

**CITY OF WEST HOLLYWOOD
Arts and Cultural Affairs Commission**



ART ON THE OUTSIDE SUBCOMMITTEE

**MEETING AGENDA PACKET
THURSDAY, APRIL 9, 2026 – 3:30 P.M.**

**LOCATION:
WEST HOLLYWOOD CITY HALL, FIRST FLOOR COMMUNITY MEETING ROOM,
8300 SANTA MONICA BLVD.**

**CITY OF WEST HOLLYWOOD
Arts and Cultural Affairs Commission (ACAC)
ART ON THE OUTSIDE SUBCOMMITTEE
MEETING AGENDA**

Thursday, April 9, 2026, 3:30 p.m.

**WEST HOLLYWOOD CITY HALL, FIRST FLOOR COMMUNITY MEETING ROOM,
8300 SANTA MONICA BLVD.**

The West Hollywood Arts and Cultural Affairs Commission acknowledges that the land on which we gather and that is currently known as the City of West Hollywood is the occupied, unceded, seized territory of the Gabrieleño Tongva and Gabrieleño Kizh peoples.

To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting; If you require special assistance to participate in this meeting, (e.g., a signer for the hearing impaired), you must call or submit your request in writing to the Office of the City Clerk at (323) 848-6800 at least 48 hours prior to the meeting. The City TDD line for the hearing impaired is (323) 848-6496.

Special meeting related accommodation (e.g., transportation) may be provided upon a written request to the Office of the City Clerk at least 48 hours prior to the meeting. For information on public transportation, 323.GO.COMMUTE (323-466-3876) or go to www.metro.net.

STATEMENT OF SHARED RESPONSIBILITY FOR RESPECT: During public meetings, community gatherings, interactions with the public, and with one another, the City endeavors for all participants and attendees to conduct City business and treat others with respect, a core value of the City. This includes being polite, professional, and thoughtful when interacting with others. Our collective commitment to West Hollywood requires intention, cooperation, courtesy, consideration, tolerance, forgiveness, acceptance, inclusiveness, kindness, compassion, and patience. Our respect is expressed not only in the words we choose, but also in our tone, our demeanor, and our actions toward one another.

TO PARTICIPATE IN THIS PUBLIC MEETING: To provide public comment, email or call the Arts and Cultural Affairs Commission Secretary at ACACPublicComment@weho.org or 323-848-6351 by 12:00 p.m. on Thursday, April 9, 2026, to be added to the Public Speaker List. If you want to speak by phone, you must also email a speaker request to the same address by 12:00 p.m. on the day of the meeting. For both in-person and phone comments, include your name, city, and the agenda item you want to speak about. Your comments will become part of the official record. To keep your address private, simply leave it out.

Written materials distributed to the Art on the Outside Subcommittee within 72 hours of the meeting are available for public inspection immediately upon distribution in the Arts Division at City Hall, 8300 Santa Monica Boulevard, West Hollywood, California, during normal business hours. They will also be available for inspection during the Art on the Outside Subcommittee meeting at the staff liaison's table. For a complete listing of arts and cultural programs, events, and opportunities, please visit www.weho.org/arts, or follow @WeHoArts on social media.

1. CALL TO ORDER

A. Land Acknowledgement

- B. Pledge of Allegiance
- C. Roll Call
- D. Approval of the Agenda
- E. Approval of the March 12, 2026 Meeting Minutes
- F. Public Comment

The public is given the opportunity to address the Subcommittee on any item within its responsibility. At the discretion of the Subcommittee, speakers may be limited to two minutes each. If you would like to present a public comment at the meeting, please see the section titled "TO PARTICIPATE IN THIS PUBLIC MEETING" at the top of the first page of this Meeting Agenda.

2. **CONSENT CALENDAR** The following routine matters can be acted upon by one motion. Individual items may be removed by the Subcommittee for separate discussion. Items removed for separate discussion will be heard following New Business Items.

A. Posting of the Agenda

The agenda was posted by proper noticing procedures at City Hall, Plummer Park, West Hollywood Library, and West Hollywood Sheriff's Station.

RECOMMENDATION:

Receive and file.

B. Art on the Outside Current, Upcoming, and Potential Projects Calendar (Page. 7)

The Subcommittee will receive an update calendar from staff on Art on the Outside current, upcoming and potential projects.

RECOMMENDATION:

Receive and file.

3. **UNFINISHED BUSINESS**

A. Moving Image Media Art Program Final Artwork Review For June-September 2026 Exhibitions (Page. 9)

The Subcommittee will consider the artworks *DogStar: A Song of Liberation* by Yozmit at 8497 Sunset Boulevard (The NOW), *Motor Motor Blue (Recline)* by Greg Jenkins at 8743 Sunset (Invisible Frame), *Endless Journey* by Luciana Abait at 8775 Sunset (Sunset Spectacular), *Power Trip* by Katya Ivanova at 9015 Sunset (Rainbow/Roxy), for exhibition from June 1 – September 30, 2026.

RECOMMENDATIONS:

Recommend that the Arts and Cultural Affairs Commission approve the artworks *DogStar: A Song of Liberation* by Yozmit at 8497 Sunset Boulevard (The NOW), *Motor Motor Blue (Recline)* by Greg Jenkins at 8743 Sunset (Invisible Frame), *Endless Journey* by Luciana Abait at 8775 Sunset (Sunset Spectacular), *Power Trip* by Katya Ivanova at 9015 Sunset (Rainbow/Roxy), for exhibition from June 1 – September 30, 2026.

4. **NEW BUSINESS** None.

5. ITEMS FROM THE SUBCOMMITTEE

6. ITEMS FROM THE STAFF

7. PUBLIC COMMENT

The public is given the opportunity to address the Subcommittee on any item within its responsibility. At the discretion of the Subcommittee, speakers may be limited to two minutes each. If you would like to present a public comment at the meeting, please see the section titled "TO PARTICIPATE IN THIS PUBLIC MEETING" at the top of the first page of this Meeting Agenda

8. DEVELOPMENT OF THE NEXT MEETING AGENDA

The Subcommittee will advise staff on the development of the May 14, 2026 meeting agenda.

9. ADJOURNMENT

The Art on the Outside Subcommittee will adjourn to its **meeting on Thursday, May 14, 2026 at 3:30 p.m.** to be held at West Hollywood City Hall, 1st Floor – Community Meeting Room located at 8300 Santa Monica Boulevard.

**CITY OF WEST HOLLYWOOD
Arts and Cultural Affairs Commission (ACAC)
ART ON THE OUTSIDE SUBCOMMITTEE**

MEETING MINUTES

Thursday, March 12, 2026, 3:30 p.m.

**WEST HOLLYWOOD CITY HALL, FIRST FLOOR COMMUNITY MEETING ROOM,
8300 SANTA MONICA BLVD.**

- I. **CALL TO ORDER** The meeting was called to order by Subcommittee Chair Lee at 3:30 P.M.
- A. Land Acknowledgement**
Read by Subcommittee Chair Lee
- B. Pledge of Allegiance**
Subcommittee Chair Lee led the pledge of allegiance.
- C. Roll Call**
- Present: Commissioner Dan Faltz
Commissioner Martin Gantman
Subcommittee Chair Catherine Lee
- Absent: None
- Also Present: Arts Manager Rebecca Ehemann
Recording Secretary/Administrative Specialist IV Dennice Oceguela
Public Art Administrator Marcus Mitchell
- D. Approval of the Agenda**
ACTION: Approval of the Agenda was **motioned by Commissioner Faltz, seconded by Commissioner Gantman and approved unanimously.**
- E. Approval of the February 12, 2026 Meeting Minutes**
ACTION: Approval of the February 12, 2026 Meeting Minutes was **motioned by Commissioner Gantman, seconded by Commissioner Faltz and approved unanimously.**
- F. Public Comment** None.
- II. **CONSENT CALENDAR** The following routine matters were acted upon by one motion. Approval of the Consent Calendar was **motioned by Commissioner Faltz, seconded by Commissioner Gantman and approved unanimously.**
- A. Posting the Agenda**
The agenda was posted per proper noticing procedures at City Hall, Plummer Park, West Hollywood Library, and West Hollywood Sheriff's Station.

ACTION: Received and filed. **Approved as part of the Consent Calendar.**

B. Art on the Outside Current, Upcoming, and Potential Project Calendar

The Subcommittee received an update calendar from staff on Art on the Outside current, upcoming and potential projects.

ACTION: Received and filed. **Approved as part of the Consent Calendar.**

III. UNFINISHED BUSINESS

A. WeHo Muralist Roster Applications

The Subcommittee reviewed applications submitted for the WeHo Muralist Roster and made recommendations for approval or denial of new applications to the Arts and Cultural Affairs Commission.

ACTIONS:

- 1) Recommended that the Arts and Cultural Affairs Commission approve the applications from Matthew Aceves, Darin Balaban, Umami Bee, Amah Cynthia Dongo, Lucas Geor, Carla Jay Harris, and Belen Islas for the WeHo Muralist Roster.
- 2) Recommend that the Arts and Cultural Affairs Commission deny the applications from Summer Byrd, Jorge Ceja, Brad Fraunfelter, James Goldcrown, and Miki Yokoyama for the WeHo Muralist Roster.

Both Actions were approved in one motion by Commissioner Faltz, seconded by Commissioner Gantman and approved unanimously.

IV. NEW BUSINESS

A. Route 66 Centennial Temporary Public Art Exhibitions – Review of Artists Proposals

The Subcommittee reviewed proposals submitted for the three unique opportunities for the 2026 Route 66 Centennial Temporary Public Art Exhibitions Request for Proposals and considered recommending three proposals (one for each of the exhibition locations) to the Arts and Cultural Affairs Commission.

ACTIONS:

- 1) Recommended that the Arts and Cultural Affairs Commission approve both Sarah Zucker and Vinnie Hager proposals as finalists for the Route 66 Centennial Street Pole Wraps for Santa Monica Boulevard (Temporary Public Art Corridor) with directions to staff to discuss the finalists further with the partnering municipalities. **Motioned by Commissioner Faltz, seconded by Subcommittee Chair Lee and approved noting a no vote from Commissioner Gantman.**
- 2) Recommended that the Arts and Cultural Affairs Commission approve Sylke Meyer's proposal for the Route 66 Centennial Plummer Park Community Center

(7377 Santa Monica Boulevard) Temporary Sculpture Exhibition. **Motioned by Commissioner Gantman, seconded by Commissioner Faltz and approved unanimously.**

- 3) Recommended that the Arts and Cultural Affairs Commission approve Luciana Abait's proposal for the Route 66 Centennial 8315 Santa Monica Boulevard Vinyl Façade Wrap. **Motioned by Commissioner Faltz, seconded by Commissioner Gantman and approved unanimously.**

V. EXCLUDED CONSENT CALENDAR None.

VI. PUBLIC COMMENT None.

VII. ITEMS FROM THE SUBCOMMITTEE

Commissioner Faltz thanked everyone for the meeting.

VIII. ITEMS FROM THE STAFF

Public Art Administrator Marcus Mitchell provided some details and updates on some of the temporary artwork throughout the city.

Arts Manager Rebecca Ehemann also thanked everyone for the meeting.

IX. DEVELOPMENT OF THE NEXT MEETING AGENDA

The Subcommittee advised staff on the development of the April 9, 2026 meeting agenda.

X. ADJOURNMENT

The Art on the Outside Subcommittee adjourned at 4:27 p.m. to its meeting on April 9, 2026, to be held at West Hollywood City Hall, 1st Floor Community Meeting Room, 8300 Santa Monica Boulevard.

APPROVED BY A MOTION OF THE ART ON THE OUTSIDE SUBCOMMITTEE ON THIS 9th DAY OF APRIL 2026.

CATHERINE LEE
SUBCOMMITTEE CHAIR

ATTEST:

DENNICE OCEGUERA,
RECORDING SECRETARY

LOCATION	CURRENT PROJECT	INSTALLATION	DEINSTALLATION
CITY HALL	Sarah Foelske, <i>Everything and Everybody</i> (Community Plaza)	July 2024	Nov. 2026
	4 Murals: Kim West, The Art of Chase, MONCHO1929, and Bron (Automated parking structure)	April 2016	-
	Timothy Robert Smith, City Hall Mural	Oct. 2024	TBD
PLUMMER PARK	Basketball Court Mural	TBD	TBD
SANTA MONICA BLVD/DOHENY DRIVE MEDIAN	Matthias Neumann, <i>The Seven Sisters</i>	TBD	TBD
WERLE BUILDING (626 ROBERTSON)	Forest Wolf Kell, Daniel Werle mural	November 2021	-
	LGBTQ History exhibitions	TBD	-
WEST HOLLYWOOD PARK	Violet Danesh, <i>In Her Own Pattern</i>	August 2025	August 2026
MOVING IMAGE MEDIA ART PROGRAM			
8497 SUNSET (THE NOW)	Alexandre Arrechea, <i>Sunset Garden / OBM ½ of art time TBD</i>	Feb. 1, 2026	May 31, 2026
	Yozmit, <i>Stairways</i>	June 1, 20226	Sept. 30, 2026
8501 SUNSET (SUNCIENEGA)	Kordae Henry, <i>Animalation</i>	Feb. 1, 2026	May 31, 2026
	Clarissa Tossin, <i>Streamlined: Belterra, Amazonia/Alberta, Michigan</i>	June 1, 2026	Sept. 30, 2026
8730 SUNSET (THE WORL)	Sarah Cwynar, <i>Scroll 2</i>	Feb 1, 2026	May 31, 2026
	Alison O'Daniel, <i>Hand Shapes and Scene Numbers</i>	June 1, 2026	Sept. 30, 2026
8743 SUNSET (INVISIBLE FRAME)	Da'Shaunae Marisa, <i>Planting Daisies</i>	Feb. 1, 2026	May 31, 2026
	Greg Jenkins, <i>Motor Motor Blue (Recline)</i>	June 1, 2026	Sept. 30, 2026

8775 SUNSET (SUNSET SPECTACULAR)	Jessica Wimbley, <i>The True Story of Edges: Sunset Blvd.</i> Luciana Abait, <i>LAND</i>	Feb. 1, 2026 June 1, 2026	May 31, 2026 Sept. 30, 2026
8901 SUNSET (WHISKY)	Richard Mapes, <i>Lucid Dream</i> Nikita Gale, <i>Jazz 2</i>	Feb. 1, 2026 June 1, 2026	May 31, 2026 Sept. 30, 2026
9015 SUNSET (ROXY/RAINBOW)	Pix3IFace, <i>Doom Scroll</i> Katya Ivanova, <i>Power Trip</i>	Feb. 1, 2026 June 1, 2026	May 31, 2026 Sept. 30, 2026
9157 SUNSET (STREAMLINED ARBOR)	Shoji Yamasaki, <i>Littered Mvmnts</i> Monroe Isenberg, <i>Harbinger</i>	Feb. 1, 2026 June 1, 2026	May 31, 2026 Sept. 30, 2026
OPEN CALL ANNUAL REVIEWS	WEHO Muralist Roster Applications Moving Image Media Art Prequalified List Applications	March and September May and November	

*Highlighted sections indicate new or updated information.

ART ON THE OUTSIDE SUBCOMMITTEE
UNFINISHED BUSINESS

APRIL 9, 2026

SUBJECT: **MOVING IMAGE MEDIA ART PROGRAM FINAL ARTWORK
REVIEW FOR JUNE-SEPTEMBER 2026 EXHIBITIONS**

PREPARED BY: **ARTS DIVISION**
Rebecca Ehemann, Arts Manager

STATEMENT ON THE SUBJECT:

The Subcommittee will consider the artworks *DogStar: A Song of Liberation* by Yozmit at 8497 Sunset Boulevard (The NOW), *Motor Motor Blue (Recline)* by Greg Jenkins at 8743 Sunset (Invisible Frame), *Endless Journey* by Luciana Abait at 8775 Sunset (Sunset Spectacular), *Power Trip* by Katya Ivanova at 9015 Sunset (Rainbow/Roxy), for exhibition from June 1 – September 30, 2026.

RECOMMENDATIONS:

Recommend the Arts and Cultural Affairs Commission approve the artworks *DogStar: A Song of Liberation* by Yozmit at 8497 Sunset Boulevard (The NOW), *Motor Moter Blue (Recline)* by Greg Jenkins at 8743 Sunset (Invisible Frame), *Endless Journey* by Luciana Abait at 8775 Sunset (Sunset Spectacular), *Power Trip* by Katya Ivanova at 9015 Sunset (Rainbow/Roxy), for exhibition from June 1 – September 30, 2026.

BACKGROUND / ANALYSIS:

	LOCATION	DATES, SCHEDULE	ARTIST/ARTWORK/LINK
1	8497 SUNSET BOULEVARD (The NOW)	JUN 1 – SEPT 30, 2026 Once at the top of the hour	YOZMIT, <i>Stairways, 2017</i> LINK TO ARTWORK
2	8743 SUNSET BOULEVARD (Invisible Frame)	JUN 1 – SEPT 30, 2026 Twice an hour - at the top of the hour and 30- min past the top of the hour	GREG JENKINS, <i>Motor Motor Blue (Recline), 2026</i> LINK TO ARTWORK

3	8775 SUNSET BOULEVARD (Sunset Spectacular)	JUN 1 – SEPT 30, 2026 Twice an hour - at the top of the hour and 30-min past the top of the hour	LUCIANA ABAIT, LAND, 2026 LINK TO ARTWORK
4	9015 SUNSET BOULEVARD (Rainbow/Roxy)	JUN 1 – SEPT 30, 2026 Twice an hour - at the top of the hour and 30-min past the top of the hour	KATYA IVANOVA, Power Trip, 2026 LINK TO ARTWORK

All artists were selected from the MIMA Prequalified List of Artists, Curators and Arts Organizations.

ARTWORKS FOR EXHIBITION

1) YOZMIT

Location: **8497 Sunset Boulevard (The NOW)**

Exhibition Period: **June 1 – September 30, 2026**

Click to view artwork: **Stairways 2017** ([LINK TO ARTWORK](#)). Total running time of the artwork is 5:15 minutes. The Artwork will play at the top of every hour.

ARTIST CONCEPT AND BIOGRAPHY

The artwork *Stairways* follows a visual path through the atrium of the Villa Des Beaux in Paris and introduces the artist Yozmit, who is depicted on a meditative journey of self-reflection. Throughout the piece, the artist calls out into space in search of an echoed response, symbolizing the belief that connection and acknowledgement can bring relief from personal suffering. Yozmit’s practice integrates music, performance, and fashion to explore themes of gender identity, with the goal of fostering healing and personal reconciliation.

Yozmit is a Two-Spirit singer-songwriter, interdisciplinary performance artist, and costume designer whose self-given name means “myth about one’s self.” Through ritualistic performance, she merges theater, dance, pop culture, fashion, gender identity, mythology, and shamanism to explore the mysteries of her inner universe. Her current project, DoYou, is an awareness-based performance art campaign centered on self-realization and the balance of the Sacred Feminine and Masculine. Using gender and

identity as creative material, she brings spiritually grounded, healing-oriented work to mainstream audiences.

Trained in fashion and later transformed through extensive study with influential teachers across performance, dance, and traditional Korean arts, Yozmit has performed internationally at venues including The Box, LA Art Show, Queens Museum, Coachella, Burning Man, Redcat, and Art Basel. She participated in Marina Abramović's *The Artist is Present* at MoMA in 2010 and was honored as "The Queen of LifeBall" in 2013. In 2017, she became the first recipient of West Hollywood's Transgender Initiative grant for her self-produced show *DoYou: Migration of The Monarchs*.

2) GREG JENKINS

Location: **8743 Sunset Boulevard (Invisible Frame)**

Exhibition Period: **June 1 – September 30, 2026**

Click to view artwork: ***Motor Motor Blue (Recline)*, 2026** ([LINK TO ARTWORK](#)).

Total running time of the artwork is 5:15 minutes. The Artwork will play at the top of every hour and 30 minutes past every hour.

ARTIST CONCEPT AND BIOGRAPHY

Motor Motor Blue (Recline) is an ethereal, minimalist film that moves through a phantom Appalachian landscape, using the quiet aftermath of a car race to examine the contradictions and exploitations embedded in the region's hills, fog, and forests. Its meditative pacing invites viewers to consider the environmental precarity of these places and their uncertain future.

While drivers on the Sunset Strip glance only at the road ahead, the artwork on the billboard offers rarefied imagery—otherworldly fog, endangered species, and a region often dismissed through reductive stereotypes. The piece sits within its own contradiction: perched among trees yet encased in steel and digital modernity, much like the Appalachian landscapes it depicts—enchanted yet endangered by the very industries, such as coal, that built the modern cities represented by the steel exhaust pipes of racecars. The result is a surreal, thought-provoking encounter with voices and environments too often unheard.

Greg Jenkins is an American artist and filmmaker whose work explores a forbidden America through myth, memory, and spectacle. His recent solo exhibition *82,83* was shown at Giovanni's Room (LA), with additional presentations at Rusha & Co., Human Resources, the New Orleans and Chicago Underground Film Festivals, and Disney's REDCAT. His work is held in collections including Fouquet's New York, The Carlyle, and Kanye West, and has been featured in *artnet*, *ARTnews*, *Whitewall*, *LA Weekly*, and *Terremoto*. A CalArts MFA graduate and former visiting lecturer, Jenkins previously studied art's role in international relations at the London School of Economics, where he received the Philip Windsor Prize. He lives and works in West Hollywood, California.

3) LUCIANA ABAIT

Location: **8775 Sunset Boulevard (Sunset Spectacular)**

Exhibition Period: **June 1 – September 30, 2026**

Click to view artwork: *LAND, 2026* ([LINK TO ARTWORK VIDEO SAMPLE](#)); a final version of the artwork will be presented to the Subcommittee prior to exhibition.

Total running time of the artwork is 5:15 minutes. The Artwork will play at the top of every hour and 30 minutes past every hour.

ARTIST CONCEPT AND BIOGRAPHY

LAND explores how people can find a sense of belonging in an increasingly fragmented world. Through altered photographs and video footage of American landscapes, the project creates a visual journey that feels both familiar and otherworldly, a metaphor for shared experience and collective connection to the land. The work offers passerby a moment of wonder and reflection. Its transformed, sci-fi-like environments invite viewers to reconnect with the origins and familiarity of the natural world, providing a brief pause amid city life and reminding them that even in unexpected places, something familiar can be found.

Luciana Abait, born in Buenos Aires and based in Los Angeles, creates multimedia works addressing climate change, environmental fragility, and their effects on immigration. Her work has been exhibited internationally in galleries, museums, and art fairs, with solo shows including *On the Verge* at Hilliard Art Museum, *Escape-Route* at Laguna Art

Museum, *A Letter to the Future* at LAX, and *Nest* at Lehigh University, among others. She has also completed major public and corporate commissions, such as the 24-foot mural *Vistas* for Miami-Dade Art in Public Places and *Hong Kong Windows* for Swire Properties.

4) Katya Ivanova

Location: **9015 Sunset Boulevard (Rainbox/Roxy)**

Exhibition Period: **June 1 – September 30, 2026**

Click to view artwork: *Power Trip, 2026* ([LINK TO ARTWORK](#)). Total running time of the artwork is 5:15 minutes. The Artwork will play at the top of every hour and 30 minutes past every hour.

ARTIST CONCEPT AND BIOGRAPHY

Power Trip is a two-act exploration of electricity's beauty and volatility bringing the same charged rebellion that once electrified the Rainbow and Roxy to its site. In Act I: Life is Beautiful, pylons sway, guitars pulse, dancers move like live wires, circuits overload, and rainbows shatter into digital noise as the system nears its breaking point. And in Act II: The Technofascist Collapse, through the use of tarot symbols, from the hidden knowing of the High Priestess to the paralysis of the Eight of Swords to the Tower's inevitable fall, the work examines what happens when our collective hunger for power overwhelms the grid. Inspired by the artist's partner, an electrical engineer whom she met while living in West Hollywood, *Power Trip* is both a celebration and a critique of the energy that binds and liberates us. Credits: Artist, director, editor: Katya Ivanova (@saltyfriday2.0); Additional transition editing: Carlo Monni (@koolkarlo); Street art: Mario Castro (@y.u.h.a.l); Acting: Kira Portnaya (@sogully).

Katya Ivanova is an Orange County-based multimedia artist and Principal Experience Designer whose work explores identity, migration, memory, and collective experiences through digital and interactive media. Born in the former Soviet Union and raised near Washington, D.C., she bridges art, design, and technology to create reflective, playful experiences. Her practice includes interactive installations like *Illumicone*, *Barry RoMantis*, and *Emerging Futures*, as well as audiovisual collages shared online. Holding

a Master's in Human-Computer Interaction Design from Indiana University, Katya leads design teams using participatory and critical design principles, employing data, light, and sound to foster reflection, connection, and dialogue.

MOVING IMAGE MEDIA ART PROGRAM

The West Hollywood Moving Image Media Art Program (MIMA) is an exhibition series administered by the City of West Hollywood's Arts Division, as part of the Art on the Outside Program, and is presented with the Sunset Arts and Advertising Program. MIMA presents moving image artworks on digital billboards at various locations along the world-famous Sunset Strip. The MIMA program offers artists, curators, and arts organizations the opportunity and the funding to present remarkable and ambitious video artworks on high-definition digital signs.

The MIMA program guidelines, curatorial direction, and eligibility requirements for all interested participants were adopted by the Arts and Cultural Affairs Commission on September 23, 2021, and updated on October 24, 2024. All artists exhibited in the MIMA program are approved for the MIMA Artists, Curators, and Arts Organizations Prequalified List. The two artworks proposed for exhibition in the MIMA program in this staff report were prepared by Jason Jenn, ReEvolutionary Productions.

Curatorial themes have been established for the billboard locations to drive the selection of the artwork (Attachment A).

ATTACHMENT:

Attachment A – Billboard Curatorial Guidelines



The 3 screens at 8497 Sunset are a “media cube” that wrap a projection at the eastern edge of the building. Comprised of 3 “faces” the billboard will have the ability to display a high-resolution 3D/Anamorphic moving image. Each display surface can operate independently or as part of a contiguous ‘whole’, giving the impression that an image has been ‘mapped’ or bent around the cube. Visible from both directions on Sunset Boulevard, and south, down La Cienega, The Now can set the stage for extraordinary three-dimensional moments and sets Sunset Boulevard’s apart as one of only a handful of locations to display anamorphic 3D media (in construction).

Curatorial Direction

There are multiple overriding themes to address at this location. Artists are invited to build on and extrapolate these broad concepts:

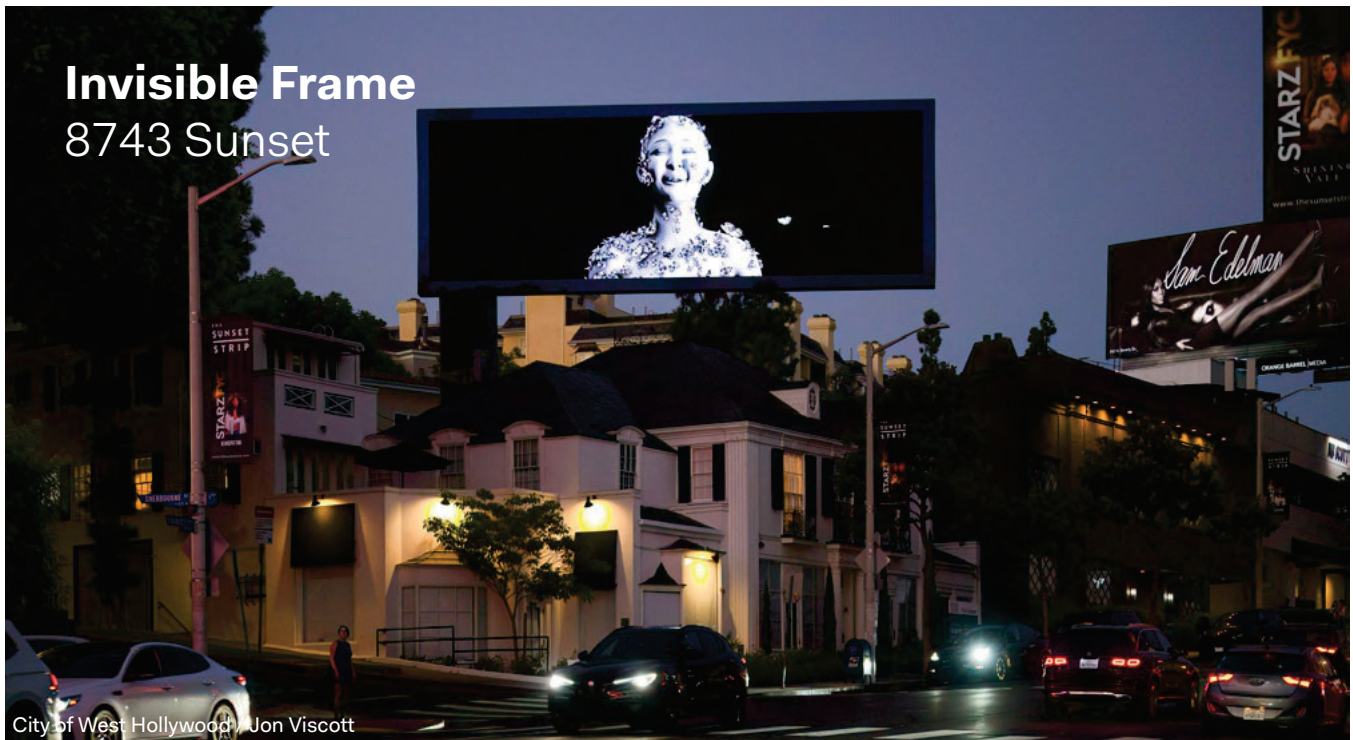
- What is “now”? Is all ‘cutting-edge’ already passed by the time it stops being art and becomes mass communication.
- Explore the inherent possibilities of 3-dimensional depth: play with the co-planar ‘boundaries’ of the cubed physical space. Begin one action on one face and having it continue and become another gesture as it turns the corner. Constrain the contents of the box.

Art Considerations

- The artwork is composed in 3D software supported by the location and specified in the supplied specs.
- The artwork addresses and considers the physical boundaries, orientation and shape of the billboard and its environment.
- The artwork should be visually arresting and significant.
- The artwork should consider viewability during day and evening hours, avoiding dark or dimly lit images.

Invisible Frame

8743 Sunset



City of West Hollywood | Jon Viscott
Carrie Chen, *Flutter*, 2022

The design of the billboard atop the Constance Bennett Building honors the historical and significant qualities of the supporting edifice and looks toward the future with nuanced minimalism. Through highly adaptive technology, this “Invisible frame” billboard makes use of a live camera to project a real-time feed of its surrounding environment (tree, sky, clouds, etc.) on the billboard frame and support, allowing the infrastructure of the board to “disappear” into the horizon. All that remains is the ultra-high-resolution image that appears to float in space (est. 2022).

Curatorial Direction

There are multiple overriding themes to address at this location. Artists are invited to build on and extrapolate these broad concepts:

- Invisibility in a historical sense: what creates marginalization?
- An exploration of perspective: playing with the non-existent ‘boundaries’ of the physical space and gravity.
- Illusions and tricks of the eye: either through interacting with the physical environment of the board or creating an additional paradigm within the board itself.
- Play with dimensional space by creating the illusion of depth.

Art Considerations

- The artwork addresses and considers the physical boundaries, orientation and shape of the billboard and its relationship to the surrounding environment.
- The artwork should be visually arresting and significant.
- The artwork should consider viewability during day and evening hours, avoiding dark or dimly lit images.



In 2015, the City of West Hollywood chose the Sunset Spectacular as the pilot project in the City's revitalization of the billboards on the iconic Sunset Strip. Proposed as a deconstruction of the traditional bell tower shape, the two-sided Sunset Spectacular plays City content at the top of each hour on each face (East and West). The Sunset Spectacular galvanizes the energy of this intersection; a striking corollary of creativity reimagining the boundaries and possibilities of public space (est. 2021).

Curatorial Direction

There are multiple overriding themes to address at this location.

- Intersectionality vs Inclusion.
- Cities and complex structures.
- How does dimensional space influence behavior?
- West Hollywood priorities (LGBTQ+, housing, climate change, accessibility, cultural history and memory).

Art Considerations

- The artwork addresses and considers the physical boundaries, orientation and shape of the billboard and its relationship to the surrounding environment.
- The artwork should be visually arresting.
- The artwork should consider viewability during day and evening hours, avoiding dark or dimly lit images.



Rainbow and Roxy

9015 Sunset

Concept rendering

The Rainbow Bar and Grill opened in 1972, to cater exclusively to musicians, as other eating establishments preferred to avoid the chaos and notoriety that inevitably followed in a band’s wake. Constructed in the Tudor Style in 1928, the historically significant building originally housed the Russian Eagle Café and shuffled through many tenants before becoming the Rainbow Bar and Grill. The Roxy was started by a group of four music industry executives for the bands they wanted to showcase. The Roxy was the birthplace of the rock n’ roll reputation that Sunset Boulevard has to this day. The billboards at this location are slender and vertical. The taller billboard above the Rainbow is full motion and the billboard over the Roxy is static (in construction).

Curatorial Direction

There are multiple overriding themes to address at this location. Artists are invited to build on and extrapolate these broad concepts. Art is confined to the full motion, vertically oriented board above the Rainbow Bar & Grill. Advertising will occupy the static board above the Roxy.

- Convey musicality without sound through pace, repetition, color, movement.
- Historic musical and/or rock n roll themes.
- Visual tricks of depth perception.
- Rainbows and climate change.
- Gravity.

Art Considerations

- The artwork addresses and considers the physical boundaries, vertical orientation and shape of the billboard and its relationship to the horizontal board that faces it at the Roxy to the surrounding environment.
- The artwork should be visually arresting and significant.
- The artwork should consider viewability during day and evening hours, avoiding dark or dimly lit images.
- The artwork should avoid images that are composed of overly intricate and complex detail.