



JOSE HUIZAR  
COUNCILMEMBER, 14TH DISTRICT

**\*\*\* PRESS RELEASE \*\*\***

**CONTACT: Rick Coca** (213) 200-9974 [Rick.Coca@lacity.org](mailto:Rick.Coca@lacity.org)

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## **Councilmember Huizar's Bringing Back Broadway Selects Artist to Transform '21 Broadway Boxes'**

*21 utility boxes along Broadway will be artistically transformed as part of effort to  
celebrate the culmination of Huizar's 10-year initiative*

**LOS ANGELES, CA (April 25, 2017)** – Councilmember Huizar's Bringing Back Broadway initiative announces its selection of artist Christian Ceci to create a comprehensive art design for 21 utility boxes along Broadway, between 1st Street and 12th Street.

The program, titled 21 Broadway Boxes, is a partnership between Bringing Back Broadway, the Historic Core BID, Downtown Center BID and Fashion District BID, in conjunction with the Los Angeles Neighborhood Initiative (LANI.) While Councilmember Huizar has worked with hundreds of artists to transform 158 utility boxes into mini-murals throughout Council District 14, including 81 in DTLA – *21 Broadway Boxes* selection of a single artist provides a focused approach to the boxes along Broadway, which will deliver a cohesive vision for the corridor.

Dozens of submissions were received through a Call for Artists sent out in late 2016, requesting designs that complement the streetscape along Broadway and invite interaction and engagement with the boxes – and Broadway – through social media.

"I want to thank all the talented artists who submitted proposals for our program," said Councilmember José Huizar. "Designs were sought that would reflect Broadway's place as the heart of a vibrant urban center, inspired by the storied corridor, its architecture, history and future. Through our Bringing Back Broadway partnerships, we've helped rejuvenate Broadway and today, her future is as bright as her past. We're hoping to convey all of that in the *21 Broadway Boxes* program."

The newly designed utility boxes will be complete by the end of the summer, representing one of a number of culmination activities tied to Huizar's 10-year Bringing Back Broadway initiative, currently in its final year.

Submissions for 21 Broadway Boxes were evaluated by a panel of Bringing Back Broadway committee members and the artist will work with the committee on the

scope and aim of each box. Artwork will be created through various mediums, then printed on vinyl before being professionally installed.

Content and images will be a unique, modern blend of theaters and performers, important historical figures, retail centers, structural icons of the street, as well as the past, current and future artistic characteristics of Broadway. Mirrored sections will allow pedestrians to be the face of the many Broadway characters to be featured on the boxes. That and other planned interactivity will make a walk down Broadway memorable and engaging.



“We are looking forward to seeing the new art on the traffic control boxes on Broadway,” said Rena Leddy, Executive Director of the Fashion District BID. “They will add to the already exciting changes coming to the street. The Fashion District BID is grateful for the coordination and partnership with Councilmember Huizar and Bringing Back Broadway in continuing to bring improvements and vitality to the street.”

Selected artist, Christian Ceci is a licensed architect and a long-time Angeleno. Ceci’s vision will engage all four sides of each utility box. The street-side/vehicle-viewed side will consist primarily of graphic content. The building side will feature graphics and short-term interactivity to accommodate pedestrian traffic, while the two sidewalk-approach sides will feature graphics and text information and the possibility of longer-term interactivity.

“The 21 Broadway Boxes project will be an ideal platform for expression in an urban context, celebrating this evolving district by animating these ever-present but often non-descript utility boxes,” said artist Christian Ceci. “I find inspiration in the wide range of art throughout the city, and the Broadway boxes present a very tangible medium that brings graphics into the three-dimensional streetscape.



I look forward to making the boxes integral to the vibrant scene Downtown by providing an opportunity for contemplation about Broadway and its importance to our city.”

Mr. Ceci is a graduate of the University of Virginia as well as SCI-Arc's Master's program. The past 20 years have found him pursuing thoughtful solutions to challenges in both the public and private realms. Noted examples of his past works include the famous Chinatown Benches, designed and fabricated as part of a CRA collaboration; Chair and stool designs for the Pacific Design Center, Los Angeles; and architectural and construction works for Habitat for Humanity.

**ABOUT BRINGING BACK BROADWAY:** Bringing Back Broadway is an ambitious 10-year plan led by Los Angeles City Councilmember José Huizar to revitalize the Historic Broadway corridor in downtown Los Angeles, a National Register Historic District. The initiative, now in its 10<sup>th</sup> year, has provided economic development and business assistance; encouraged historic preservation; encouraged reactivation of Broadway's historic theaters and long-underutilized commercial buildings; and increased transit and development options by advancing the effort to bring the beloved streetcar back to downtown Los Angeles with Broadway as the spine for the route. Under Councilmember Huizar's Bringing Back Broadway initiative the area has experienced a surge in new retail and restaurants as a focal point for creative office and boutique hotel development.

City policies aimed at spurring this revitalization through Bringing Back Broadway include the City's Historic Commercial Reuse Guidelines, Broadway Entertainment Zone policies, a facade lighting grant program, an upcoming Historic Broadway Sign District, and the Broadway Streetscape plan, one of the country's largest road diets, which prioritizes people over vehicles and creates a safer and more vibrant pedestrian experience along Broadway. More at [BringingBackBroadway.com](http://BringingBackBroadway.com).

**ABOUT LANI:** The Los Angeles Neighborhood Initiative (LANI) works with committed community members to revitalize neighborhoods through improvement of public transportation corridors, urban greening and business district projects. More at [lani.org](http://lani.org).

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