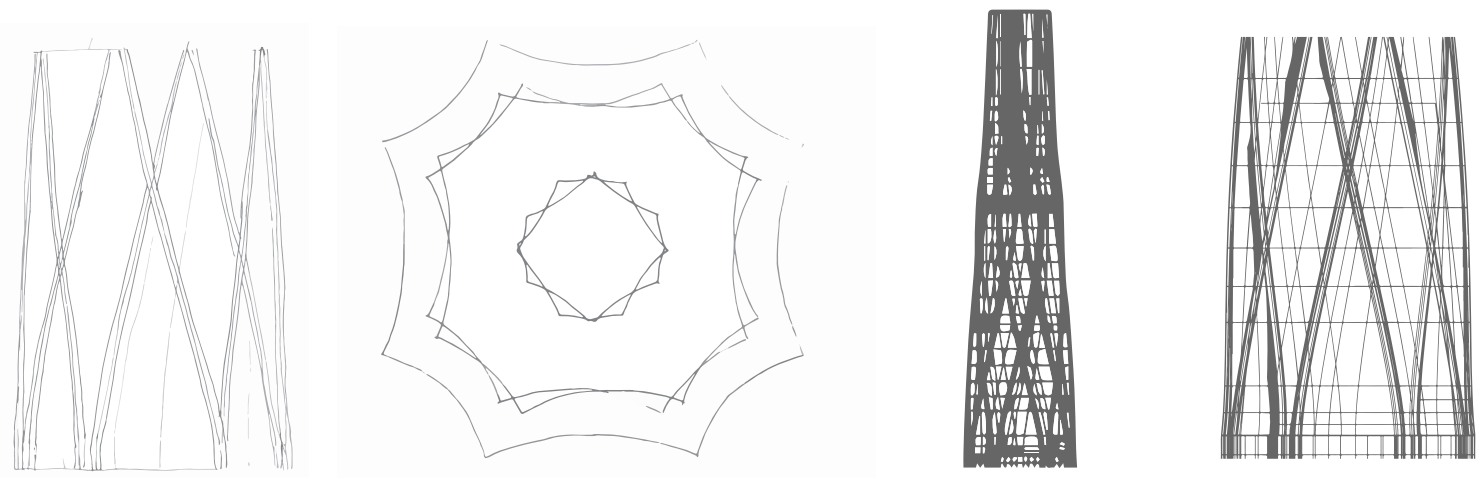


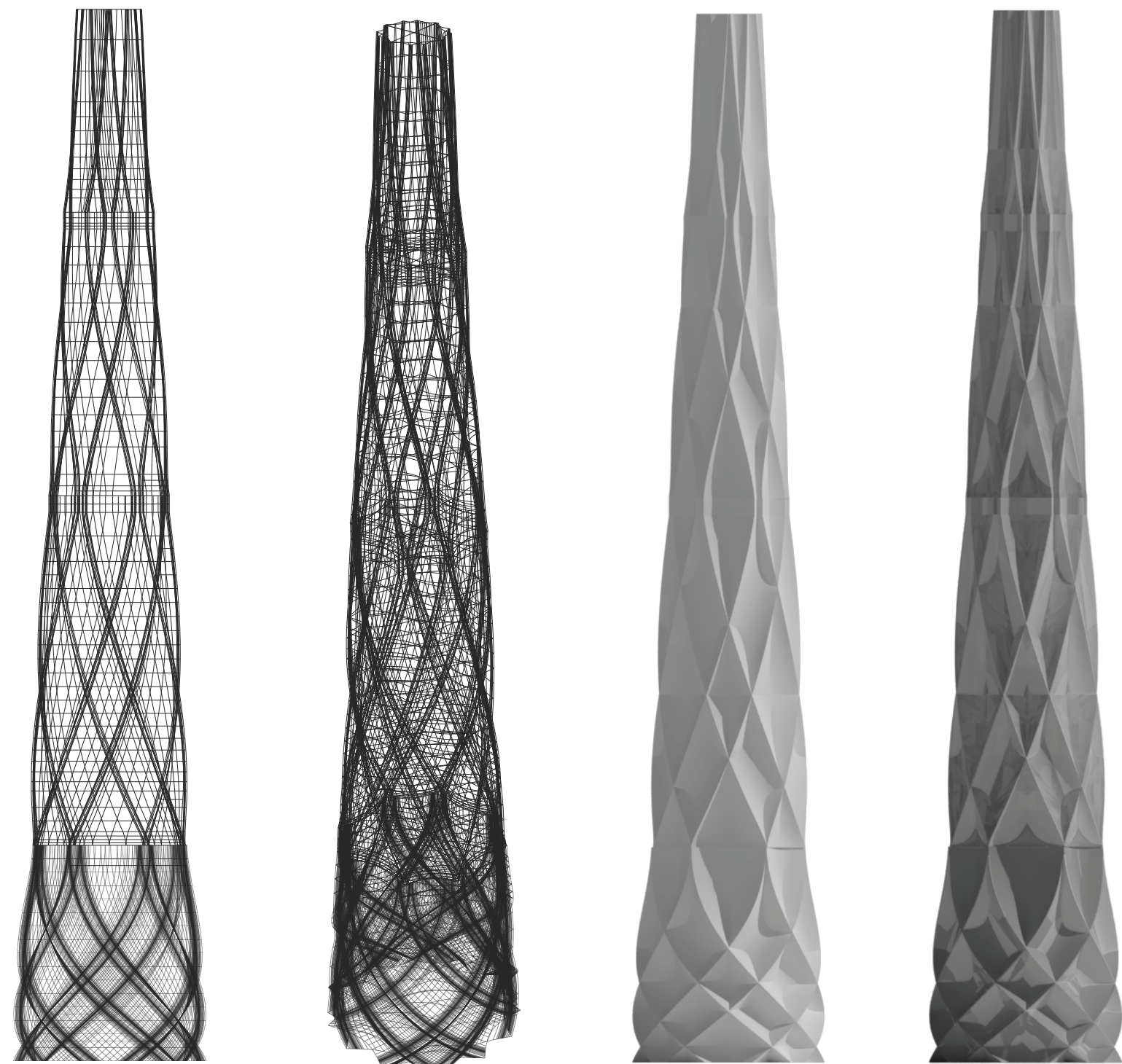
LANDMARK BUILD

by John Scheeler and Thomas Musca

Even though it's the third largest metropolitan economy in the world, Los Angeles has never been a bastion for skyscrapers- the thought of the city alone invokes horizontality, not verticality. This is largely due to the inherent legislative and seismic barriers we've had to overcome: the city forbid any buildings taller than 13 stories until the 60's, and mandated that all downtown towers be flat-topped to accommodate a helicopter landing pad until just recently. Despite this, LA has started to boom with new high rise construction, undergoing a renaissance of urban renewal and inspiring GQ magazine to call downtown: "The next great American city." It needs a new landmark. Los Angeles is the most photographed city in the world, yet it has the least recognizable cityscape. Through this icon, we can change that.



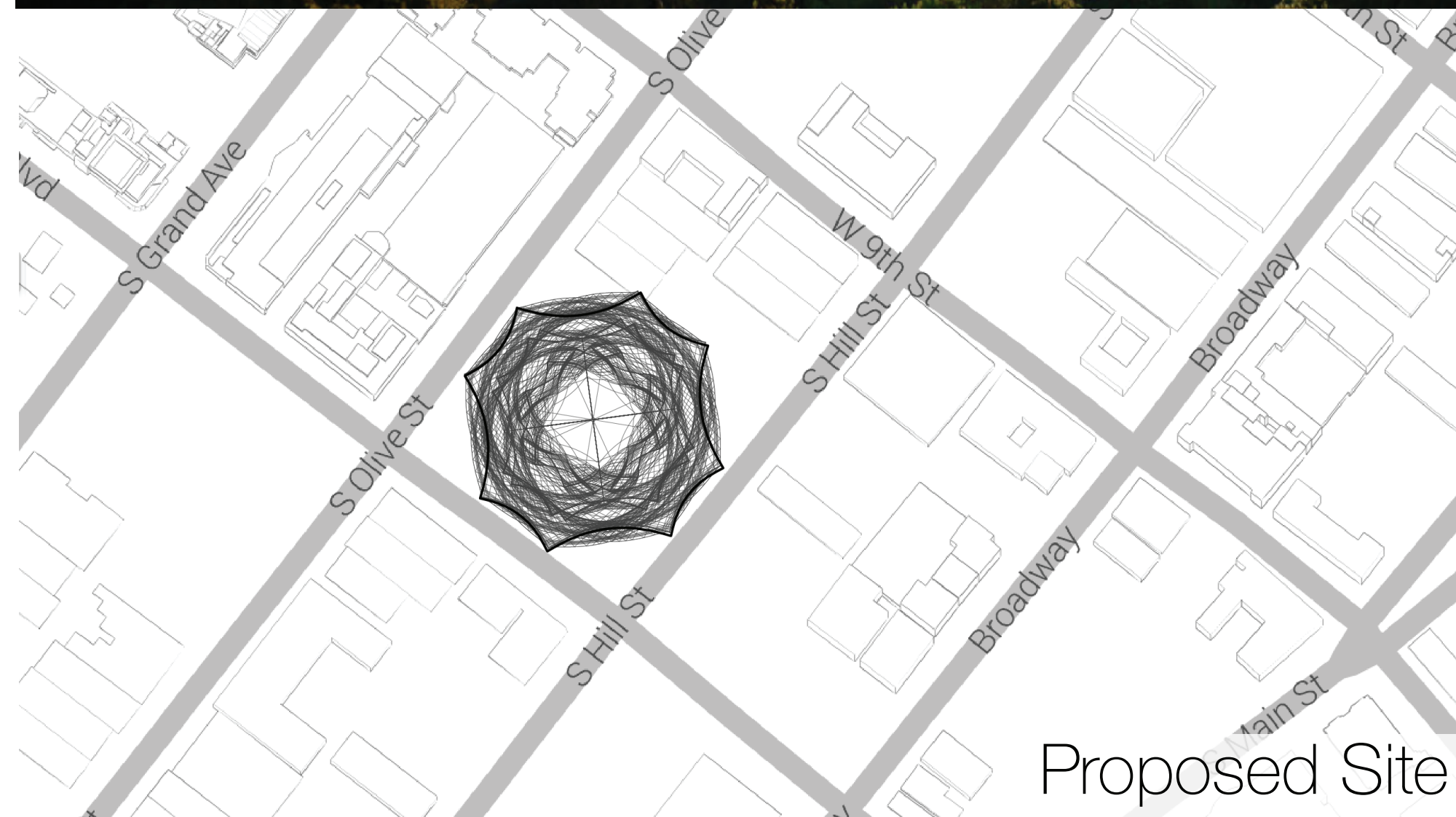
Design Evolution



Final Design



Los Angeles Skyline Render



Proposed Site



Placement in South Park