



DESTINATION  
**CRENSHAW**



Los Angeles is arguably the most diverse County in the country - majority “people of color” since the late 1980s - as well as the creative capital of the nation.

As such, it is a central player in the national discussion around cultural equity, inclusion and access to the arts.

*Los Angeles County Arts Commission, 2017*

# OUR MISSION

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Our Mission is to celebrate and chronicle the history and culture of Black Los Angeles, while revitalizing the neighborhood and ultimately fostering a new economic center.

Destination Crenshaw is a 501(c)3 non-profit corporation under the fiscal sponsorship of California Community Foundation.

# WHERE

Located along Crenshaw Boulevard from 48th to 60th Streets, this linear museum will flank the new Crenshaw/Los Angeles Airport (LAX) Metro Rail Line. Greeting Metro passengers from all over the globe.



# WHO<sup>1</sup>

## Population

370,204 People

## Ethnicity

44% Black

42% Hispanic

6% White

5% Asian

3% Other

## Age

30% Under 18 years

42% 18 to 44 years

19% 45 to 64 years

9% 65 years +

## Home Ownership

69% Renters

25% Homeowners

6% Vacant

<sup>1</sup> Metro Crenshaw/LAX Environmental Impact Study Area, 2011



**WHO**

# 5.9 Million

**Annual riders on the Crenshaw/LAX Line**

The at-grade (street-level) length of the line will have clear views of Destination Crenshaw and will serve as the gateway to the City of Los Angeles for riders from across the globe.

**VISITOR ATTENDANCE FOR NATIONAL CULTURAL ORGANIZATIONS IN 2018:**

**MOMA welcomed *3M* visitors**

**The High Line New York welcomed *5M***

**The Metropolitan Museum of Art welcomed *7.3M***



# PERKINS + WILL



# THE PEOPLE'S MUSEUM

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Destination Crenshaw comes to life as 10 platforms and pocket parks with culturally stamped sidewalks, lighting and landscaping improvements, business facades, and public structures.



# THEMES

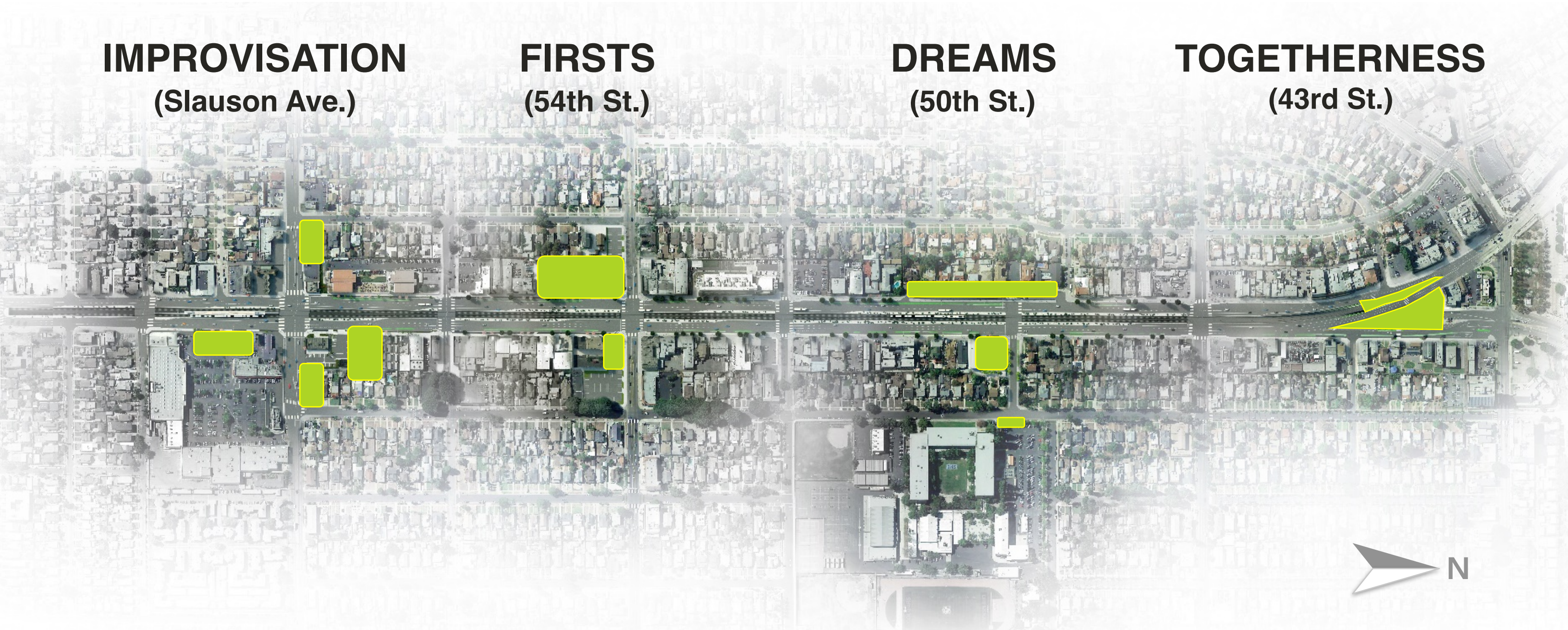
Architecture, landscape, and art are organized around 4 themes

**IMPROVISATION**  
(Slauson Ave.)

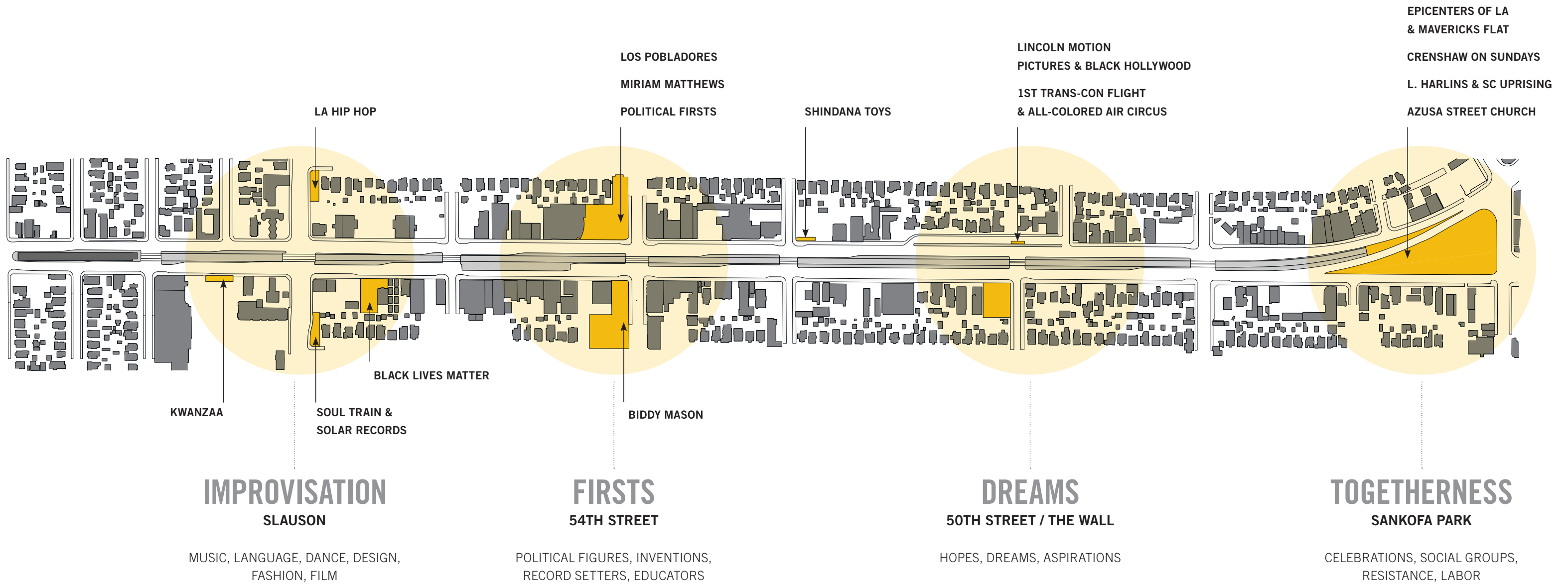
**FIRSTS**  
(54th St.)

**DREAMS**  
(50th St.)

**TOGETHERNESS**  
(43rd St.)

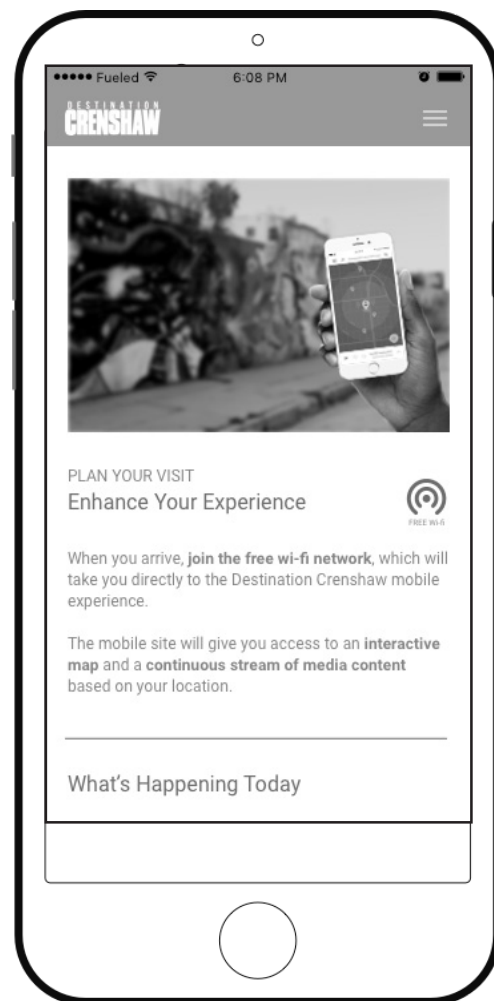


# EXHIBITION DESIGN

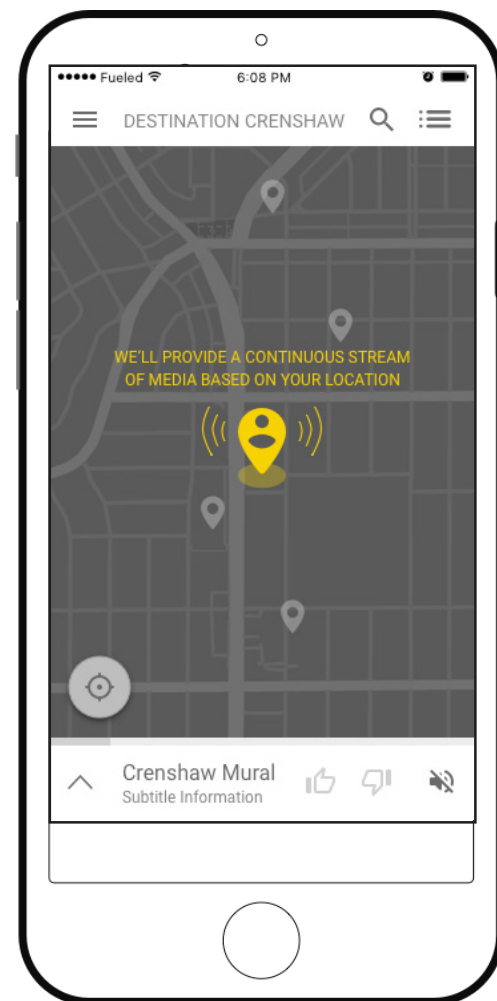


# MOBILE EXPERIENCE

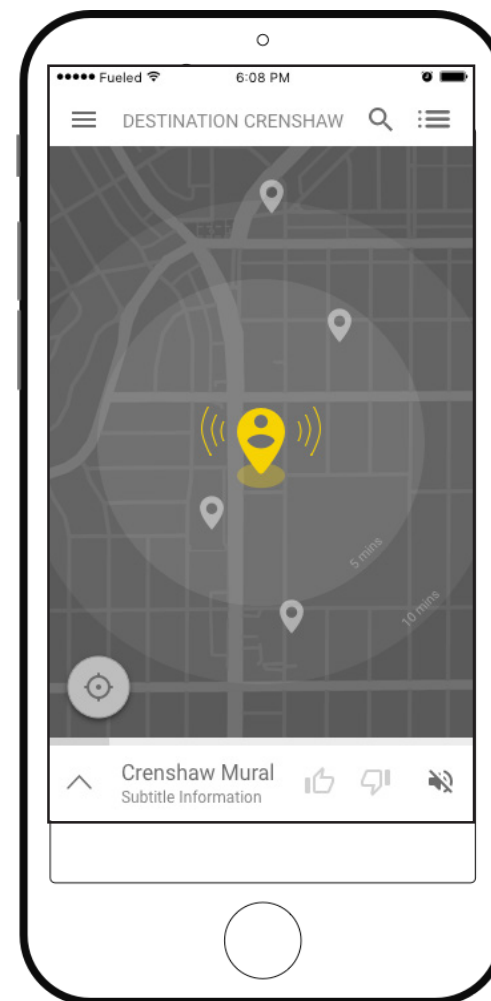
An enhanced mobile experience will allow for visitors to engage in a deeper way before, during and after the experience



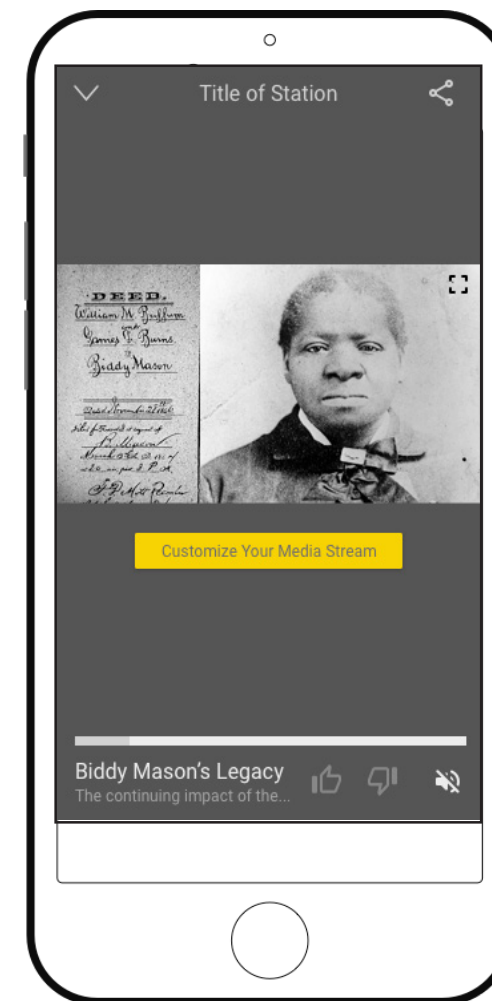
PLANNING



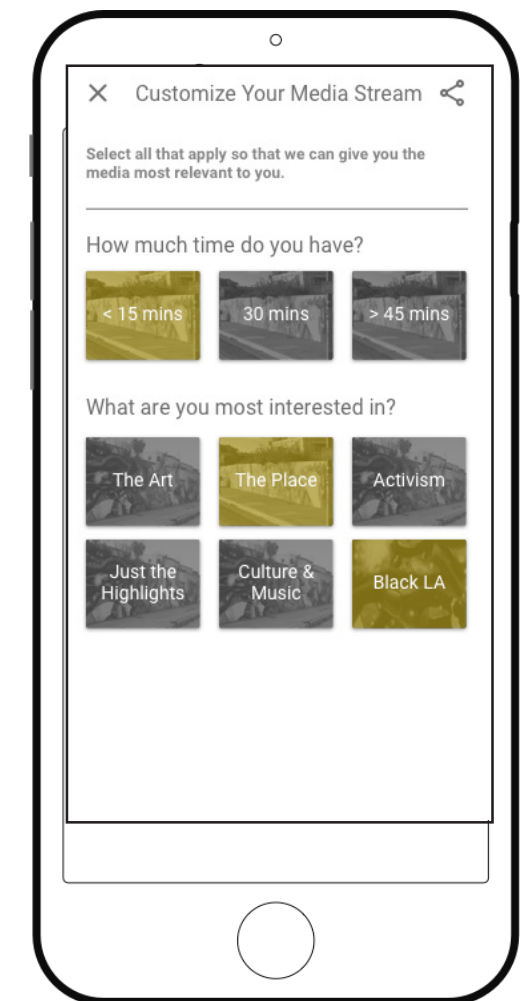
ONBOARDING



ORIENTATION



LOCATION-SPECIFIC CONTENT



CUSTOMIZATION

# WELCOME PARK

The first of 8 parks invites visitors to begin their experience at the “lobby” of this 1.3-mile experience, located at the Hyde Park station.



# EXHIBITION: STORYTELLING PANELS



# I AM PARK

East of Crenshaw Blvd. on Slauson is the location for a park dedicated to play. Children activate the “I AM” sculpture as they climb and interact with the artwork. Landscaping compliments the design with plant selections native to Africa.



# SLAUSON AVE PARK

Slauson Avenue Park reflects the theme of this area by focusing the exhibition on music, language, dance, design, fashion, and film. All content will be available via the web with additional information.



# 54TH ST. WEST PARK

DC committed to local small businesses to replenish the loss of over 300 parking spaces, with culturally-stamped, multi-use and landscaped parking lots.





# 54TH ST. EAST PARK

This park will sit adjacent to a senior housing facility and will honor the legacy of Biddy Mason, a pioneer who helped establish the Black Los Angeles community.



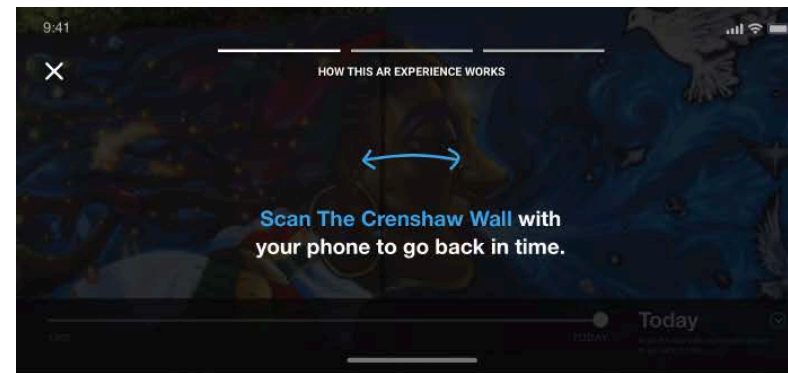
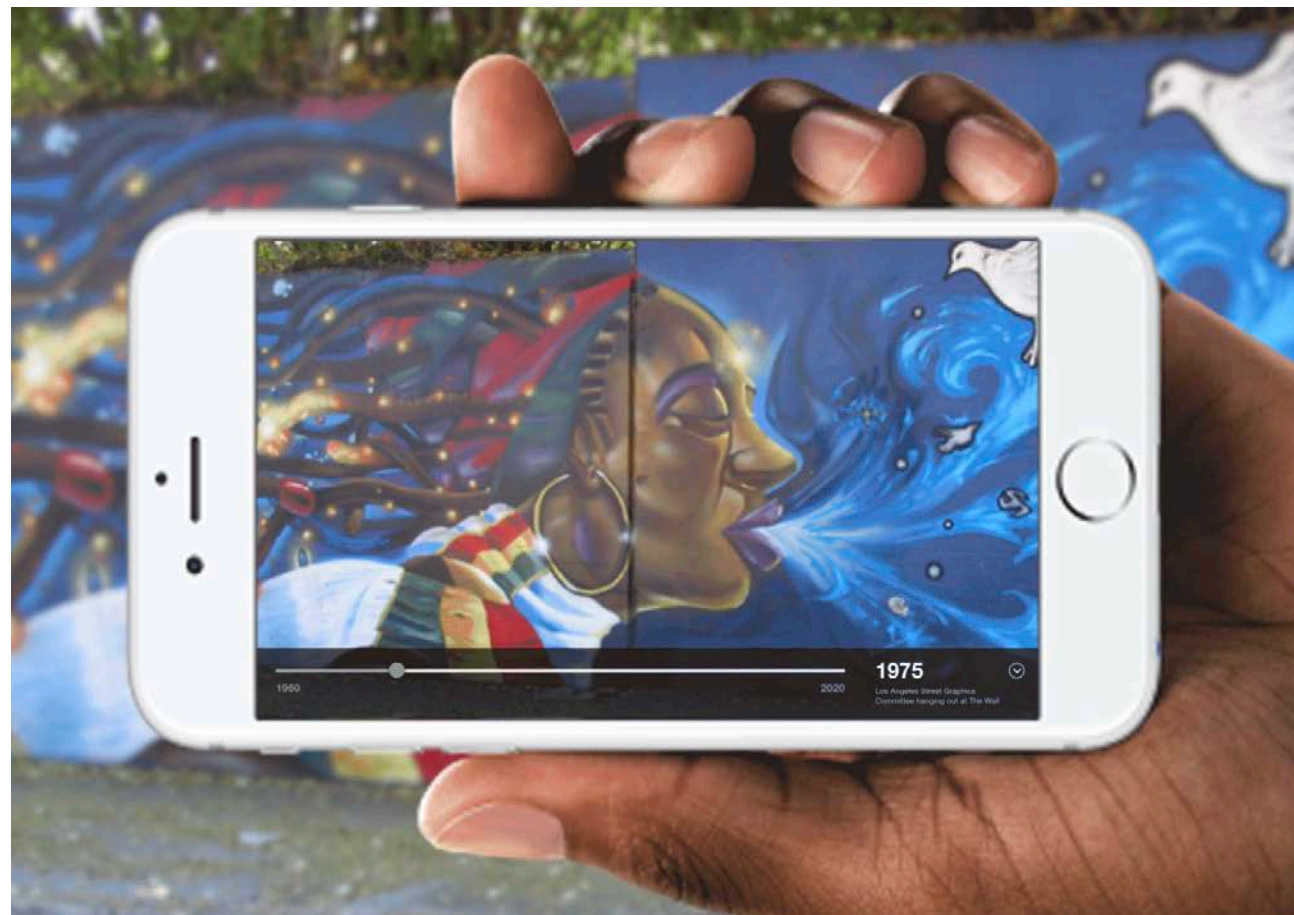
# THE WALL

The series of murals on the wall is a long-standing fixture in the community. It will be reinforced and enhanced by thoughtfully integrated lights and exhibition panels.

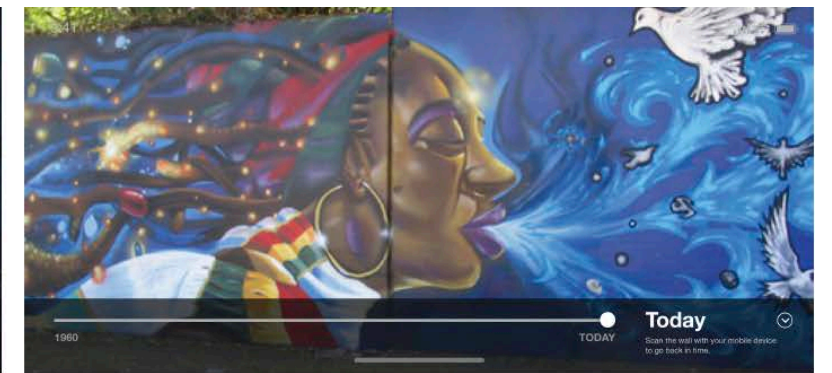


# AUGMENTED REALITY

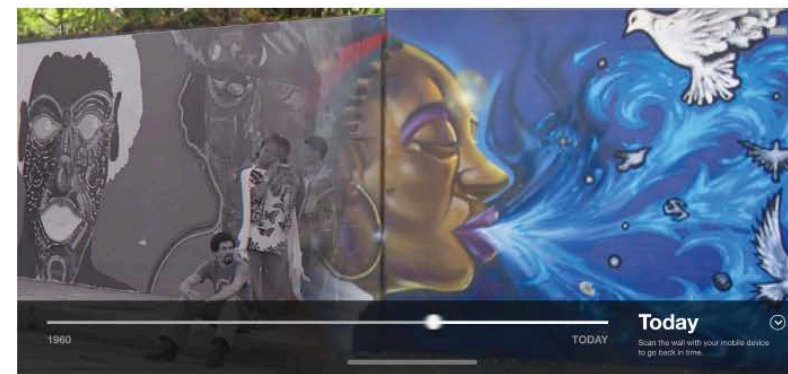
THE WALL: Visitors can scan The Wall with a mobile device to see murals from various points in history and access quick contextual stories and about past artists who contributed pieces to the wall.



ONBOARDING



TIME SCRUB - START



TIME SCRUB - TRANSITION



TIME SCRUB - REVEAL

# 50TH ST. PARK

50th Street Pocket Park will be the home of an elevated viewing platform to take in the mural located on The Wall across Crenshaw Boulevard.



# CRENSHAW HIGH SCHOOL

Crenshaw High School students will collaborate with established artists to design and paint murals on a new wall and street furniture constructed for this project.



# SANKOFA PARK

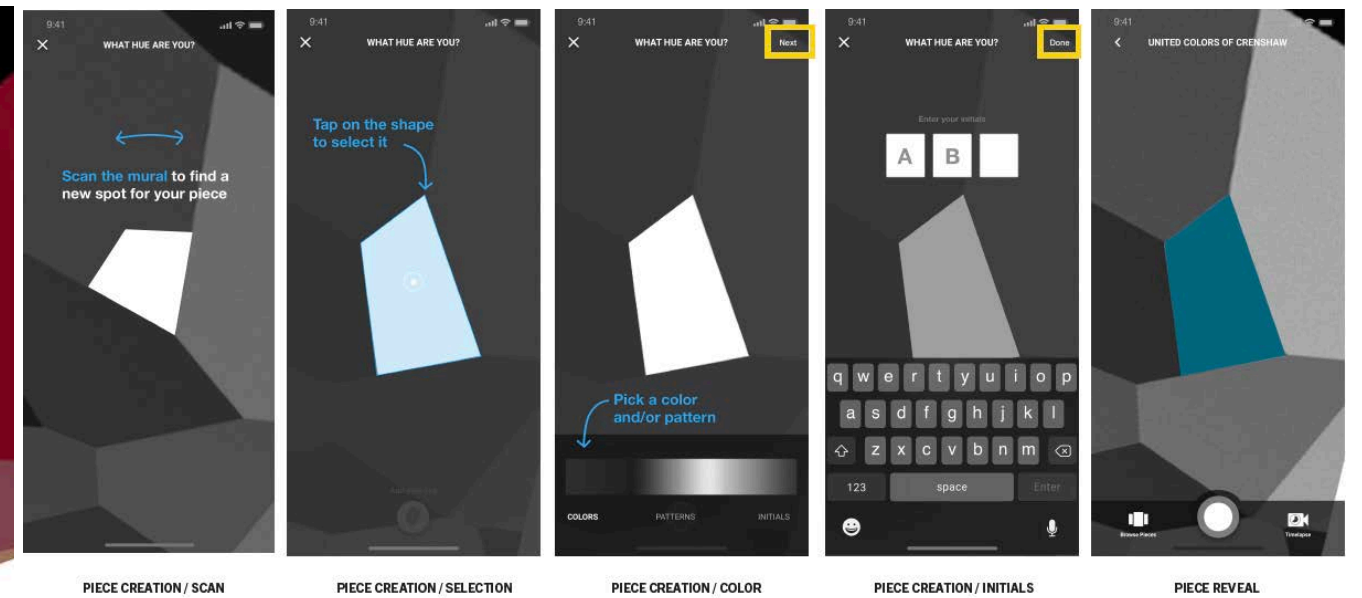
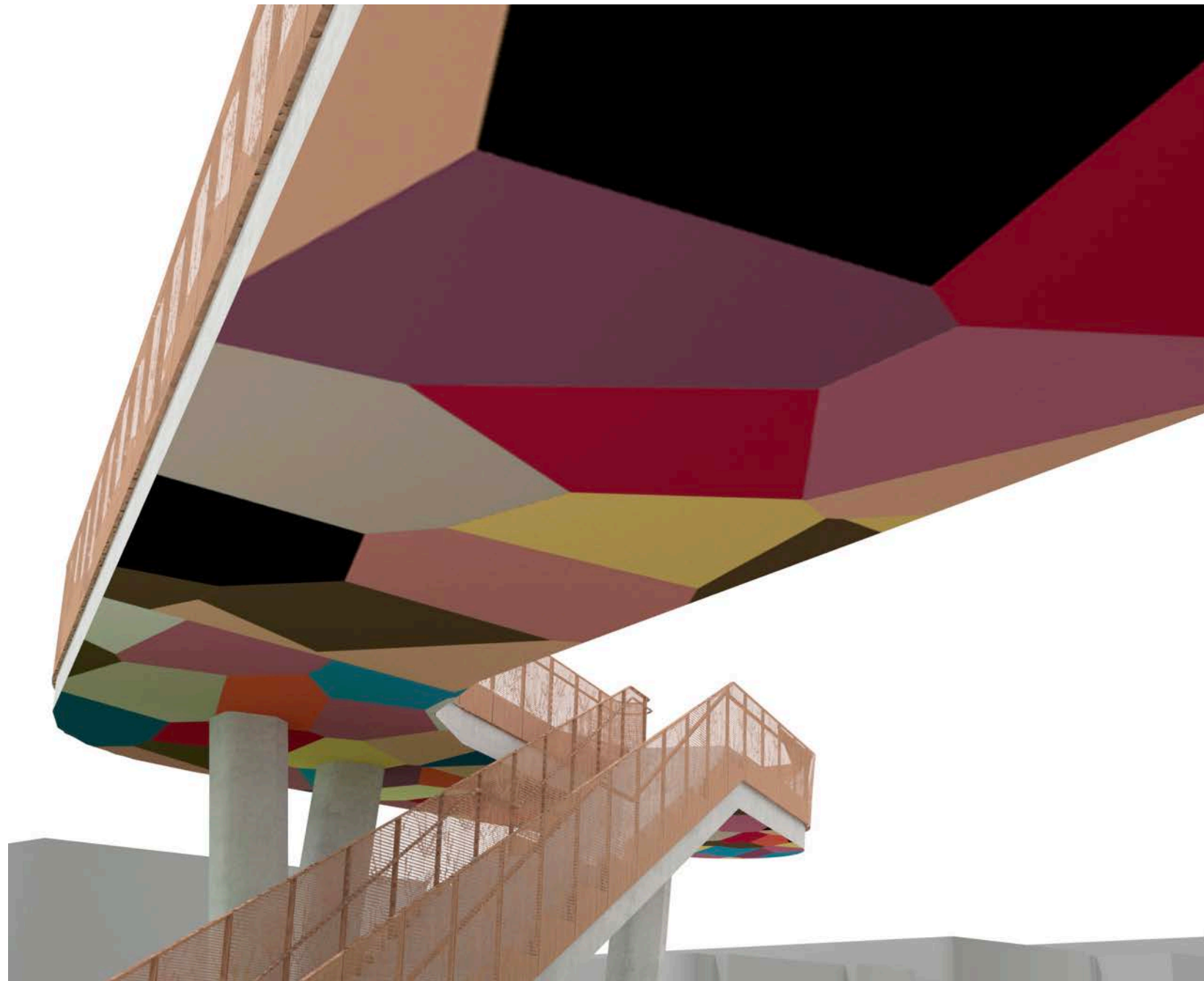
Serves as a unique location for community gatherings and a variety of public events. The platform is in the shape of a Sankofa bird.



# SANKOFA PARK



# EXHIBITION: SANKOFA PARK





# SANKOFA PARK



# SANKOFA PARK







**THANK YOU**