

# Los Angeles Report

## January 2016

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## 1. Petersen Automotive Museum

### Project Overview

The Petersen Automotive Museum is a 100,000 square feet museum dedicated to the history of automobile. The building was originally designed to be a Seibu Department store in 1962. When Seibu left the United States, the building became a shopping mall. In 1994, Robert E. Petersen, the owner of Petersen Publishing, decided to create a museum. The three-story building features rotating exhibitions with vehicles displayed in context, with architectural elements typical of the period. The facade was designed as a unique aerodynamic flow of steel reflecting the automotive design. The museum exhibits only half of the collection of more than 300 vehicles. The building occupies one city block at the end of Miracle Mile in Los Angeles, between Fairfax and Wilshire Blvd. The facade is curvaceous with metal elements supported by red pillars. A perforated metal sheet covers the parking structure. The rooftop parking is accessible from a spiral parking drive located at the southern side of the building.

### Project Details

1. Type of Business: museum
2. Location: 6060 Wilshire Blvd, Los Angeles, CA 90036, United States
3. Target Customer: adults and children
4. Size (square meters): 30480 square meters (100,000 feet)
5. Interior Designer/Architect/Artist: Welton Becket

### Location Map



