



INTRODUCTION

Architectural research initiative arch out loud is partnering with Last House on Mulholland to design the house of the future, directly below the Hollywood Sign. 500 designers participated in the Hollywood architecture competition. Leading US and local LA architects selected **AMBIVALENT HOUSE**, **HOLLYWOOD HILL** and **THE LAST HOUSE** as projects that should influence future construction on the site in Los Angeles, as well as future residential design.

With a field of jurors leading the way in innovative architecture and a native Angelino aiming to set a precedent for future lifestyle, aesthetics and sustainable design, the *Hollywood* architecture competition received participation from 500 designers across the world aiming to make their mark on a globally recognized stage.

The Hollywood sign has long served as a symbol of celebrity glamour and entertainment, but for many, the sign also symbolizes the hopes, dreams and aspirations of American culture. The site for the *Hollywood* competition is located on an empty plot directly beneath the iconic sign on Mulholland Highway. It's an empty lot waiting for its story. It's *The Last House on Mulholland*.

The location on such a prominent site enables the project to gain widespread attention. The *LHOM* project seeks to promote a positive mission and serve as an example for how future homes can be built and inhabited. As technology continues to impact daily life, social customs and living patterns will evolve, too. Climate change, energy consumption, rising sea levels and water scarcity are forcing designers, architects and consumers to think about domestic lifestyles differently. We must find solutions to address these changes.

arch out loud partnered with *Last House on Mulholland* to host the *Hollywood* design competition. The competition asked participants to design a home of the future that demonstrates the use of **innovative** technology and **integrative** environmental strategies, while also capitalizing on the **iconic** prominence of its site. The competition serves as a design charrette generating ideas for the site's future construction, what it could become, and how it can inspire the future of residential design.

WHAT IS NEXT?

archoutloud.com is pleased continue its collaboration with *The Last House on Mulholland* (www.lasthouse.la), as it looks to identify a brand partner to activate this innovative, integrative and iconic development at the foot of the famed Hollywood Sign.

WINNING PROPOSALS

1st Place: AMBIVALENT HOUSE

Participants: Jason Payne, Michael Zimmerman, Joseph Giampietro, Ryosuke Imaeda

Office: Hirsuta

Location: Los Angeles, California, United States

2nd Place: HOLLYWOOD HILL

Participants: Luis Fernando Garcia Ojeda

Office: FGO/Arquitectura

Location: Merida, Yucatan, Mexico

3rd Place: THE LAST HOUSE

Participants: Yohannes Baynes, Noriaki Hanaoka

Office: YBDD, NHD

Location: Los Angeles, California, United States

OWNERS' CHOICE & COMMENTS

Owners' Choice: ECLIPSE

Participants: Luca Pozzi, Daniele Marchetti, Gabriele Filippi, Franco Santucci

Office: A2.0 Studio di Architettura

Location: Rome, Italy

In making the owner's choice, I felt compelled to choose ECLIPSE - Simply because I've never seen a house like it, and then I dreamed about it. Hollywood is after all, about dreams.

-Steve Alper

DIRECTORS' COMMENTS

Beyond the physical approach, Ambivalent House chases to ingrain itself in the energies of the context. Utilizing feeling and experience as the key medium of the home, Ambivalent House places the occupants deeper into their surroundings, things that are not easily seen but just as important in experiencing this location. Instead of creating a static, picturesque icon, the home is in constant evolution, an icon with many facades and faces.

An iconic home must stand out from afar, or seamlessly camouflage into its surroundings. Multiple proposals take on the challenge of physically integrating their home into the site to the point where there is no clear line where landscape stops and architecture begins. Some designers aim to minimize the aesthetics of their design, letting the focus remain on the Hollywood Sign and the projects dedication to sustainability, nevertheless creating a unique architectural icon in the process. The key purpose of a home is to shelter from the outside elements, yet many teams propose architecture that can live, breathe and evolve with its environment and resident.

In today's home the shades are pulled for privacy, but tomorrow, entire structures may sink into the ground or raise into the sky. The balance of attention and privacy are a highly addressed issue as proposals strive to make an iconic landmark while retaining the solitude that individuals or families expect in their home. Proposals take note of the sites' high traffic location but focus not only on the view into the home, but the residents view out onto the city. The home office, an increasing trend, is addressed by rotating central cores and hydraulic lifts, creating a home and office that can be experienced in different levels of public exposure, programmatic use and exterior observation.

Not all proposals focus on privacy and integration, some aim to be as recognized at the Hollywood sign itself. Explorations into technology and building methods result in homes that double as urban billboards that update with the tap of a phone, constructions sites ruled by robotic arms and drones, and interiors that resemble digital control centers. As the world around us becomes more intelligent and connected, designers give us a glimpse into the home of the future, where adding on a second bedroom might be as simple as online shopping and the view out of a bedroom window could be ever-changing.

- the arch out loud team

JURY

Thom Mayne - Founder, Design Lead | Morphosis
David Basulto - Founder, Editor in Chief | ArchDaily
Tom Kundig - Principal | Olson Kundig Architects
Paul Petrunia - Founder | Archinect
Andrew Zago - Founder, Principal | Zago Architecture
Jonathan Segal - Founder | Jonathan Segal Architect
Jimenez Lai - Founder | Bureau Spectacular
Jason Long - Partner | OMA
Peter Zellner - Founder, Principal | ZELLNERandCompany
Jenny Wu - Principal | Oyler Wu Collaborative
Benjamin Ball - Founder | Ball-Nogues Studio
Heather Roberge - Founder, Design Lead | Murmur
Frank Clementi - Partner | Rios Clementi Hale Studios
Dwayne Oyler - Founder | Oyler Wu Collaborative
Ron Radziner - Founder, Partner | Marmol Radziner
Lawrence Scarpa - Founder, Principal | Brooks + Scarpa
Christine Theodoropoulos - Dean | Cal Poly State University
Edward Lalonde - Principal | Olson Kundig Architects
Andrea Lenardin Madden - Principal | ALM Project
Greg Lindy - Owner | Lux Typographic + Design

JURY COMMENTS

“continual transformation in response to the dynamism of Los Angeles is reminiscent of the transformative power of the dialogue between landscape and building” - **Hollywood Juror**

“an aesthetic that has become the new image of the future, a future where we are more connected with earth” - **David Basulto**

“The best of the submissions to this competition confront these issues head-on by imagining new ways for architecture to both broadcast toward and shield us from the community around us.”
- **Jason Long**

“The interior experience of the house would no doubt become a cinematic and choreographed view of the surrounding landscape.” - **Ron Radziner**

“one imagines a building that is like a living organism that can react and respond to its environment”
-**Edward Lalonde**

“I used the site - its cultural significance and meanings associated with the Hollywood Sign -as the lens through which to evaluate the work.” - **Benjamin Ball**

VISIT ARCHOUTLOUD.COM TO VIEW ALL COMPETITION RESULTS!

Results: <http://www.archoutloud.com/lhom-results.html>

Winner: <http://www.archoutloud.com/ambivalent-house.html>

Jury: <http://www.archoutloud.com/hollywood-jury.html>

Competition Brief:

http://www.archoutloud.com/uploads/4/8/0/4/48046731/021317_hollywood_competition_brief.pdf

Graphics and Press Text: <http://www.archoutloud.com/lhom-press.html>

CONTACT

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