

Los Angeles Report

June 2017

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* Project 1: Super graphics on the Sunset Strip

Super graphics on the Sunset Strip

Project Overview

Slightly right side of “West Hollywood” is a part of Sunset Blvd known as “SUNSET STRIP”.

Sunset strip has a strong history as well as strong advertising capabilities and sponsors. Bright, infamous, flamboyant, one of a kind, sunset strip is home to many original production with designs far from being “controlled”, “nostalgic” or “conservative”. Those designs and advertisings are far from the concepts of energy saving or green design but instead wish to stand out and have great visibility to pedestrians and passing-by drivers like some gym clubs with enormous bi-folding glass doors to show people their members working out in a very high cost gym club. Many places on sunset strip play on branding and the strip is so congested that every poster or advertising become unidentifiable. However, the Strip is probably the best-known portion of Sunset, cutting edge of the entertainment industry and know for its huge, colorful billboards, west Hollywood and sunset strip is where all movie productions and TV stations advertise themselves extensively as it remains the place with the most visibility.

Project Details

1. Business : Boutique Hotel
2. Location: 7370 Sunset Blvd, Los Angeles, CA 90046, United States
3. Target Customer: Everyone

Location Map

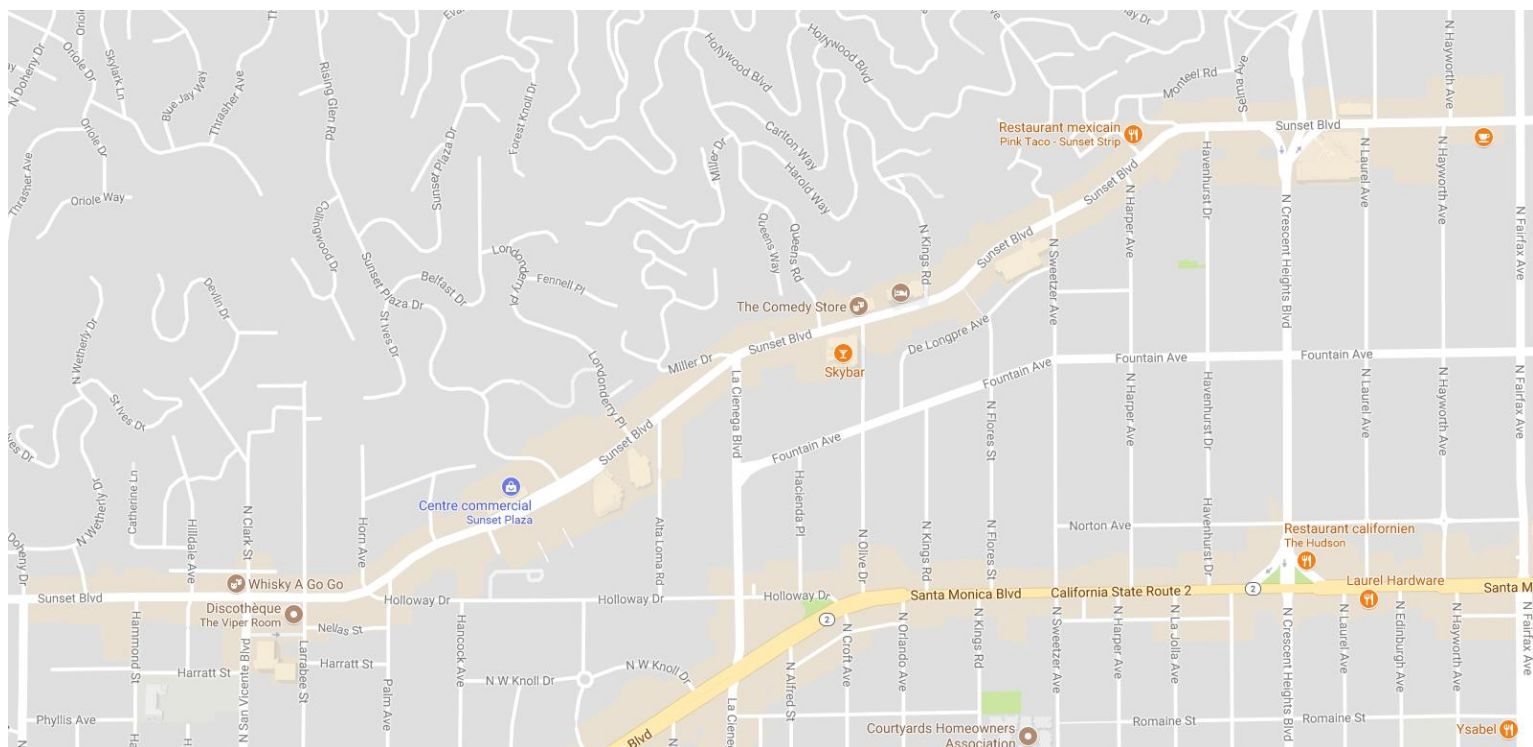




Illustration of one of the gym clubs



Advertising on the strip

