Special Thanks to HLW for Generously Underwriting the Design Charrette Reception.
TEAM:
GBB ARCHITECTURE

Bradley Friedman
Brandon Chin
Gerardo Mendoza, Jr.
The proposal aims to create a culture reflective of the larger community of content creators and the Baldwin Hills Community. It uses existing neighborhood scale as a mechanism for producing creative and inclusive spaces. The design’s segmented built structures serve as the driving design intervention, all while being connected through shared external environments and overlapping programmatic components of open spaces. The building organization articulates indoor and outdoor space for content curation, prioritizing sustainable design strategies, while bringing out the unique character of Baldwin Hills.
EXTENSION
Extend and place adjacent programs to identify spatial relationship with the Founder’s National Bank.

SEGMENT
2. Extension of Founder’s National Bank generates segmented program and is influenced by urban grid.

ROTATE
3. Mass rotation enhances space and void to generate biophilic, passageway, and storefront spaces.

UNIFY
4. Extension of Founder’s National Bank offers clusters of destination spaces to pedestrians accessing the site.

EXTRUDE
5. Splitting the program masses allows for vehicular and pedestrian circulation while experiencing the relationships between architecture and biophilic integration.

CONNECT
6. Program masses are connected with green roofs to connect studios to workers and community housing.
A. Northern grotto
B. Northern entrance (MLK)
C. Parking
D. Community amphitheater
E. Central entrance
F. Southern entrance (MLK)
G. Southern grotto
H. Loading/unloading entrance

- Founder's National Bank
- Exhibition + museum
- Commissary + Retail
- TikTok Studios
- Filming Studios
COMMISSARY, RETAIL, & COMMUNITY HOUSING

SCALE - 1’ = 1/16"

SITE SECTION - FACING EAST
TEAM:
THE DRESSED IN BLACK

Francesca (Frankie) Picard
Isabella (Iza) Dabrowski
Anthony (Tony) Quiroz
Baldwin Hills was originally part of Rancho La Cienega o Paso de La Tijera owned by L.A. pioneer Elias “Lucky” Baldwin. The neighborhood slowly started to change after supreme court struck down the enforcement of racially restrictive covenants in 1963. In December 14, 1963 the Baldwin Hills dam burst, which killed five people, destroyed sixty-four homes, and left many with injuries. The second tragedy was in 1985 when an arsen-fire exploded. The fire killed 2 people, severely injured 13 survivors and destroyed about $16 million in property damage. Now, Baldwin Hills plans to increase its transit to the area by investing in the Crenshaw-LAX Light Rail Project. Additionally, the houses in the area have increased. But ultimately the legacy of Baldwin Hills continues to evolve.
THE CONCEPT
BAR

- Resilience
- Transformation
- Legacy
- Community Pride

- Crenshaw Blvd
- Baldwin Hills
- "Black Beverly Hills"
- Black Angelenos
- "Kenneth Hahn State Recreation Area"

- Recovery
- History
POCKET PARK EXISTING COMMERCIAL VISUAL MEDIA + SUPPORT AUDITORY MEDIA + SUPPORT LOBBY CULINARY COLLABORATION CENTER TINA TURNER + PAUL WILLIAMS MURALS NATURE TRAIL POND DOG PARK NATURE TRAIL OPEN GRASS + AMPHITHEATER HOUSING CAFE + LOBBY

SCALE 1" = 100'
THE PROGRAMS

BAR

- VISUAL MEDIA
- AUDITORY MEDIA
- AUDITORY PROGRAMMING
- PODCAST STUDIOS
- LARGEFILMING STUDIO
- MEDIUMFILMING STUDIO
- WORKSHOP
- KOI POND
- DOG PARK
- NATURE TRAIL
- SKATE PARK
- ATRIUM ENTRANCE
- ACCESS ROAD
- FOOD HALL
- SINGLE KITCHEN STUDIOS + CULINARY PROGRAMMING
- KITCHEN STUDIOS - DAYTIME
- COOKING CLASSES - NIGHTTIME
- GRASSY HILL + AMPHITHEATER
- CAFÉ
- COLLABORATION CENTER
- URBAN PARK: BASKETBALL COURTS, PLAYGROUND, FITNESS AREA, ACTIVITY PATH
- HOUSING
- ADMINISTRATION

SCALE 1” = 50’
THE MAIN PLAZA - DAY BAR
THE MAIN PLAZA - NIGHT BAR
THE BAR
TEAM:

WAS

Annabelle Asali
Woody Chiang
Sophia Sabini-Leite
Meanwhile in Los Angeles, current studio lots and independent studios are not responding to the increasing demand of affordable stages to rent and learn in.
PROPOSED SITE
CRENSHAW
LEIMERT PARK
BURBANK
BALDWIN HILLS

FILM STUDIOS IN LOS ANGELES

1. CULVER STUDIOS
2. SONY PICTURES STUDIOS
3. TELEVISION CITY/CBS STUDIOS
4. FOX STUDIOS
5. RED STUDIOS
6. SUNSET LAS PALMAS STUDIOS
7. QUIXOTE STUDIOS
8. JIM HENSON STUDIOS
9. RALEIGH STUDIOS
10. MACK SENNET STUDIOS
11. PARAMOUNT STUDIOS
12. LA CENTER STUDIOS
13. RADFORD STUDIO CENTER/CBS STUDIOS
14. WARNER BROTHERS STUDIOS
15. LA CASTLE STUDIOS
16. WALT DISNEY STUDIOS
17. UNIVERSAL STUDIOS
COMMUNITY PROFILES

ELMA
is a post-graduate set designer looking for work in the entertainment industry.

GREG
is a film writer who does not know what to do to get his script in the right hands.

SOPHIA
is an aspiring actress but has only been able to land extra roles on NCIS.

ALFONSO
is an indie director for music videos, hoping to produce the next big hit on social media.

JAMES
is a retired film director looking to fund the next big project for under represented creatives.

SANDRA
is an aspiring singer/actress (career change) and wants to learn from people who share her interests.

CALEB
is a young student with autism who loves watching movies and wants to learn how to make them.

JILLIAN
is a professor hoping to inspire her class with Black empowerment in media and seeing it first hand.

LYDIA
is a dancer who has just been commissioned for a musical movie, but she does not live in Los Angeles.

THOMAS
is a new music artist trying to find an affordable studio to record new songs for his upcoming EP.

GERARD
is a construction worker who wants build film sets but does not know anyone in the film industry.

CLARA
is a trans camera operator but none of the big movies want to hire her because of her identity.
Let’s Build an Affordable Studio Lot in Los Angeles.

A community focused on equity and education for those in the film industry.
PROGRAM PODS

- BALWIN HILLS CRENshaw Theater
  8000 Capacity
- Recording Studios
- Botanical Garden
- Conversation Pit
- Learning Circle
- Community Garden
- Meditation Station
- Virtual Sound Stage
- Play Mound
- Night Lights
- Fitness
- Picnic Tables
TEAM:
POWER PUFF GIRLS

Poorva Choudhary
Tishya Rao
Josh Ryan
OPEN SOURCE

POORVA CHOU DHARY (M.Arch + Real Estate)
TISHYA RAO (M.Arch + Urban Planning)
JOSHUA RYAN (MAARS. - City Design and Housing)
Accessing contextual landmarks promotes accessibility to media.

Accessibility to media promotes public collaboration spaces.

Public collaboration spaces promote equitable development.

Equitable development promotes incremental growth.

Incremental growth promotes resilient spaces.

6% of Writers, Directors, Producers are Black (mckinsey.com)

Addressing equity in content development can generate $10 Billion/yr

65% Dwellings Renter Occupied

32,442 Pop. 86% BIPOC

$72k Average Household Income

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URBAN ENGAGEMENT

1) Main Points of Access (Current Condition)

(Rectangle: Disconnection of building to context/building as monument)

2) Establish Cultural Nodes (Formal/Spatial Anchors)

(Rectangle: Establish community ownership of Bank, create new programs)

3) Distribute Studio Program (Functional Grided System)

(Rectangle: Consolidated network of sound stages and supportive spaces)

4) Articulate Public Programming/Housing

(Rectangle: Contrast rigid systematic approach to film production - integrate new public programs)

5) Infill Outdoor Public Space

(Rectangle: 1.1 Ratio of Outdoor Space to Public Programming)

6) Unifying Path for Optimal Wayfinding

(Rectangle: Precessional path that creates contextual relationships)
PROCESS

Scale: 1"=25'

Public Outdoor Theater Space  Sound Stage  Back of House (Basecamp)

Public Programming  Cultural Centers  Media Production

Scale: 1"=100'

PRE-PRODUCTION  PRODUCTION  PRESENTATION
FOUNDERS CULTURAL CENTER FOR BLACK MEDIA

GROUND LEVEL PLAN
(Remember the past - Highlight the present)

2ND LEVEL PLAN
(Resources)

ADAPTIVE REUSE VIGNETTE
(Community Engagement)
EQUITABLE HOUSING ADAPTATION

INCREMENTAL DESIGN (15’x15’ Grid)

STUDIO/RETAIL/FLEX SPACE (900 sq.ft.)

INTEGRATION/FLEXIBILITY DIAGRAM (Units can be fixed or loose)
RESILIENCY PLANNING

PHASE TWO
(Sound Stages, Communal Housing, Mixed Use Development, Recreation-

PHASE THREE
(Senior Living Integration, Workers Housing, Mixed Use Development)
THANK YOU.

POORVA CHOUDHARY (M.Arch + Real Estate)
TISHYA RAO (M.Arch + Urban Planning)
JOSHUA RYAN (MAARS. - City Design and Housing)
TEAM:
ACE
Ishita Bansal
Evelyn Hariono
Hannah Mullins
OUR VISION

The goal of the project is to create a platform of artistic freedom for both visiting creatives and the local community. Extending Destination Crenshaw's vision to boost economic development, environmental healing and elevating Black art culture, WEAVE aims to be a creative meeting ground that extends as a production hub, whilst promoting economic development. The project embraces the locality of the area and hybridizes it with creative needs, which result in a flexible space that promotes production, innovation, and experience.
SITE ANALYSIS

ZONING ADJACENCY

HISTORICAL SITE ACCESS
SITE ANALYSIS

SITE ACCESS

EXISTING BUILDINGS ON SITE
LANDSCAPE CONCEPTUAL

PROGRAMMING

ART WALL PATH

BRIDGE

SOLAR & WIND STUDIES
Reference: Square House, Cocoon Architecture
SITE PLAN

PROGRAMMING:
1. FOUNDER’S BANK
2. CREATIVE’S HOUSING
3. CAFES
4. RENTABLE SET
5. MEDIA INCUBATOR
6. TRAINING CENTER
7. AFFORDABLE HOUSING
8. RETAIL
9. BRIDGE
10. AMPITHEATER
SECTION THROUGH BRIDGE

PROGRAMMING:
1. FOUNDER’S BANK
2. CREATIVE’S HOUSING
3. CAFES
4. RENTABLE SET
5. MEDIA INCUBATOR
6. TRAINING CENTER
7. AFFORDABLE HOUSING
8. RETAIL
9. BRIDGE
10. AMPHITHEATER

NOTE: Red is not visible in section.
AXONOMETRICS

SITE AXON

SITE AXON SHOWING FULL BRIDGE
We took our daughter to explore history and involve her in the community. Starting at the bank we walked through the Art Forest, admiring the serenity and celebration. We weaved our way slowly around the murals and art along the walls, decided to reward ourselves with a breathtaking view on the top bridge. As the sun set, we began our descent down the hill towards the Theatre to watch a new art screening.
HISTORICAL CELEBRATION
Thank you!

Evelyn Hariono (B.S. Archi Studies)
Hannah Mullins (M.Arch +2 ‘2023)
Ishita Bansal (M.Arch +2 ‘2023)
TEAM:
L2J

Juliana Torrez-Ortiz
Laura Cosme Diaz
Judy Hsieh
For Station Soul, media incubation does not begin with overwhelming buildings and spaces for which outsiders can visit and never come back to once they’re done. For Station Soul, media incubation begins with the incubation of what is the most important for the Crenshaw/Baldwin Hills community: creativity and soul. When nourished properly, creativity and soul initiates dreams, knowledge, and inspiration which feeds communities.

Station Soul yearns to create outside spaces in which everything is transparent and welcoming to attract its black communities and surrounding neighbors to encourage creativity and media incubation. From permanent built in art easels, to public stages for performances of all kinds, outdoor markets, and recreational activities, Station Soul tries to make sure creativity and community is addressed first and foremost.

We encourage these spaces to be used in multidisciplinary manners so as to become learning spaces for people from all around the area who may want to be a part of such a rudimentary incubation. Furthermore, Station Soul uses its resources to create spaces in which new technologies, new medias, and new innovations can be learnt about and explored through VR, open meeting rooms, and free public art/media lessons to ADD to its surrounding communities, rather than take away from it.
Movable Petal Structure  
(Spacial Organization & Shading)

"Dispersed"  
(ex Farmers / Flea Market)

"Semi-Concentrated"  
(ex Small Group Activities)

"Concentrated"  
(ex Larger Event / Workshops)

Water Drainage

Rotate

Ground to the highest point of the petal

12-1/2'

50'
Petal Structural Support
(Roller Skating Rink Element & Canopy Support)

Plan

Concrete

Sloped Surface

Water Drainage

16' at the highest

Elevation
TEAM:
LEEQUENCHEN

Jianghui Qu
Xin Chen
Bryan Lee
I want to try it!

Enjoy the music

Watch Drama Show

Visit the recording studio
SITE ANALYSIS

Population: 108,206

The 1960s and 70s saw Inglewood both developing and taking on the multi-racial metropolitan aura it retains to this day. Its population rocketed from 63,000 in 1960 to 90,000 just a decade later. The skyline began to change with the construction of high-rise buildings, including the modern City Hall and Civic Center complex, dedicated in 1973.

Education: Highschool graduate 77.9%
Bachelor’s degree 22.5%

Ethnicity: Hispanic (49.4%) Black (39.9%) White (4.4%)

Capitalizing on its proximity to new freeways and the expanding LAX, office buildings sprang up, such as the 14-story Triton building on La Cienega Boulevard, Hollywood Park Racetrack, which was established in 1938 but then closed during World War II and was later severely damaged by fire, had reopened and was extended in 1984.

Median average income: $69,845

Health: Disability (under age 65) 9.6%
Without health insurance (under age 65) 12.7%

Problem

Mobile application security
Community disability
Health
Education
Our inspiration for the media incubator center comes from the old projector shape. Old projectors are made of different parts: control panel, remote receiver, lens etc... These parts that come from the projector are mainly original geometry: rectangle, circle, triangle.
DESIGN DIAGRAM

First floor as a gathering space with additional spaces for different events under the building.

PLUG-PLAY DIAGRAM

DEFORMABLE SPHERE
TEAM:
SAT

Saloni Pandit
Anna Avdalyan
Yasmeen Tizani
The Stage
Unspoken Story of Success

Anna Avdalyan - Landscape Architecture MLA +3
Saloni H Pandit - Architecture MARCH +2
Yasmeen Tizani - Architecture MARCH +2
Community Input

"I want Baldwin Hills to be known as a Hub for African Culture, in LA there is a "Korea" Town, "China Town" "Little Arabia" "Little Tokoyo" there should be "Little Africa" but that makes me wince since Africa is so large and already seen as a singular country, all the same I would love for Baldwin Hills to become synonymous with the place to visit for Black Culture."

"Come through and look at the art, and maybe stay a while."

"I'm just an Artist but Shining Light is an Organization that promotes Black art and history, they commissioned the Mural in Baldwin Hills"

"You have to be careful where you place people. Our project is sitting up a circus on this Site, I have think a lot about the user's experience."

The Stage
Unspoken Story of Success

Vender
Fair in Baldwin Hills

David
Designer at Site

Sabrina
President of the African American Venders Association

Artist
Fair in Baldwin Hills

Mister Toledo - Graffiti Artist
Mural in Baldwin Hills

Anna_Tizani_Solani_Design Competition 2023
Our Concept

A Stage for the community to be celebrated. A village to connect.
Connections - between community, their history (and future) and nature through media.
One the main means of media is mass communication, so we could build new connections and expand them through this new media/nature hub and collaborations with other organizations inside of the neighborhood and beyond and also create new corridors and reinforce connectivity for the wildlife and urban ecology.
Media expands opportunities to be heard, listened, envisioned.

Possible Organizations to Collaborate With

The Stage

Unspoken Stories of Success

Current Site

What It Should Be Doing

Anna_Tizani_Solan_Design_Competition_2022
The Stage

nspoken Story of Success
The Stage
Unspoken Story of Success
Anna_Tzani_Solani_Design Competition 2022
Community Garden LA Compost Hub

Mural Site Diagram
The History of Baldwin Hills through murals throughout the site accompanied by QR Codes.

Sustainability Site Diagram

Trees along the walkways provide shade
Drought tolerant planting palette with ecological and cultural value
Functional benches with planters for water capturing

The Stage
Unspoken Story of Success

Color Palette from an African Print Used Throughout the Site Reflecting Baldwin Hills. The colors are also reflected throughout the planting.

Anna_Tizani_Solari Design Competition 2023
Section

Podcast/Recording Studios

Community/Artist Housing

Walkway

Auditorium (Medium Sound Stage)

Dining

Plaza

Parking

Free For All Mural Hill

Tik Tok House Set

The Stage
Unspoken Story of Success
Renders

The Stage
Unspoken Story of Success
Graffiti Mural Hill

The Stage
Unspoken Story of Success
Day on The Stage

The Stage
Unspoken Story of Success
Calender of Baldwin Hills

- Winter Fair
- Juneteenth
- Jazz Festival
- Community Farming Workshops
- Outdoor Movie Festival
- Rooftop Community Events
- Farmers Market
- Concerts
- Happy Holidays

The stage
Unspoken Story of Success

Anna_Tizani_Solani_Design Competition 2023
TEAM: DITTO

Daniel Yoo
Yihan Wang
Thomas Wang
SUNKEN SKATE PARK