BRAND LAB 2

COOK BOOK

BY DANNA BIALIK
RE-BRAND LOS ANGELES

The current brand campaign for Los Angeles is “That’s so LA” it is almost mocking the city and it’s identity as a whole. This view of Los Angeles focuses on the shallow, the empty, the superficial and the typical. Los Angeles is so much more than just Hollywood. Others have such an altered view of the city because of television and movies that depict Los Angeles in a certain way when really it is another. We all live in Los Angeles, some of us love it and some of us can’t stand it but as a goal of the class we must find what it is about Los Angeles that makes it special and expose it. Youth and young adults are the target market of this campaign. They are the future, what we knew about Los Angeles from the past doesn’t necessarily apply now. Areas that used to be too dangerous to step foot in are now constantly full of entertainment and excitement. Los Angeles has a promising future that yields infinite possibilities, the goal is to make that known.
PROJECT OBJECTIVE

THE TASK

Research Los Angeles in every aspect - it's history, important cultural movements, the population, the geography, the art.

Find out what is special about Los Angeles, What seperates it from any other city in the world. Articulate the lifestyle, moods, desires of the people of Los Angeles.

FRICITION

I am researching Los Angeles from the view point of it's frictions. These frictions are from a literal prospective as well as metaphorical. Certain cultures conflict with eachother, music acts cause riots, class conflicts are evident in the streets, the conflict between society and the law is a huge point of friction.

Friction may be negative and also may be extremely positive. What comes out of the friction brings creation, change, and very interesting outcomes. The friction in Los Angeles exists in Los Angeles's diversity, the huge gap between wealth, the different subcultures, the different styles and forms of music as well
20 Attributes of LA

Loud
Open late
Sunny

Artistic
Noir
Gay Friendly
Energy Drinks
Lazy
Edgy
Spread out

American Apparel
Trendy
Traffic
Rich
Intimidating
Blonde
Unapologetic
Thrift stores
Entertainment Industry
Sexy Ladies

20 Values of LA

2-Work Hard
0-Play Hard
Vegetarian
Always be prepared
Livin’ the dream
Understanding
Experience
Staying in shape

Outreach
Fast cars

Legacy
Ownership
Smiling

Accomplishments
Nice clothes
Get a good job
Enjoy life
Look good
Eat organic
Sell out
More Like

- Excited
- Stylish
- Original
- Welcoming
- Shameless
- Original
- Saturated

Less Like

- Apathetic
- Shallow
- Cliche
- Snobby
- Self Conscious
- Conformist
- Bland
WHY LA?

In Los Angeles we are the people of the sun. We feel the hot rays through our windows as we wake up in the morning. We put on our sunglasses as we leave the house. We don’t need to wear coats, we show off our style. We take comfort in long days at the beach soaking up rays and feeling the cool air on our bodies. More and more people gravitate toward LA every year, it brings the promise of activity, the promise of sunshine. LA expects new comers, accepts outsiders.

WHAT MAKES LOS ANGELES SPECIAL?

The city is reaking with talent, creativity, culture. Somewhere everynight, every hour, there is activity brewing, there is music being made, art being installed, dancers writhing, movies being directed. All these activities join together, cultures rub up against eachother, foods fuse into eachother, music melds and changes, art grows and evolves. This is the city of collaboration, and the city of friction.
WHERE ARE WE GOING?

Los Angeles has a bad reputation, violence, pollution, isolation. We feel the literal traffic congesting the city. We get stuck on the highway and wonder why everyone is driving at the same place and same time.

The city is changing, our generation is evolving. People are embracing different trends, celebrating diversity, venturing outdoors. It is important to do the best for ourselves and our generation in our city. We must live our lives to the fullest, we must create, we must experience the world. Spend less time in our cars, on our computers, on our phones. We must join together and play, cause that's what we do best in this city.

As Los Angeles’s youth we have the responsibility to make sure that there are only improvements in our city. The gang violence that was so prominent in the 90s is still what a lot of people think of when entering East Los Angeles. Many of the neighborhoods are cleaning up, becoming more exciting and trendy. There’s no need to roll up your windows any more, roll them down, wave your arms out the window, feel the air.
There are many reasons people come to Los Angeles. The beautiful weather, the sparkling nightlife, the diversity, the beauty. But why do we stay? LA gives us the option to play all the time. The sunshine keeps us outdoors, walking our dogs, riding our bikes, walking through hills of green grass with smiles on our faces. The sun sets and the city does not sleep, we keep playing. The bars open the drinks pour, the music starts and we dance. The musicians play, the audience roars. Playing keeps us youthful, keeps us happy, keeps us alive. Who says you have to stop playing when you’re an adult?
In LA you can P(LA)Y all you want.
TYPE/COLOR SELECTION:
The typography for the P(LA)Y campaign I chose is Cityburn. It creates the illusion of a spraypainted stencil. This edgy font carries the attitude of Los Angeles, a land where people come to leave their mark. Literally in the case of graffitti artists. The most important part about the type is the parenthesis, it’s when the audience stops and remembers that LA is always there in the many ways people play. The yellow LA outlined by the parenthesis shows the color and shape of the sun, which is what seperates LA from other cities.

IMAGE SELECTION
The images selected for this campaign are all color images that have a fun candid feel. These are all images of people playing, having fun, partying. These images must not be staged for they would feel forced and wouldn’t have the vitality of a candid image.
The word play is the root of several different phrases. In this campaign the images selected will be placed with phrases featuring the word play. These phrases will be directly related to the image but not so literally that it too straightforward and not thought provoking. Along with the images and the play on words interesting facts about Los Angeles that are related to the image will be announced as well. The goal is to remind youth in Los Angeles all of the treasures and entertainment the city has to offer. This can also serve as tourism giving incentive and inspiration for anyone interested in the city.

From these pictures Kaleidoscopic beautiful creations will be made. Stemming from the center these images bring in several elements from any given subject, the friction between these images work together in a perfect harmony. From afar these posters will each have a different color as well as a different theme. Facts about Los Angeles will be posted as well. These will display the hectic, multifaceted culture of Los Angeles as well as it’s diversity and excitement.
IMAGES:

Most of these images are taken from the UCLA Arts Library as well as the Internet. Only high resolution professional images are acceptable. The strongest images speak of Los Angeles as well as the idea of play. Multiple images are chosen for the themes of: entertainment, arts, sports, food, nature, and industry.
From the many images selected from the Arts library and other photographers specific images that fit best with the theme were collected and paired with a corresponding pun with the word P(LA)Y. Many were paired and tested, those seen to be most successful had the complexity of multiple meanings and were thought provoking and clever. In addition to the image and play on words the initial adds needed to include positive interesting facts about Los Angeles that will encourage the reader to have pride in Los Angeles. The reader's curiosity about the city should increase as a result.
Hot summer days in LA definitely drain you. Instead of staying in and soaking up the sun, Los Angeles has 59 public swimming pools open in the summer.

The Best in Drag show in Los Angeles, P(LAY) Dress Up event held at the Wilshire-Ebell Theatre. This fundraising event benefits Aids for AIDS. In one year, the show raised over $128,500.00. The show raised over $100,000 in the past 15 years. The event included a simultaneous competition, talent competition, and a Drag Queen Contest.

Carpooling in Los Angeles can help reduce your commute by 1/3. It also helps reduce carbon emissions.

There are 20 lakes and 11 reservoirs in Los Angeles County. Many of them are dangerously polluted, and cannot be used for swimming. Others such as Castaic Lake are still open for swimming, boating, and other water sports. Keep our water clean and please don't pollute.
Los Angeles has over 20,316 restaurants. You can find any type of food in Los Angeles. Ranging from authentic cuisine, to fusion, to fast food, LA has it all.

Venice Beach is the birthplace of modern skateboarding. Zephyr Skateboard company was founded in Venice and the skateboarding culture continues to flourish. Dogtown and Zooys as well as Lords of Dogtown are stories about the beginning of this skateboarding movement. $2.4 million was dedicated to creating the new Venice skatepark is described as one of the most challenging arenas for skaters to ride. It is a wonderful place to watch talented skaters and to show off your skills.

The Walt Disney Concert Hall designed by Pritzker Prize-winning architect Frank Gehry, features professional symphonies as well as contemporary music as well. Gehry moved to LA in 1947 and was originally a delivery truck driver, he studied at LA city college and later USC. His house in Los Angeles is known as the first deconstructionist house in LA. Gehry’s critically acclaimed Fane gave him the identity of a starchitect.

There are about 10 cycling clubs in Los Angeles. And 11 bike co-ops in Los Angeles. Santa Monica Critical Mass meets at 6:00pm on the first Friday of every month, at the Santa Monica Pier. The Los Angeles Wheelmen organize weekly bike rides in Griffith Park, The Valley, and South Beach. FAMILY ride LA unites bikers from the East and West side of LA.

Don’t get caught in traffic. Ride a bike.
Fast food trucks have increased a lot in popularity in Los Angeles. People gather and wait for these surprisingly delicious food venues. You can track down these trucks on finditsofoodtrucks.com. Whether you want pancakes, tacos, bento boxes, cupcakes, BBQ, all food genres are represented and on wheels.

Downtown Art walk formed in July of 2003, by Bart Gerey in his downtown gallery at 5th and Main street. The historic core was once just an area of drug dealers, homeless people and prostitutes now has over 50 successful art galleries. The event of Downtown Art Walk takes place on the second Thursday of every month from 12 noon to 9 pm. These events attract thousands of people. Los Angeles’s culture continues to grow and thrive.

The City of Los Angeles has 330 public parks. In all Los Angeles has about 15,510 acres of park land including the 1,217 acres of Griffith Park, the largest municipal park in the United States.

Tyler Derry is back! Echo park is embracing this trend by holding a Donut Derby party at the Echo Park. The LA Derby Dolls are a professional roller derby team of 100 members. They play action packed modern roller derby where the hits and spills are real.
After weeks of browsing images and facts about Los Angeles the most successful images were selected to make collages with their themes as well as their puns with the word P(LA)Y. These images would be paired with others of it’s kind to encompass the feeling of participating in any of these activities in Los Angeles. The chaotic forms that stem from the center all interact in perfect harmony. Clean type is placed over the center of the image as well as smaller discrptive type at the bottom giving explanations.
THE CITY OF LOS ANGELES HAS 390 PUBLIC PARKS, IN ALL LOS ANGELES HAS ABOUT 15,710 ACRES OF PARKLAND INCLUDING THE 4,217 ACRES OF GRIFFITH PARK, THE LARGEST MUNICIPAL PARK IN THE UNITED STATES. ENJOY A SCENIC HIKE OR BIKERIDE TO GET AWAY FROM THE CITY.

PARKS, NATURE, AND RECREATION.

The City of Los Angeles has 390 public parks, In all Los Angeles has about 15,710 acres of parkland including the 4,217 acres of Griffith Park, the largest municipal park in the United States. Enjoy a scenic bikeride to get away from the city.
The Walt Disney Concert Hall designed by Pritzker Prize-winning architect Frank Gehry, features professional symphonies as well as contemporary music acts like Air. Gehry moved to LA in 1947 and was originally a delivery truck driver, he studied at LA city college and later USC. His house in Los Angeles is known as the first deconstructionist house in LA. Gehry’s critically acclaimed fame gave him the identity of a Starchitect.
HARD events in LA have completely taken over the Southern California rave scene. The biggest names in electronic music from all over the world perform in the many parties HARD throws. From the epic halloween event HARD haunted mansion, HARD NYE, to HARD summer (which was so popular there was a riot last year). Thousands of people come to dance, party, and go crazy. Every event is completely unpredictable, special guest DJs come and play.
You have to recharge if you're going to have the energy for all that LA has to offer. Los Angeles has over 20,316 restaurants. Many of them are embedded into the history of Los Angeles. Pinks is a famous hot dog stand that has been part of LA for 70 years. El Cholo is a beautiful Mexican restaurant that has been part of LA's history since 1923. Food trucks are a new Los Angeles sensation where the food comes to you! You can find any type of food in Los Angeles. Ranging from authentic cuisine, to fusion, to fast food, LA has it all.
P(LA)Y swag is perfect for any Angeleno that wants to show their Los Angeles pride.
These Kaleidoscopic images are impossible to overlook. They encompass the idea of friction in that all the fun play activities that go on in Los Angeles happen alongside each other constantly, they may cause conflict but without them Los Angeles would not be as spectacular of a place.

**MUSIC AND ENTERTAINMENT**

The live music scene in Los Angeles is like nowhere else, from classical symphonies in the Walt Disney Concert Hall, to your favorite acts of all time at the Hollywood bown to in our face dirty beats in the echoplex, with every musical genre in between. Los Angeles is the place for musicians to go to make their mark and be seen. There are over 185,000 live music venues in Los Angeles. Come see a show!
Los Angeles is the perfect place to participate in sports, whether you wanna see a dodger or laker game or shoot hoops with your crew LA's climate and atmosphere beggs you to play the game and watch the players.
Los Angeles is one of the most diverse places in the United States, it has the largest population of Vietnamese people besides in Vietnam, it has the largest population of Thai people besides in Thailand, the city has many cultural locations for these diverse groups to own businesses, such as Little Ethiopia, Chinatown, Little Tokyo, and Koreatown. The Hispanic population is a whopping 46%. In the country there are 1,811,181 men and 1,922,814 females.
While driving on the highway people will be reminded of this campaign, to play instead of remaining stagnant, to leave their cars and houses and be active.
Music combined with Visuals is the quintessential fusion of music and media art in Los Angeles. DJ's correspond with VJ's they join together to make the sounds and visuals combine whimsically. A P(LA)Y themed VJ performance feels like the perfect way to illustrate the concept and fun idea of P(LA)Y. Flashing text will combine and meld with fun images and video clips. Also mixed with electronic music to rock the house.
P(LA)Y