

Los Angeles Report

August 2016

CONTENTS

* Project 1: Hollywood Bowl (Amphitheater)

1. Hollywood Bowl

Project Overview

The Hollywood Bowl, located North West to Hollywood, is one of the largest natural outdoor amphitheatres. It has a seating capacity of 17,500 people for concerts and other art performances. With many events and concerts being held during the summer season, the Hollywood Bowl has close affinities with the hospitality industry of southern California.

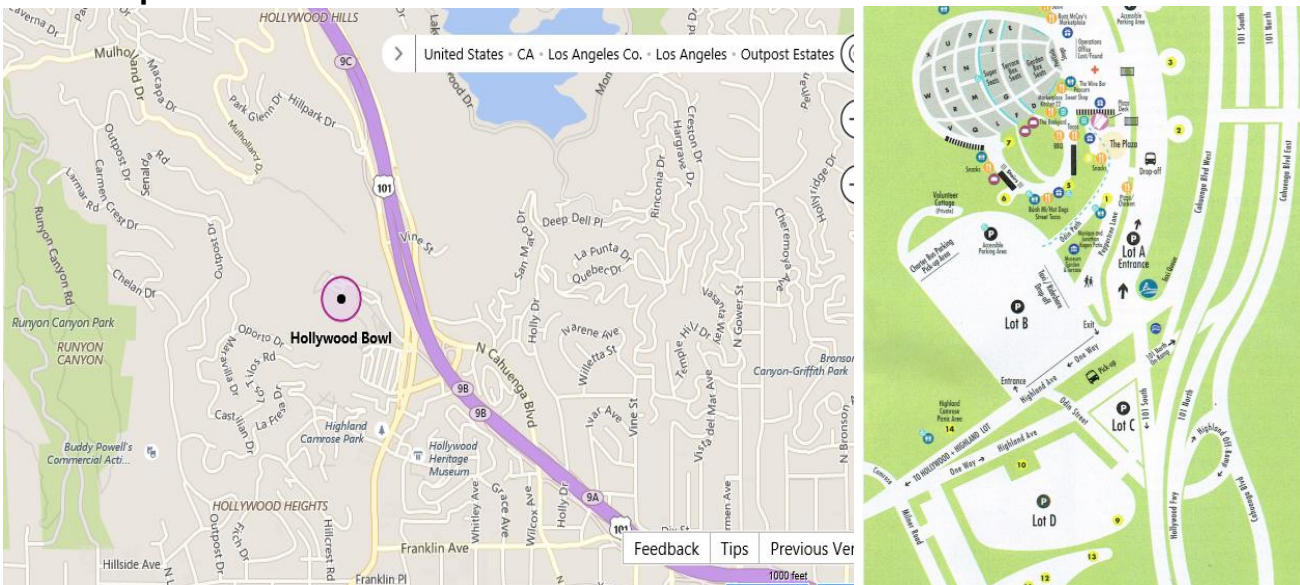
Substantial design renovations were conducted by the late Mr. Lloyd Wright -son of Frank Lloyd Wright- in 1978 and further remodeled by Frank Gehry in 1980. Two large monitor screens were added later to maximize the view of the performances for the far distant audience. Furthermore, the shape of the dome stage has been kept refined over for 40 years for maximum sound quality to reach the audience seated on the far up benches on the upper hill. This amphitheater is known as the home of the Los Angeles philharmonic orchestra.

The seating system also include booths that can be bought for an entire season (one year). During summer, those concerts are an integral part of Los Angeles people's lifestyle who mostly meet one to two hours before the beginning of the performances, eat take-out or bring their home-made food and wine to their boxes. The concerts usually start when the audience finish dining (usually after the sunset around 8:00 pm).

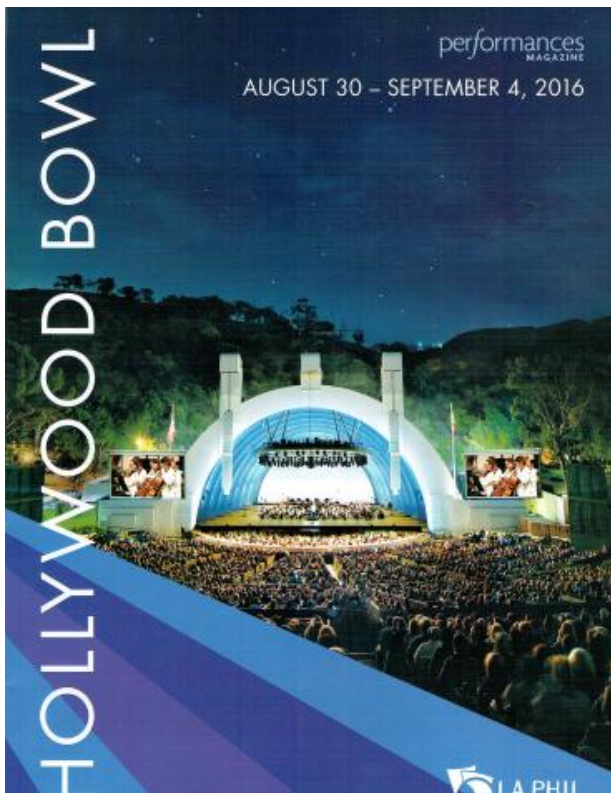
Project Details

1. Type of Business : Amphitheater
2. Built in: 1920 (have been remodeled many times since then)
3. Inaugurated in: July 11th 1922
4. Location: Los Angeles
5. Target Customer: Everyone
6. Website: <http://www.hollywoodbowl.org/>

Location Map



The Hollywood Bowl is located right off the #101 Hollywood freeways, 30 minutes away from the civic center of Downtown Los Angeles.



Official Poster of last week performances



View during the day and at night of the 8x10 flat screens on both sides of the amphitheater and the 10x24 center super screen set up for the special representations.



People dressed casually to enjoy a concert in a friendly atmosphere on summer nights