGMENTED

A guided augmented reality (AR) experience



| TITLE | ACTIVATION SITE | TYPE OF ACTIVATION | DESCRIPTION OF ACTIVATION |
|--------------------------------------------------|----------------------------|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Dreams from Bunker Hill | Bunker Hill Steps | Multimedia Collage | (Artist: Kelly Witmer) This piece explores Downtown's literary history in multimedia collages of text, vintage video, photo and soundscape of Bunker Hill. |
| 2. Central Library: An Architectural Masterpiece | LA Central Library | 360 Scans | A panoramic look at iconic and lesser-known interiors of the Central Library, including the Taper Auditorium, North Staircase and Rotunda. |
| 3. Central Library Banner | LA Central Library | Augmented Banner | Giant banner comes to life as video projection |
| 4. Angel's Crown | Bunker Hill Steps | Animate Collage | (Artist: Dhiren Dasu) This piece is a sequenced collage of architectural elements around the Bunker Hill Steps, composited into a fantastical vision. |
| 5. Blast from the Past | Cal Edison Building | Multimedia Collage | Photo collage and soundscape featuring vintage music and photographs of people mingling in the historic lobby. |
| 6. Sky High Murals | US Bank Tower | Mural Exhibit & Hologram | Sky High Murals exhibition from 72nd Floor of USBT with hologram of muralist and curator Man One on the importance of Street Art. |
| 7. Helipad Portal | US Bank Tower | 360 Portal | Immersive 360-degree experience of helipad atop USBT entered through animated elevator door portal. |
| 8. DTLA Man Mural | US Bank Tower | Hologram & Animated Mural | DTLA Man Mural is animated to show Man One's drawing process with hologram of artist on his career as an LA muralist and the importance of street art. |
| 9. See the Stairs! | YMCA / US Bank Tower | 3D Animation | 3D animation of 75 floors of stairs with YMCA Stair Climb Finish Line at the top, so users can envision what climbers were able to conquer. |
| 10. Pez Cantina | Pez Cantina | Hologram w 3D Objects | Lucy and Bret Thompson of Pez Cantina talk about their journey opening Pez, and their love of food and DTLA with 3D animations of their feature dishes. |
| 11. Welcome to the YMCA | YMCA | Hologram | Executive Director Carol Pfannkuche discusses YMCA mission, "Mind, Body, Spirit" sculpture, and the plaza's Sculpture Garden. |
| 12. Danny Boys | Halo at Wells Fargo Center | Hologram w 3D Objects | Danny Holzman shares his philosophy of pizza and his journey to DTLA, featuring 3D pizzas! |

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| 13. HUGMAN | Halo at Wells Fargo Center | 3D Animation | Artist: Nathan Sawaya's HUGMAN sculptures currently on display are brought to life with interactive 3D animation. |
| 14. Helipad Portal | 1 Cal Plaza | 360 Portal | Rooftop Helipad experience with immersive 360 degree views of surrounding skyscrapers. |
| 15. Algorithmic Delirium | 1 Cal Plaza | 3D Animation | (Artist: Leah Smithson) Animation of a larger-than-life metallic figurehead rising from plaza with dancing figures leaping across rotating spheres. |
| 16. California Oasis (intro) | City National / 2 Cal Plaza | 3D Animation | Design company Kilograph creates ethereal immersive environment of animated nature landscape of native wildflowers, grasses, flora and fauna. |
| 17. California Oasis (main) | City National / 2 Cal Plaza | 3D Animation | Design company Kilograph creates ethereal immersive environment of animated nature landscape of native wildflowers, grasses, flora and fauna. |
| 18. Angels of LA | Angels Landing | 3D Animation | (Artist: Daniel & Anna Leighton) Animated angels dance and float in space above vintage funicular Angels Flight. |
| 19. Grand Performances | The Yard | Video Performances | Video highlights of past Grand Performances shows hover above the stage upon which they occurred. |
| 20. FLUID | OMNI Promenade | 3D Animation | (Artist: AK Liesenfeld) 3D animated creatures parade futuristic fabrics and fashions. |
| 21. Museum Tower | Museum Tower | 360 Portal | 360 Portal of Amenity Space/Lounge Area and Roof Deck |
| 22. Cromosaturación | MOCA | 360 Video | Carlos Cruz-Diez's "Cromosaturacion" from MOCA's permanent collection experienced as an immersive 3D environment. |
| 23. Fat Cat of Grand Ave | 3rd & Grand | Animated Collage | (Artist: Dhiren Dasu) Sequenced composite collage of architectural objects and panoramic views of Grand Ave buildings, MOCA, 1 Cal Plaza. |
| 24. 255 Grand | 255 Grand | 360 Portal | 360 Portal of the Resident Lounge and a Model Unit |
| 25. The Grand LA | The Grand by Gehry | 360 Portal | 360 Portal of Lobby, Model Unit, Lounge Area and Rooftop Pool overlooking Disney Concert Hall |
| 26. Murakami | The Broad | 3D Animation | Takashi Murakami AR work from recent exhibit on display in the East West Bank Plaza at The Broad. |

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| 27. David Rejano Brass Ensemble | Colburn School | Hologram Performance | Hologram of Brass Ensemble performance on Colburn’s campus plaza. |
| 28. The Perfect Note | Walt Disney Concert Hall | Collage Animation | (Artist: Dhiren Dasu) Sequenced composite collage of architectural objects and panoramic views of Walt Disney Concert Hall. |
| 29. Feels Like Water | Disney Hall Blue Ribbon Garden | 3D Animation | (Artist: Leah Smithson) Dancing figures frolic upon Frank Gehry’s Rose for Lily sculpture in the Walt Disney Concert Hall’s Blue Ribbon Garden. |
| 30. City of Stars | Disney Concert Hall Sidewalk | Hologram Performance | (Artist: Cassie Lujan & Brandon English) Duet hologram performance of “City of Stars” from film La La Land calls back LA’s Golden Age of film & shines light on how we dream just as big in a modern world. |
| 31. LA Phil | Walt Disney Concert Hall | Augmented Banner | Giant banner of conductor Gustav Dudamel comes to life as video projection of the LA Phil. |
| 32. Earth Seen From Above | Disney Hall Blue Ribbon Garden | Spatial Audio/Photos | Multimedia experience of LA Master Chorale’s performance of Meredith Monk’s “Earth Seen From Above” envelops user in spatial audio and imagery. |
| 33. LA Master Chorale Banner | 1st & Grand | Augmented Banner | Giant banner comes to life as video projection |
| 34. New Original Works (NOW) Festival 2022 | REDCAT | Photo Gallery | New Original Works (NOW) Festival 2022 |
| 35. Audiophylum | The Music Center | Animated Collage | (Artist: Dhiren Dasu) Sequenced composite collage of architectural objects and panoramic views of Music Center, Grand Park and City Hall. |
| 36. The Music Center Banner | Jerry Moss Plaza at The Music Center | Augmented Banner | Giant banner comes to life as video projection |
| 37. Agua | The Music Center’s Mark Taper Theater | 3D Animation | (Artist: Luciana Abait) Environmental artwork of animated waterfall cascading from the colonnade of the Music Center’s Mark Taper Forum |
| 39. LA Opera Banner | The Music Center’s Dorothy Chandler Pavilion | Augmented Banner | Giant banner comes to life as video projection |

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| 40. See the Lucia Set! | The Music Center's Dorothy Chandler Pavilion | 360 Portal | 360 immersive experience of the Lucia set and opera house, from perspectives of performer and audience. |
| 41. Center Theater Group Banner | The Music Center's Ahmanson Theater | Augmented Banner | Giant banner comes to life as video projection |
| 42. Grand Park's 10th Anniversary | Grand Park | Immersive Exhibit | Immersive photo exhibit celebrating Grand Park's 10th Anniversary of events, art and community. |
| 43. Grand Turismo Archi-Characters | Grand Avenue Median | 3D Structures | Architectural creatures span the median of Grand Avenue creating new layers of structure and purpose. |
| 46. Wouldn't It Be Grand | Grand Park Entrance | Hologram | (Artist: Mike Sonksen) LA poet Mike Sonksen in hologram form recites his newly commissioned work "Wouldn't It Be Grand" |