

FOR IMMEDIATE RELEASE

MEDIA CONTACT:
slane@aplusd.org | 323.932.9393

A+D Architecture and Design Museum > Los Angeles Announces

WINDSHIELD PERSPECTIVE

On View May 17th – July 9th, 2013



Los Angeles – A+D Architecture and Design Museum > Los Angeles (A+D Museum) is pleased to announce the exhibition, *Windshield Perspective* on view May 17th – July 9th 23rd, 2013.

Windshield Perspective takes the most common of Los Angeles experiences, a typical drive along a typical boulevard, and exposes the visual impressions that are continually cast off from the urban landscape that lines the roadway. *Windshield Perspective* is about the decorative, architectural, personal and natural elements that comprise a single stretch of an overlooked boulevard. It is about seeing the city with its automotive veil lifted.

Windshield Perspective focuses on a short yet dense stretch of Beverly Boulevard from Normandie to Virgil. The windshield is both a lens and a shield; a screen which acts much like a magnifying glass to clarify the view and as a scrim to obscure the sight. A drive along Beverly stands for hundreds, if not thousands, of daily journeys through the city's landscape. The exhibit is about seeing *and* not seeing.

Typically, our way of seeing from behind the wheel is unconscious. Beverly Boulevard, in its apparent bleakness, is easily dismissed as "nowhere," falling into the hole in our consciousness put there by the dominant notion that Los Angeles is not a city. Roll up the windows, crank up the sounds, and drive.

But a choreographed drive, recreated within the Museum, reveals the very essence of the built city: messy, disorderly, impromptu, and vital. *Windshield Perspective* will provide a way of seeing and a sight to be seen. The windshield is converted from scrim to lens.

Windshield Perspective is part of Pacific Standard Time Presents: Modern Architecture in L.A. This collaboration, initiated by the Getty, brings together several local cultural



ARCHITECTURE AND DESIGN MUSEUM > LOS ANGELES

A+D

institutions for a wide-ranging look at the postwar built environment of the city as a whole, from its famous residential architecture to its vast freeway network, revealing the city's development and ongoing impact in new ways.

OPENING RECEPTION

Thursday May 16th, 2013, 6:00-9:00PM

A+D Museum, 6032 Wilshire Blvd Los Angeles, CA 90036

Opening Reception Tickets: \$20 Individual, \$15 Students w/valid ID, A+D Members FREE

Tickets are available for purchase at www.aplused.org

General Museum Admission: \$10 Individual, \$5 Students w/valid ID, A+D Members FREE



AN INITIATIVE OF THE GETTY



###

About A+D Architecture and Design Museum>Los Angeles (www.aplused.org)
A+D Architecture and Design Museum>Los Angeles (A+D Museum) is the only museum in southern California focused exclusively on progressive architecture, design, and urbanism. Since opening in January 2001, A+D Museum has provided a forum for the contemporary issues that shape our city and the greater region. The museum's innovative programming encourages fresh thinking among a broad and inclusive audience of design professionals, students of all ages, and the general public. A+D Museum is a 501©(3) non-profit institution supported by its members, corporations, foundations, and government grants. A+D Museum is a proud member of the International Confederation of Architectural Museums (ICAM) and the American Association of Museums (AAM). The mission of A+D Museum is to celebrate and promote an awareness of progressive architecture and design in everyday life through exhibits, educational programs, and public outreach.



ARCHITECTURE AND DESIGN MUSEUM > LOS ANGELES