



HOLLYWOOD

THE LAST HOUSE ON MULHOLLAND
AN ICONIC HOME BENEATH THE SIGN

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PROJECT BACKGROUND

Arch Out Loud is partnering with *Last House on Mulholland (LHOM)* to host the HOLLYWOOD design competition. The competition asks participants to design a house of the future which demonstrates the use of innovative technology, integrative environmental strategies, and capitalizes on the iconic prominence of its site beneath the famed Hollywood sign. The competition serves as a design charette generating ideas about the potential for what the site could become and how it can inspire the future of residential design.

The *LHOM* is launched as a globally inspired exploration to build an iconic new house on a landmark Los Angeles site. The transformative nature of this architectural project is made possible by the inherent interest in its conspicuous location.

The project's design competition is seeking responsibly designed, environmentally sustainable, residential living space investigating the design and capabilities of a modern day home.

The *LHOM* is high on a mountain in the center of Los Angeles boasting a robust collection of 20th century architecture. Through its **innovative** design, **iconic** location and **integration** into the local context, the home should not only impact its immediate surroundings but raise important issues and inspire a greater discussion within the community.

The unique location provides the platform to make an impactful statement about an identity and an intention for the future.

Participation is open to designers around the world, from professional architects to design students. Team collaboration between architects, interior designers, urban planners, artists, engineers, landscape architects and more is encouraged.



photo - Steve Alper
the LHOM site beneath the sign

CHALLENGE

The HOLLYWOOD competition will serve as a design charette to explore the potential of the site, its relation to the Hollywood Sign and the surrounding park and community. Participants will have the freedom to explore the home's program, design style, and contextual relationship.

The competition will challenge the traditional approach to residential design as well as the nature of a modern day home. Participants will study the role a home plays in our lives, both today and in the future.

OBJECTIVES

Participants may chose certain objectives and programs on which to focus. Regardless of any chosen focus, all proposals should aim to express the **iconic** location, **innovative** design, and **integration** into the local context.

ICONIC

Capitalizing on the prominence of the site location.

Exploring the concept of icon in the built environment.

INNOVATIVE

Creating a new perspective for a 21st century home.

Rethinking our view on living and working in a home.

INTEGRATIVE

Investigating measures of sustainability in residential living.

Preserving and enhancing the history and nature of the local neighborhood and community.

Project submissions are not required to meet each of the above objectives, however, doing so may give the entry an advantage over those that do not include all the objectives.



photo - mbtrama-wikimedia
case study house no.22 - Stahl House



photo - Matthiasb-wikimedia
the Eames House

RESIDENT & PROGRAM

Participants are encouraged to design a home around the needs of the modern home dweller, whether a single person or family.

Designers may incorporate program elements as they feel necessary. Spaces for sleeping, eating, relaxing and gathering should be present. Additional program elements should respond to the needs of a potential resident, participants are free to determine those needs and the spatial solutions that suit them.

Participants are free to chose the conceptual necessities and lifestyles of the resident(s).

Is the home a place for both work and play? A place for entertainment? A destination for travel? A place for family, friends and beyond to gather?

Does a home shield you from the elements or bring you closer to them?

Who does the home serve? A single individual or large family? Who does it serve today, tomorrow, and in the future?

HOLLYWOOD SIGN

The Hollywood Sign has long served as a symbol of the neighborhood's dominance of the motion picture industry and a beacon for its aspiring talent. When it was erected in 1923, however, the Hollywood Sign (then, HOLLYWOODLAND) was meant to serve as a real estate advertisement and not a logo for showbiz. Following, the Great Depression, the last four letters were dropped when the sign became public property and the remaining letters were restored by the city of Los Angeles.

The sign is universally recognizable and has been used to establish location for many films. The 45ft. tall by 350ft. wide icon is prominent and boasts stark, white lettering in its signature typeface. When viewed from the valley below, the text appears to follow the undulation of the terrain. As a symbol representing such a glamorous industry, the Hollywood Sign is quite conservative in its design. Perhaps this simplicity is what makes the icon so enduring and memorable.

Like the sign above it, could the LHOM also aspire to be a symbol? What could it represent for the future of residential design?



photo - Steve Alner

original sign from 1923



photo - Maia Valenzuela - flickr

The Chemosphere house

ICONIC HOMES

Following WWII, a project called the Case Study House Program was introduced to generate prototypes for homes during the postwar housing boom. Twenty-six Case Study homes were built in Southern California designed by eight world-renowned architects. Some of these homes like the Stahl House, reached iconic status after being documented by photographer Julius Shulman. His images captured the key elements of high-end residential architecture of the region, revealing their stunning views, swimming pools, sparse decor and horizontal planning.

Later housing designs of the 1960s were even more experimental in nature, though they echoed many of the fundamental concepts pioneered by modernism. Also located in the Hollywood Hills, John Lautner's Chemosphere appears eccentric, yet proposes a rational architectural solution to a difficult site problem. Another one-of-a-kind, Lautner design, The Sheats Goldstein house, marks the first architectural acquisition by the Los Angeles County Museum of Art and is recognizable after being featured in the Coen Brothers' film *The Big Lebowski*.

The energy crisis of the 1970s forced architects to shift away from modernism towards New Traditionalism. By the 1980s a new housing typology emerged in California: the McMansion. While New Traditionalist homes respected historic proportions and orders, McMansions poorly imitated the styles they claim to reference.

What major political, social, and environmental factors will prompt the next evolution of housing design?



AMIE home - 3D printed & additive manufacturing

CONSTRUCTION & FABRICATION

Historically, the walls of homes were constructed from only a single material or assembly. A medieval castle wall was made of stone. Meanwhile, a pueblo was formed from mud bricks of straw and clay. Colonial log cabins were constructed of hand-hewn logs and sealed with mud. Today, a wall assembly comprises many different materials, from dry wall interior, to vapor barrier and insulation, to rain screen exterior cladding. Unlike the monolithic constructions of the past, each element within the wall assembly serves its own unique purpose and function.

The assembly model was revolutionary and still dominates residential construction today, since it is inexpensive, lightweight and modular. However, as technology advances and new methods of construction emerge, how will new building techniques evolve as humanity builds the homes of the future?

Today, much research revolves around automation and robotics in construction. In 2014, a private company in Shanghai 3d printed 10 single family homes in one day, which were claimed to have been capable of withstanding an 8.0 earthquake. More recently, *Tesla's* new, solar roofing tiles integrate a traditional building component with new technology for energy savings and improved performance. It is important to consider the factors which will have an impact on how society will build homes in the future.

TECHNOLOGY IN THE HOME

As the world becomes more and more digitally connected, it is not hard to imagine being able to collect and access data from everything in the home. A coffee-maker might not only brew a perfect cup of Joe, but could also log how many gallons its owner drinks a year. Furthermore, the machine will be alerted the moment owners wake up, so a morning brew is always waiting.

Such smart devices in houses might not only track our preferences and habits, but also our home's energy and water collection, storage and consumption. Managing and monitoring such resources could be critical in hot, drought wrought, Southern California.

Besides collecting data, these homes might also feature spaces that do not currently exist in contemporary homes today. Inspiration for such imaginative architecture is widely illustrated in science-fiction literature and cinema such as, Ray Bradbury's virtual reality room in his evocative short story *The Veldt*.

However, as exciting as new technology may be, there are greater security concerns regarding cyber attacks as the number of internet-connected devices increases. It is also quite unclear how technology's growing dominance will psychologically and socially have an impact on the families living in such tech-dependent habitats. Nonetheless, the trend towards smart living appears inevitable in future residential design.



imaginative architecture of Ray Bradbury's *The Veldt*

COMMUNITY

Hollywoodland is the neighborhood for which the iconic sign was built to advertise. Located at the top of the famed Beachwood Canyon it was to be the first themed hillside residential development in the US. Architects like John DeLario, Richard Neutra and John Lautner are all represented.

Just minutes to downtown Hollywood and the film studios, the canyon has seen its share of celebrity residents; including Aldous Huxley, Madonna, Doris Day, Betsy Siegel, Vincent Price, Humphrey Bogart, Keanu Reeves, Andy Samberg, Tommy Shaw, Forest Whitaker, Heath Ledger, Axl Rose, Charlie Chaplin, Moby and Debbie Reynolds. The list goes on and on.

The neighborhood, surrounded by Griffith Park, has a special relationship with the park. The developers original 1923 intentions were to create a community of homes that embraced the environment, were design-worthy and built for modern families.

The HOLLYWOOD competition aims to become an inclusive example. By embracing sustainable features, modern design and a modern way of life, HOLLYWOOD aligns with the original fundamentals of the Hollywoodland development and neighborhood.



photo - Empireobison - wikimedia

Griffith Park Observatory



photo - Jamesandmau - wikimedia

Casa Manifesto - InfiNiSki

SUSTAINABILITY

Inefficient home energy use is not only financially costly, but contributes to the growing issue of greenhouse gas emissions, the main cause of climate change across the globe. Residential and commercial buildings use 10 percent of energy in the United States and account for almost 50 percent of total greenhouse emissions.

From heating and cooling to household electronics and appliances, energy to power our daily lives has been rising rapidly for almost four decades.

But we live in an increasingly connected world, and the same is true for our homes and personal property. New electronic devices and appliances can now communicate and learn to provide real-time data, making it easier for residents to understand and lower energy use.

By combining an understanding of how to save energy with modern day sustainable building practices and technologies, we can give the single family home a new perspective. Renewable energy is the way of the future and with the built environment being the main contributor to global warming and pollution, change is already well underway. A single family home can now pair the use of passive design strategies and renewable energy to reduce its carbon footprint, while some homes are being disconnected from the city power grid entirely.

Can HOLLYWOOD set a sustainable standard for residential design? And can it overcome negative aesthetic expectations that are commonly linked with environment-friendly architecture?

STEVE ALPER



The very first time I walked to the end of Mulholland Highway, I turned back to look at the Hollywood Sign and immediately understood the possibilities. LHOM is a perfectly placed, flat platform with an iconic backdrop. I thought, this is Hollywood and here is a dramatic stage desperate for a story.

The sign was originally erected to advertise Hollywoodland—at the time a very forward-thinking neighborhood development. So being able to leverage the overwhelming interest in the sign in order to broadcast a message about residential design, is coming full-circle... for the Hollywoodland development and indeed the sign itself.

I'm a native Angelino and Beachwood Canyon has been my second home for the past few years. I've come to deeply appreciate the unique history of the neighborhood. I'm lucky to have also lived in Tokyo, Paris, and New York and I've always been really proud that Los Angeles' architecture holds its own with these incredible places. I am truly excited about what LHOM will add in that regard.

My first design collaboration was my innovative dental office—an early conversion of commercial loft space into a modern clinic—and was reported on by Interior Design Magazine. Because I've always felt that our environment has such profound effects on our lives, I feel lucky to have worked on several other design/architectural collaborations; from Park Avenue to the Hollywood Hills. My other passion is dentistry and I currently operate a successful dental practice in Gramercy Park, New York City.

I look forward to bringing together this amazing collaboration to build this iconic addition to the neighborhood and the city.

— Steve Alper

PARTNERSHIP

Steve Alper created the project Last House on Mulholland shortly after purchasing the Mulholland Highway property. Together, *arch out loud* and LHOM believe that an international design competition will serve as a valuable tool for forward thinking and conceptual experimentation that pushes the boundaries of residential design.

HOLLYWOOD will serve as an ideas competition to explore all design possibilities. Without a set program or client layout, participants have the ultimate freedom in their design implementation. HOLLYWOOD is strictly serving as an ideas competition, in which submissions may potentially influence the construction of a future home.



location



Hollywood Hills, Los Angeles



Los Angeles, California, USA

JURY



THOM MAYNE

MORPHOSIS
FOUNDER, DESIGN DIRECTOR



DAVID BASULTO

ARCHDAILY
FOUNDER, EDITOR IN CHIEF



TOM KUNDIG

OLSON KUNDIG ARCHITECTS
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LAWRENCE SCARPA
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FOUNDER, PRINCIPAL



EDWARD LOLONDE
OLSON KUNDIG ARCHITECTS
PRINCIPAL



ANDREA LENARDIN MADDEN
ALM PROJECT
FOUNDER, PRINCIPAL

EVALUATION CRITERIA

The jury will evaluate projects based on the response to the brief's objectives, program innovations, contextual relationships and overall appearance of architecture and graphics.

Projects will be examined for their experimentation with the program of the single-family residence. It is important for projects to clearly display solutions to all objectives they address.

The jury reserves the right to add additional criteria that it determines to factor into the program and the project's site. Additionally, the jury reserves the right to select projects that do not meet all of the brief's criteria as long as it justifies the selection.

SELECTION PROCESS

All proposals will be considered in order to determine 50 submissions that will advance to the final round. Projects will advance based on the outlined competition objectives and evaluation criteria. The jury will select winners after review of each finalist's proposal. The jury's decision is final and sovereign in determining the overall winner, second place, third place and 10 honorable mentions. The jury has the right to add additional honorable mentions as it feels necessary.

Directors' Choice award will be determined by the *arch out loud* competition organizers. The award will be given following the announcement of winners.

Owners' Choice award will be determined by the site owner, Steve Alper. The award will be given following the announcement of winners.

AWARDS

1ST PLACE WINNER **\$3,000**
+CERTIFICATE

2ND PLACE WINNER **\$2,000**
+CERTIFICATE

3RD PLACE WINNER **\$1,000**
+CERTIFICATE

10 HONORABLE MENTIONS CERTIFICATE & PUBLICATION

DIRECTORS' CHOICE AWARD CERTIFICATE & PUBLICATION

OWNERS' CHOICE AWARD CERTIFICATE & PUBLICATION

TOTAL AWARDS PACKAGE **\$6,000**

GENERAL PUBLISHING

Winning projects will be published across international platforms including websites, blogs and magazines as available. Some of the projects from the competition will be featured at various times on *arch out loud's* social media. Following the competition, all winning projects will be published on the *arch out loud* website. Published work will list original authors. Links to the author's personal website will be included upon request.

COMPETITION DETAILS

CALENDAR

Jan 3rd	Competition opens and advance registration begins
Jan 14th	Advance registration closes
Jan 15th	Early registration begins
Jan 26th	Early registration closes
Jan 27th	Regular registration begins
Feb 9th	Registration deadline
Feb 10th	Submission deadline
Mar 4th	Winners announced

SUBMISSION MATERIALS

Each team is required to submit one (1) ARCH D size board (24in x 36in or 610mm x 914mm) oriented landscape or portrait. Teams must place their given confirmation number in the upper left corner of their board in Arial 18 pt font.

The content of the board is left open to each team to decide what best communicates its concepts and solutions to the jury. Designers will also be asked to include a 100-word max explanation of the project, for publishing purposes, in a text field on the submission page.

Possible board content may include - but is not limited to - plans, sections, elevations, rendered perspectives, diagrams and images of physical models.

www.archoutloud.com/-submit

PAYMENT

advance registration:	\$ 45
early registration:	\$ 65
regular registration:	\$ 85

Payments for registering teams in the competition are made through the *arch out loud* web page portal. A team is not officially registered and will not receive the registration package until it completes the payment process.

CREDIT or DEBIT CARDS

The following major credit cards may be used: VISA, MasterCard, American Express, and Discover. Please provide the cardholder's name and cardholder information exactly as shown on the card. *arch out loud* will not have access to any credit card or personal information. No extra fees will be charged for using this method of payment.

REGISTRATION

Following registration each team will receive a confirmation email with an order number located in the top right corner. This number is the only means of identifying teams during jury selection. The number will be necessary for project submission. Once the registration process is complete there are no refunds of fees.

www.archoutloud.com/-register

RULES AND REGULATIONS

ELIGIBILITY

Teams may be formed by one (1) individual or up to four (4) members. Team members can come from different countries and universities. Additionally, interdisciplinary teams are allowed, although it is recommended that at least one member have an architectural background.

Under no circumstances will members of the jury, members of the organization or persons with a direct personal or professional relationship with members of the jury be allowed to participate in this competition.

FAQ

During the competition participants are allowed to send, through email, questions to *arch out loud* in order to help them better understand certain aspects of the project or any unspecified details.

Questions will then be posted and answered on the competition FAQ webpage in order to ensure that all participants have access to the same information.

www.archoutloud.com/lhm-faq

OWNERSHIP AND COPYRIGHT

All material submitted to the competition will become property of *arch out loud* and therefore give *arch out loud* all rights to publish material for promotion. Any materials that are published will be given appropriate attributes to authors. *arch out loud* maintains the right to modify any information in its files in order to better adapt it to any publishing platforms.

ADDITIONAL NOTES

ADDITIONAL TERMS AND CONDITION

Participants hereby assigns and transfers its rights to all material submitted to the HOLLYWOOD competition ("Competition Material") to Arch Out Loud LLC and Last House on Mulholland LLC. Competition Material shall be jointly owned by Arch Out Loud LLC and Last House on Mulholland LLC. Further, Arch Out Loud and Last House on Mulholland are granted all rights to publish, distribute, duplicate, develop, reproduce, amend, revise, modify, transform, combine, create derivative works, copy and sell any Competition Material for all commercial and non-commercial purposes including but not limited to promotion and construction for the proposed site. Any Competition Material that are published will be given appropriate attributes to authors. Arch Out Loud and Last House on Mulholland maintain the right to modify any Competition Material in order to better adapt it to any of its needs

Upon submission, participants relinquish rights to involvement in future development of The Last House on Mulholland as a theoretical project or physical construction. Participants will be contacted if coordination or future participation is desired.

Participants represent and warrant that all Competition Materials are its own work and participant has all rights and authority to transfer ownership and grant the rights stated above to the Competition Materials. Further the participant represents and warrants that the Competition Material does not infringe the rights of any other third party.

ADDITIONAL NOTES

Arch Out Loud reserves the right to make any changes to this document. Important modifications will be posted on the competition faq page and an updated brief will be posted. It is the responsibility of the team to check the Arch Out Loud website. By submitting Competition Materials, you agree to the terms and conditions as well as the Additional Terms and Conditions.

This competition is an ideas competition, winning proposals will not be built. Proposals will serve as ideas and inspiration for the intentions of a future home located on the site. Arch Out Loud does not own the site and cannot guarantee any future construction.

arch out loud is not responsible for any in-person research done on the competition site. Participants shall comply with all laws and regulations.

arch out loud was not hired or contracted to organize this competition. Every aspect of this competition is developed in partnership with Last House on Mulholland.

Breaking of rules and terms set in this competition brief or on the arch out loud website will result in the disqualification of the given team without any refund of registration fees.

www.archoutloud.com/terms-and-conditions

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