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**FOR IMMEDIATE RELEASE**

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## **New CicLAvia Route Will Transform Wilshire Boulevard on June 23**

*Iconic Motorway Will Go Car-Free to Allow Pedestrians and Bikes to Enjoy Architectural Marvels*

**LOS ANGELES** - Wilshire Boulevard was first carved out as a long path through a barley field in 1895. While its beginnings were humble, this path has transformed into one of the most notable boulevards in all of the United States. On June 23, starting at One Wilshire in Downtown Los Angeles and ending at Fairfax Avenue along Museum Row, the CicLAvia – *Iconic Wilshire Boulevard* route will take participants through a snapshot of the city's architectural evolution from Victorian vision to modernist experimentation; massive towers of business to intimate houses of worship; world class museums to working class mercados.

CicLAvia – *Iconic Wilshire Boulevard* is part of Pacific Standard Time Presents: Modern Architecture in L.A. This collaboration, initiated by the Getty, brings together several local arts 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. Major support for CicLAvia – *Iconic Wilshire Boulevard* has been provided by the Getty Foundation.

As part of the Pacific Standard Time Presents, this CicLAvia will feature a radio broadcast by noted architectural researcher and commentator Edward Lifson that will lead up to the June 23 event and that also will be available for participants to download and listen to as free podcasts. The radio series will tell stories that run quickly through Wilshire's beginnings more than a century ago and its pre-WWII boom years, to focus on the modern era, with stories and sounds. A diverse group of Angelenos will share their dreams, challenges, failures and successes. Lifson will examine the forces shaping this boulevard, explore how Wilshire's getting its mojo back, with a new subway line, the tallest new tower in town, attractive apartments, a radical new campus for LACMA, a huge museum for the movies, and more.

Catherine Gudis, who is an Associate Professor of History at the University of California at Riverside and is the school's Director of the Graduate Program in Public History, is preparing an architectural guide for participants in the June 23 CicLAvia – *Iconic Wilshire Boulevard*. The guide will allow people to appreciate and understand the context for modernism and the role the Wilshire Boulevard built environment has played as the city's cultural and demographic makeup has changed.

CicLAvia – *Iconic Wilshire Boulevard* will feature several other art and architecture related activities including a workshop by Mobile Mural Lab, an adornable item workshop inspired by the Googie-centric geometry of the 1950s with artist Marni Gittleman, and more.

CicLAvia – *Iconic Wilshire Boulevard* will be held on Sunday, June 23, from 10:00 a.m. – 3:00 p.m. and will transform Wilshire Boulevard into a car-free, linear park for strolling, biking, playing, and exploring the city from a new perspective. For more information visit [www.ciclavia.org](http://www.ciclavia.org).

### **Support for CicLAvia**

CicLAvia is made possible through the generosity of its partners, supporters and sponsors. Partners include: the City of Los Angeles and the Los Angeles County Metropolitan Transportation Authority (Metro). Supporters include: the Rosenthal Family Foundation, The California Endowment, the Goldhirsh Foundation, the David Bohnett Foundation and REI. Sponsors include: the Los Angeles Department of Water & Power, the City of Culver City, Millennium Hollywood, the Roth Family Foundation, the Leukemia & Lymphoma Society's Team In Training, Bike Nation, Indie Printing, and Laemmle Theatres. Major support for CicLAvia – *Iconic Wilshire Boulevard* has been provided by the Getty Foundation.