



Hollywoodland Retail Outlet PROJECT

Hollywoodland – Hollywood, CA

HOLLYWOODLAND
RETAIL OUTLET

APPLICATION:

BACKLIGHTING, COVE,
DIRECT, DISPLAY

PROJECT:

Hollywoodland,
Hollywood, California

LIGHTING DESIGN:

Steven Young & Jen Goldstein,
Visual Terrain, Los Angeles

PRODUCT

TivoTape RGB Indoor strand
lighting



The term 'Hollywoodland' originated from a real estate promotion to draw attention to the 500 acre subdivision above what is now Beachwood Drive. The developers erected a flashing 'Hollywoodland' electric sign as a landmark for the new neighborhood. The definition of 'Hollywoodland' was the lifestyle known as "living in the Hollywood Hills." The developers attracted the sophisticated and artistic crowd they intended.



In 1949 - The Hollywoodland Sign, originally built to last only 18 months, was in total disrepair (and all the light bulbs had been stolen). The City began removing it but the demolition was halted by a public outcry. The locals had come to love the symbol. Instead, the sign was refurbished and shortened to "Hollywood".

THE PROJECT SCOPE:

Create programmable RGB backlighting illumination of 4'x 8' letters suspended from the ceiling.

PROJECT CHALLENGES:

Originally, the client purchased automated theatrical projectors to illuminate the front of the oversized letters. Unfortunately, the intense ambient sunlight from the storefront windows washed out the effect and there

was no ability to control the spill light from the merchandise. Visual Terrain was brought in to provide a turnkey solution. Through mockups and fixture testing from several manufacturers the owner liked the effect from Tivoli's Tivotape but wanted more light. We tested 2, 3 and 4 rows of tape to achieve the desired effect. Tivotape also provided the flexibility needed to follow the letter forms for total coverage in backlighting the translucent material.

In 2010, the Hollywoodland Retail outlet was opened. Their mission is to offer traditional Hollywood memorabilia from the current and past eras. The owners decided to use the original Hollywoodland name and commissioned a color changing sign that dominates the retail space.





Hollywoodland PROJECT

ABOUT TIVOLI:

Tivoli is the original innovator with 40 years experience in LED based linear lighting products.

When Color Matters —
Tivoli is the choice.

Uniquely focused on 'the right light' – color temperature and output for low ambient cove and niche applications.

Most other commercial manufacturers in US are focused on higher output led illumination. Tivoli is focused on low wattage, highly energy efficient, linear led fixtures for accent cove and niche lighting applications. We specialize in small source applications that create the sparkle to delineate a project.

Using our expertise with color mixing LEDs for theater lighting we have created incandescent color equivalents and even improvement to incandescent using led color mixes.

As the market leader in emerging LED linear lighting, we offer a complete line of architectural, signage and auditorium linear LED based lighting products. Our products are flexible, adaptable energy-saving LED-based linear lighting products for broad architectural / commercial applications, both indoor and out. Tivoli's architecturally significant designs have been providing visible delineation or concealed illumination effects for over forty years.

Lighting is our business,
color is our concern.



PROJECT SOLUTION:

To illuminate the letters, made of white translucent plastic, four rows of Tivotape were used. The Tivotape was mounted on a 'V' channel with two rows of tape on each side to illuminate the back side of the letter directly and while also reflecting additional light from the white back mounting material.

This cost effectively provided the desired effect. Tivoli also provided installation wiring diagrams and on-site installation support and training. The DMX controller used to control the Tivotape was integrated with the audio system and programmed in combination with the house music.

