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LA PROPOINT COMPLETES 3FORM COMMISSION AT 8476 SUNSET BOULEVARD

Company tapped to aid in the fabrication and installation of an architecturally progressive resin-composite building façade designed by PATTERNS

(Sun Valley, Calif.) December 11, 2007 – LA ProPoint, Southern California’s leader in the design, engineering, fabrication and installation of stage and show systems, is pleased to announce that the company was recently commissioned to play a major role in a new, highly visible construction project underway on a well known strip of Sunset Boulevard in West Hollywood, California. The architectural division of 3Form, an award-winning provider of architectural services and materials solutions, contracted with LA ProPoint to realize an innovative façade designed by the internationally recognized, LA-based PATTERNS.

The project, located at and referred to as 8476 Sunset Boulevard, is a new, 7,600 square-foot structure designed by Marcelo Spina and Georgina Huljich of PATTERNS, with Kluger Architects, Inc. as the architect of record, is a renovation of a house that once existed on the site. When complete, the avant-garde building will be put to commercial use for a to-be-determined tenant.

PATTERNS’ façade design employs 3Form’s patented polycarbonate Ecoglass PC material, a translucent metal fabricated with aluminum and resin, prescribed for its unique ability to dramatically change its appearance in varying light conditions. 3Form in turn called upon LA ProPoint to design the steel framing system that could support the company’s patented material as integrated with PATTERNS’ design. The end result is that the LA ProPoint team fabricated a system with the necessary tolerances to marry building, structure and panels and thus succeeded in installing one of the first monolithic resin-composite architectural facades in the United States.

The primary challenge that LA ProPoint faced in the 8476 Sunset Boulevard project was to marry more than 84 free-form, extruded resin panels to the building's underlying steel structure. As most every design and construction professional is aware, there can be unforeseen differences between computer models and real-world applications.

"The flowing, cantilevered panels that LA ProPoint installed to form the street-side facade of 8476 Sunset Boulevard is a prominent example of the digital fabrication capabilities and proprietary, cutting-edge and eco-friendly materials of 3Form's architectural division," explained Ruben Suarez, vice president of Salt Lake City-based 3Form's architectural division. "It can be a challenge to work with new, untested materials, but having the diverse and experienced LA ProPoint as part of the team made this project a success."

"LA ProPoint is often commissioned for behind-the-scenes work on entertainment projects," noted Mark Riddlesperger, founder and president of LA ProPoint. "Admittedly, the finished structure at 8476 Sunset Boulevard provides a different form of entertainment—a visual feast for the benefit of the heavy vehicle traffic on one of the world's best known streets. The LA ProPoint team is delighted to have been involved in the project of creating a unique interplay of traditional stucco and high-tech materials for a building that is sure to become an architectural landmark."

ABOUT LA PROPOINT

Since 2002, LA ProPoint has been a leading provider of design, engineering, fabrication and installation of stage and show systems for all aspects of the entertainment industry, from concert halls and theme parks to outdoor amphitheatres and movie sets. Strategically headquartered in Southern California in the city of Sun Valley, the company has a huge reach. Its highly skilled, experienced technicians, fabricators and craftspeople regularly take on far-flung projects from the Hollywood Bowl to the Walt Disney Concert Hall in downtown Los Angeles to the San Francisco Conservatory of Music and Brooke Army Medical Center in Texas. For more information about LA ProPoint and its many projects, visit: www.lapropoint.com.

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