

Architectural History of the Los Angeles Campus of The Fashion Institute of Design & Merchandising

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(https://www.usnews.com/img/college-photo_24032.jpg)

CAVEAT:

The data compiled in this document is intended for use by the FIDM faculty, staff, library reference, architecture researchers, and students for special course projects. The information was gathered from many sources: Websites, publications, personal interviews of faculty and staff, architecture plans and contacts, e-mails, newspapers, community bulletins, FIDM admissions guidebooks, civic art tour guidebooks, local conservancy archives, previous classroom projects, and student portfolios. Differing facts were resolved whenever possible. To use this data as a basis for formal publication specific facts should be reconfirmed.

It is hoped that this material is interesting, informative, and useful for future research projects. The author is grateful to the FIDM Faculty Council for providing a grant for this paper, and to the FIDM administrators who provided content and information reviews.

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Executive Summary

This report includes architectural and historical data about the Fashion Institute of Design & Merchandising (FIDM) Los Angeles campus from its inception in 1969, to the current location. It includes the initial rented space in 1969, the moves to new locations as the school grew, leased locations, a list of the current buildings in use in 2017, and details of the floor plans of the main campus building on the Grand Hope Park property. The intention is to provide easy historical access to faculty and students for class projects. In addition to the Main Campus which opened in 1990, this paper contains brief notes on the development of the leased Annex (1926 Standard Oil Building) classrooms, the Park Annex (Renaissance Building) classrooms, the Hope Street Annex, and the Jewelry Design & Studio. Details of the architects and furnishings are included when available. It is important to have this material in one place, especially as many of the architects and designers have changed jobs, and archived material is in storage and not always available. The data in this report is intended to be used by faculty and students in classes that want to evaluate the physical configuration of the FIDM campus, from a historical, design, and ergonomic viewpoint. It is hoped this data will be useful as a teaching tool for classes. The information can be used to offer students an opportunity to apply their study material directly to the design of the school, and support them with needed facts.

The Fashion Institute of Design & Merchandising was founded in Los Angeles in August 1969 by visionary Tonian Hohberg, for both men and women to study fashion and merchandising. FIDM was created in direct response to the growing needs of the fashion industry in California. In the late 1950s, sportswear apparel manufacturing and the entertainment industry were well established in California, the second largest fashion and apparel area in the United States, following New York. Concentrating on casual wear and notable sportswear labels, it gained additional importance to the movie industry and costume designers. Once fashion designers relocated to this area, clothing manufacturers followed. Los Angeles was the ideal location for a West Coast fashion and merchandising college.

From the beginning, FIDM's mission was to build strong industry relationships in order to benefit the students, colleagues in the industry, and the college. The original campus was strategically placed in the garment district in downtown Los Angeles on 8th Street, in a small facility close to the major department stores of the time -- across the street from the flagship May Company headquarters, and just blocks from Broadway and Bullocks. Early partnerships were created with these major department stores, and students were given internship roles. The school built excellent relationships with both industry and community leaders, whose partnerships helped the campus to grow. This kept FIDM up-to-date on changing trends and community needs, and the curriculum continued to stay ahead of the competition. President Hohberg continues to create alliances with top influencers. She established a strong friendship with Los Angeles Mayor Tom Bradley in the 1980s who helped encourage her to establish FIDM in South Park, a somewhat neglected area of the city that needed growth and change. In 1990 FIDM became a new landmark there on Grand Avenue, a beacon and magnet for other businesses to move to the area, and provided a huge positive influence to what was a neglected part of the city.

When the college opened in 1969 it had a small teaching staff who educated a student body of 24. By 2016 there were over 5,300 students actively enrolled, with new degrees being added. The college offers a master's, bachelor's, and associate degree programs in 26 majors. Distance learning courses are also available online. With a loyal faculty of over 300 strong FIDM remains dedicated to preparing leaders in the global industries of fashion, visual arts, interior design, and entertainment. When students graduate they go on to rewarding careers in fashion and business, including designing gowns for red carpet celebrities; creating television, movie sets, costumes, and posters; launching their own companies; and working as fashion buyers, graphic design, digital art, product development, interior design, marketing experts, footwear design, and related industries.

Project Description

The “Architectural History of the Los Angeles Campus of FIDM” includes data from its inception in 1969, to the current location. The project was inspired by an assignment that I gave to my Human Factors in Design class (GNST2080, Winter 2017) to analyze the ergonomic space of the 4th floor Student Lounge. When I discovered that little material was easily available, and students had no knowledge of the architects and designers for the lounge and furnishings, this became a mission. Because the overall design of the FIDM Los Angeles campus is very unique, it is important to have this material available for future research projects and student exploration in many aspects of art, aesthetics, ergonomics, architecture, history, community development, and space functionality.

This document includes current floor plans, some furnishings, and links to functional design student projects of the FIDM Los Angeles main campus, as well as interview content from people involved with the project, the budgets, architectural plans, and data from historical newspapers and publications. The intent is to allow future FIDM classes to use their specific course skills to analyze aspects of the campus, and also to have this material easily available for access in the FIDM library.

History of the FIDM Campus

The Fashion Institute of Design & Merchandising was established by CEO Tonian Hohberg in May of 1969. It began with 24 students and 3 faculty members in a rented office space at 323 W. 8th Street, Los Angeles, in the heart of the Fashion District, across from the flagship May Company department store. The original name of the school was the *Fashion Institute of California* (FIC), which changed in November 1970 to the *Fashion Institute of Design & Merchandising* (FIDM). The other nearby fashion education school competitor in this area was the *California Fashion Institute*, located around the corner at 818 S. Broadway, run by designer Jack Handford, which began in 1962. He later established the Fullerton College fashion design program and the Otis Art School fashion design program. Thus, it was important to have a more distinguishable name, and include merchandising in the curriculum.

In addition to classroom education, FIDM produces annual fashion shows of student work. The first three shows were held at the California Mart. Shortly thereafter, the show was transformed into a fundraiser for the FIDM Scholarship Foundation, and took place at venues like the Biltmore and Bonaventure hotels, and the Promenade Mall in Woodland Hills. In 1980 the annual show became known as the *Fashion Debut*. Recently debuts are held in the Santa Monica airport Barker Hanger.

From a small beginning in 1969 the college grew rapidly and in 1973, a new branch campus was established in San Francisco to meet the needs of students and the emerging fashion industry in Northern California, which included retail giants Levi Strauss and the GAP. FIDM expanded quickly and in 1977 moved to a 40,000 sq. ft. facility at 818 W. 7th Street in Los Angeles. This held 1,400 students and 150 teachers. In addition to Los Angeles, FIDM now had branches in San Francisco and Sherman Oaks (Gindick, Tia). This move was accomplished with assistance from the Los Angeles Community Redevelopment Agency (CRA) in attempts to resolve a shortage of office space in the downtown area through different companies sharing a building (Kinchen, David). In 1979 FIDM added another 27,000 sq ft of space at 9th and Figueroa, and now had a total of 66,000 sq. ft., sharing the 12 story building with Barker Bros. and Pacific Telephone (*LA Times*, Jan 14, 1979). The entire southern California region was becoming a major retail center and a campus in Orange County was added in July 1981, and another in San Diego in July 1985. By 1983 enrollment had reached 3,000 students (*LA Times*, 1983).

Tom Bradley, then Mayor of Los Angeles, encouraged CEO Hohberg to establish FIDM in South Park, adjacent to the proposed new Grand Hope Park. In 1990, FIDM became a new landmark on Grand Avenue, beckoning other businesses to the area, and remains the location for the Los Angeles campus. In 1993 the Grand Hope Park was finally completed, and FIDM then leased classrooms in the nearby Renaissance Tower and Olympic Annex, which consolidated FIDM's Los Angeles facilities. Additional classrooms were later added at the Hope St. Annex and in the Jewelry District as enrollment grew.

Current FIDM Los Angeles Facilities

The Fashion Institute of Design & Merchandising, (FIDM), main Los Angeles campus, was designed by the Jerde Partnership (Jon Jerde, 1941-2015), Venice, CA, and developed by the Ratkovitch Co. (Wayne Ratkovich), Los Angeles, CA, and built alongside the then proposed Grand Hope Park complex. David Gazek was the Ratkovitch project manager. Completed in 1990, FIDM contains 200,000 square feet: Five floors at ground level and above, and three floors of underground parking. Later leased buildings were added and redesigned by the innovative Clive Wilkinson Architecture firm (CWA). The extended Los Angeles complex consists of the following facilities (details discussed later):

- The Main Campus Building & parking, 919 S. Grand Avenue, Los Angeles, CA 90015
- The Annex (1926 Standard Oil Building) leased at 605 W. Olympic Blvd. , Los Angeles, CA 90015
- The Hope Street Annex leased at 800 S. Hope Street , Los Angeles, CA 90015
- The Park Annex (Renaissance Tower) leased at 501 W. Olympic Blvd. Los Angeles, CA 90015
- The Jewelry Design Studio leased at 640 S. Hill Street, Plaza 3, Suite 754, Los Angeles, CA 90014

FIDM is an accredited, coeducational, specialized, proprietary college with campuses in Los Angeles, San Francisco, San Diego and Orange County, California. Throughout the year, FIDM hosts numerous events and exhibitions, including fashion shows, costume exhibits and fashion industry events. In addition to its presence as an internationally renowned fashion, design and merchandising institute, FIDM helps manage Grand Hope Park (located directly adjacent to FIDM's main campus on Grand Avenue, and supports the community-related events occurring there.

Videos of the FIDM campuses are available as follows:

- **Four Campuses:** http://www.clivewilkinson.com/portfolio_page/fidm-los-angeles/
- **Tour of the Los Angeles Campus:** <https://vimeo.com/201041858>
- **FIDM Overview:** <http://fidm.edu/en/about/fidm+video+gallery>
- **Jewelry Design Studio:** <https://www.youtube.com/watch?v=c0JqWhZYA2U>
- **Textile Design Program:** <https://www.youtube.com/watch?v=Kwnr4B0scmk>

Main Los Angeles Campus

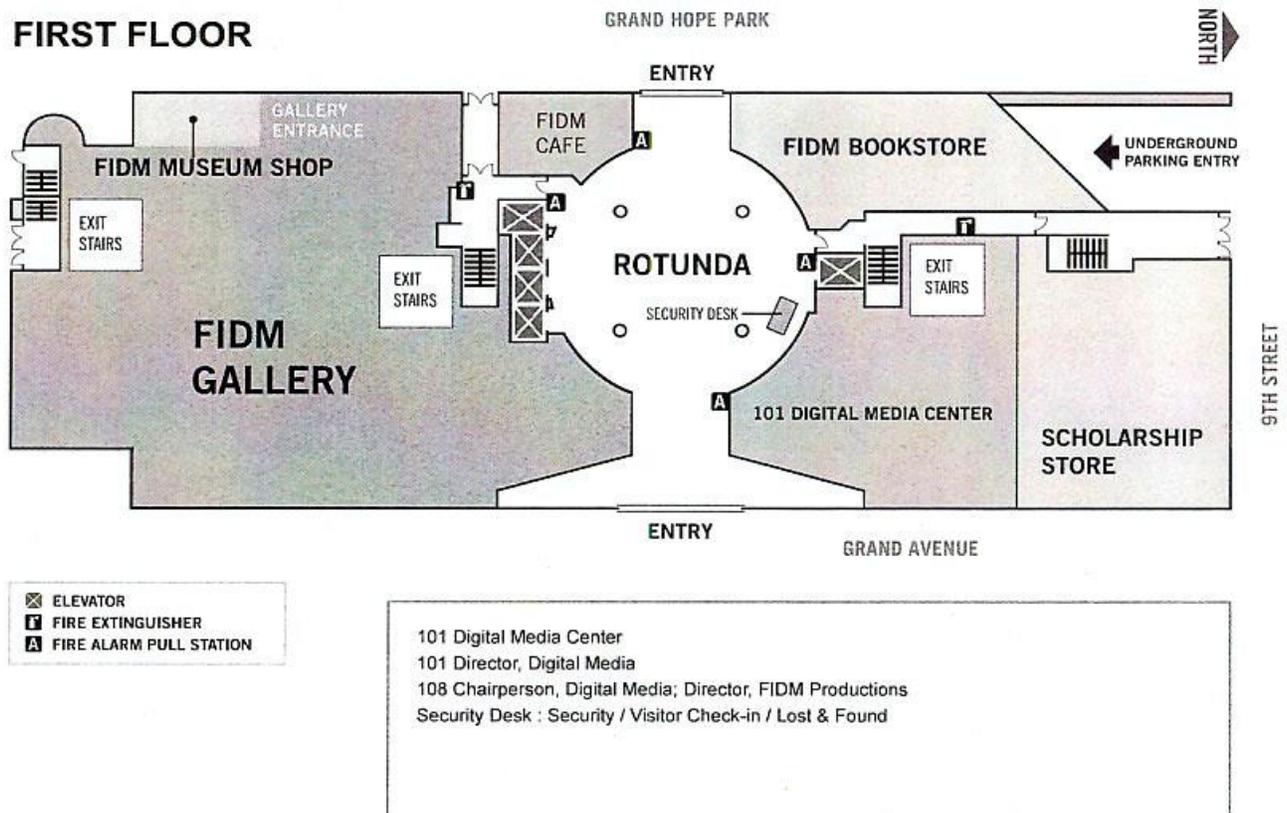
FIDM Los Angeles has additional classrooms and workspaces in historic buildings in the Fashion and Jewelry Districts in downtown Los Angeles- close to the main campus. The main campus building is located at 919 S. Grand Avenue, and consists of five floors: One with public access and retail and display space; one with administrative offices and conference rooms, and three with classrooms and student services areas. These are defined in greater detail under each section below. In addition there are three underground parking levels, making the campus eight floors in total. FIDM owns the property that the campus is built on, and the City of Los Angeles owns the remaining Grand Hope Park property.



(Photo: <http://nahrinart.blogspot.com/2010/07/home-stretch.html>)

First Floor

The first floor consists of the public open rotunda entry with art work, the Security Desk, the FIDM Bookstore, the FIDM Café, the FIDM Museum and gift shop, the Scholarship Store, the broadcast Digital Media Center, and the special collections FIDM Gallery. The art work in the Rotunda and within FIDM is owned by the school, and is discussed in the “Art in Rotunda” chapter below.



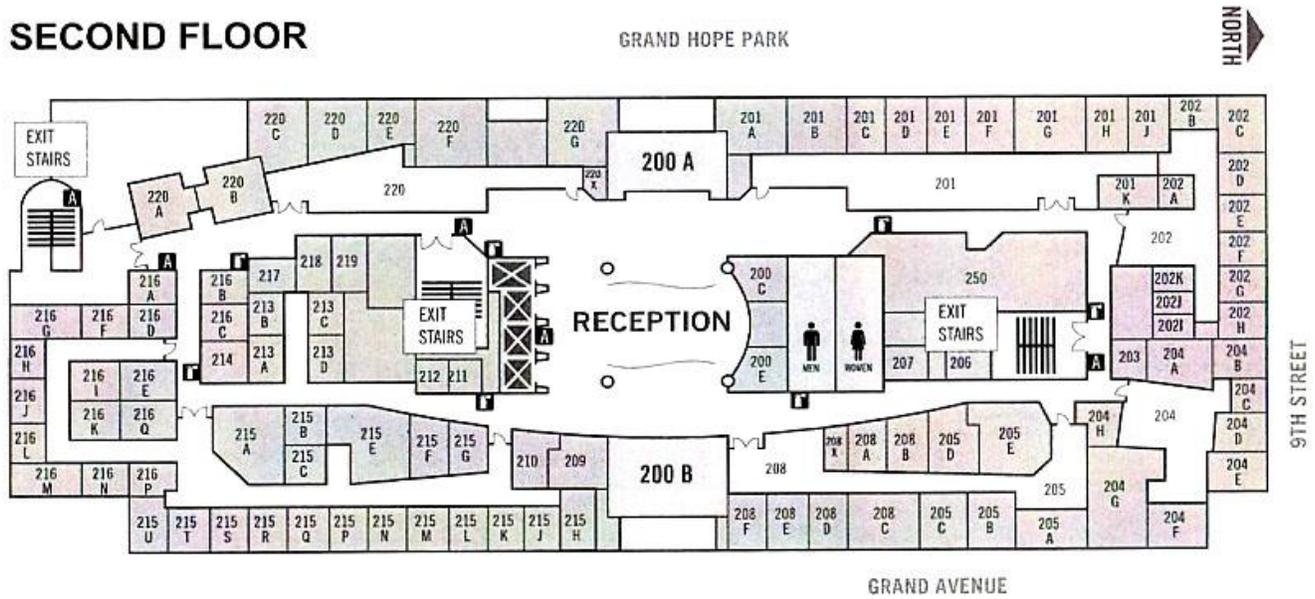


(Rotunda Photos: G. Couper)

Second Floor

The second floor consists of the main lobby Reception, the Executive and Administrative Offices, conference rooms, the Career Center, the Perfume Museum, Public Communication, and Admissions.

SECOND FLOOR



- ⊠ ELEVATOR
- Ⓕ FIRE EXTINGUISHER
- Ⓐ FIRE ALARM PULL STATION

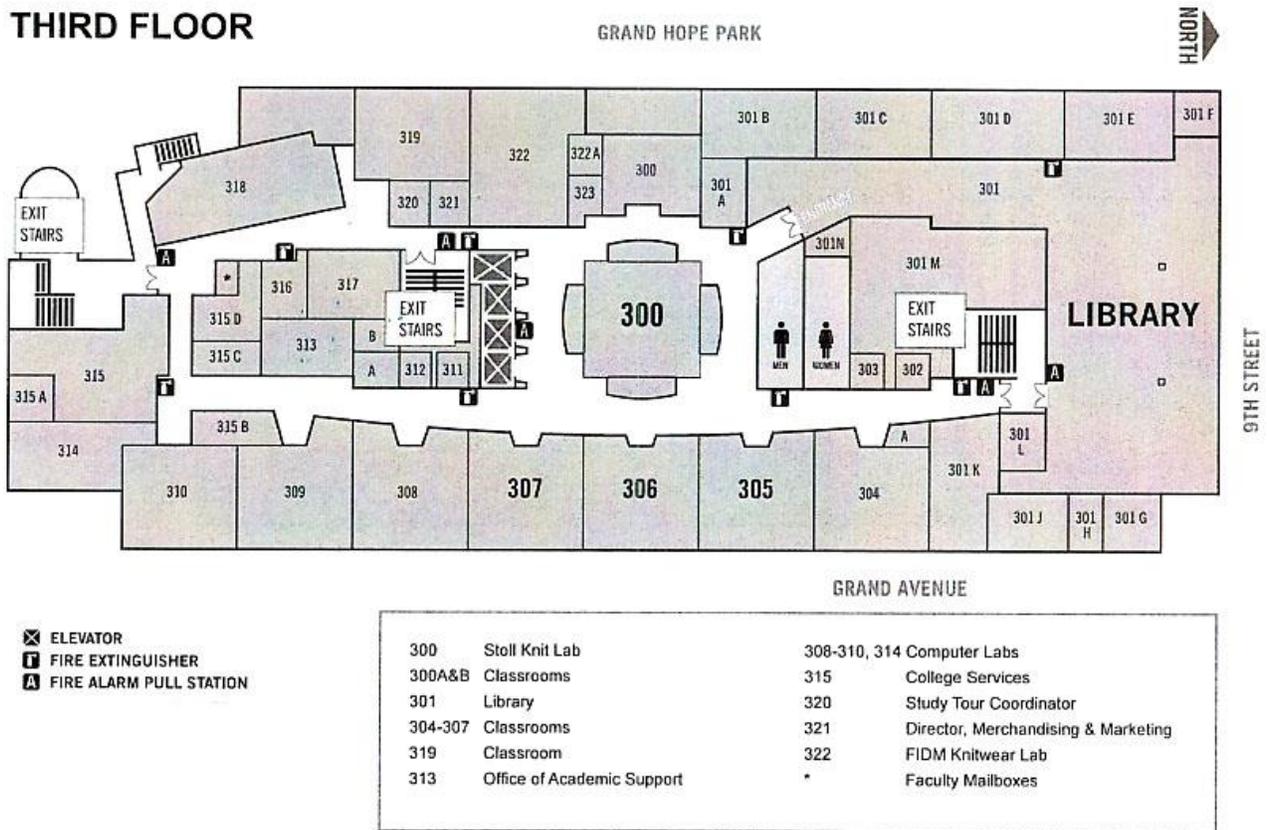
| | |
|---------|--|
| 200 | Reception Lobby |
| 201A-K | Department Chairpersons and Administrative Assistants |
| 202 | Career Center |
| 205B | Department Chairperson, Jewelry; Director, Fashion, Advanced Fashion Design, Theatre Costume Design, Film & TV Costume Design, and Footwear Design |
| 208C | Personal Counselor |
| 215-216 | Admissions |
| 220 | Board of Administration |



(Photo: G. Couper)

Third Floor

The third floor consists of the Library, Faculty Mail Room (316), Faculty/Staff lounge (318), Faculty Lockers (317), College Services and Supplies (315), and classrooms.



(Faculty Lounge, Photo: G. Couper)

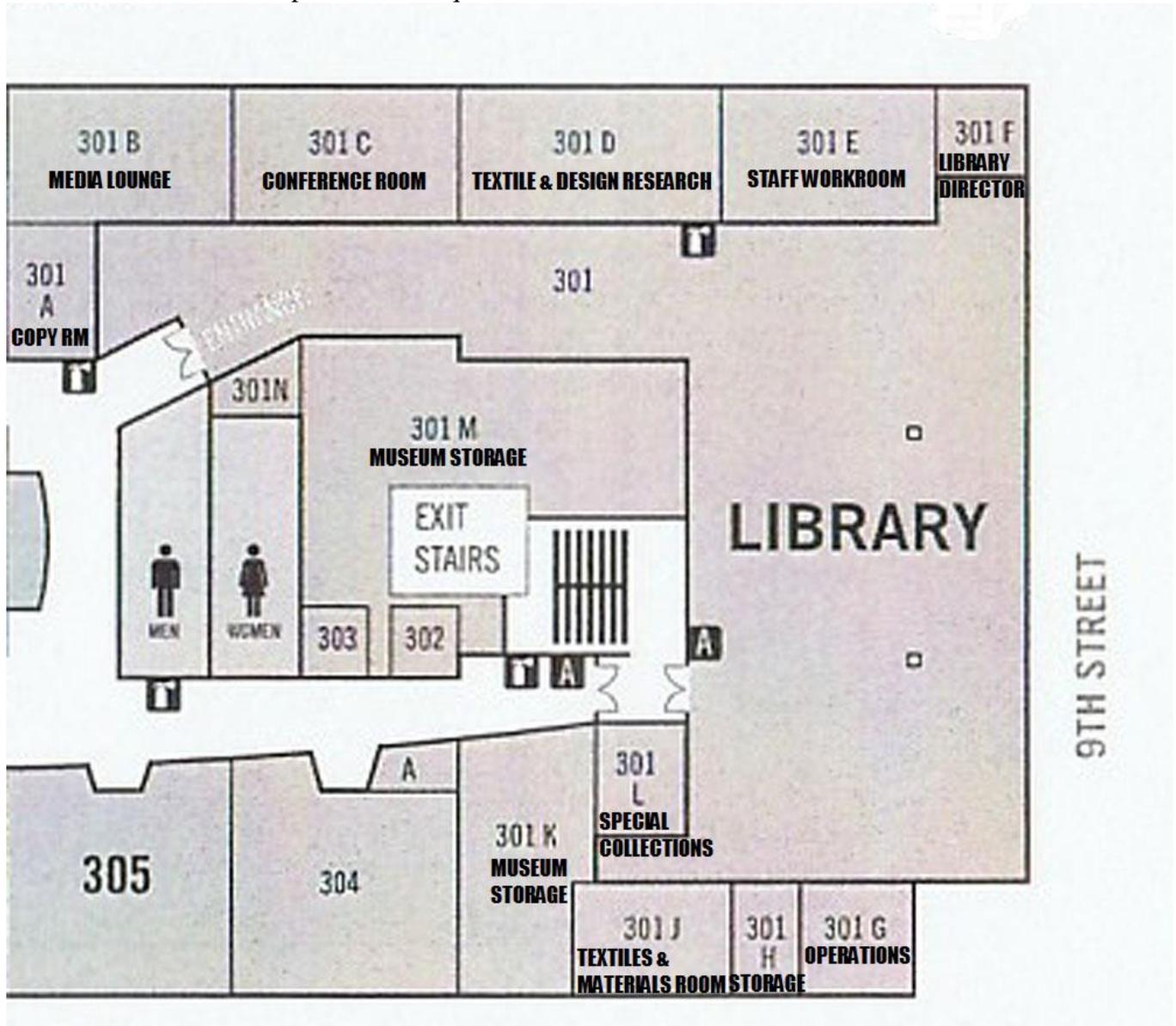


(Library: <http://fidm.tumblr.com/post/141223491784/top-5-study-spots-at-fidm-los-angeles>)

The FIDM Library

The library was funded in 1975 and is the largest specialized collection for fashion in the West Coast. It houses books, magazines, brochures, newspapers, a clipping file, trend forecast reports, media materials, and other design related sources. In addition to printed materials it has access to international online sources, interlibrary loans, and a large multimedia, slides, and audiovisual collection. The CDs, DVDs, and slides include subjects from architecture to business management; interviews with important designers, and historical runway shows.

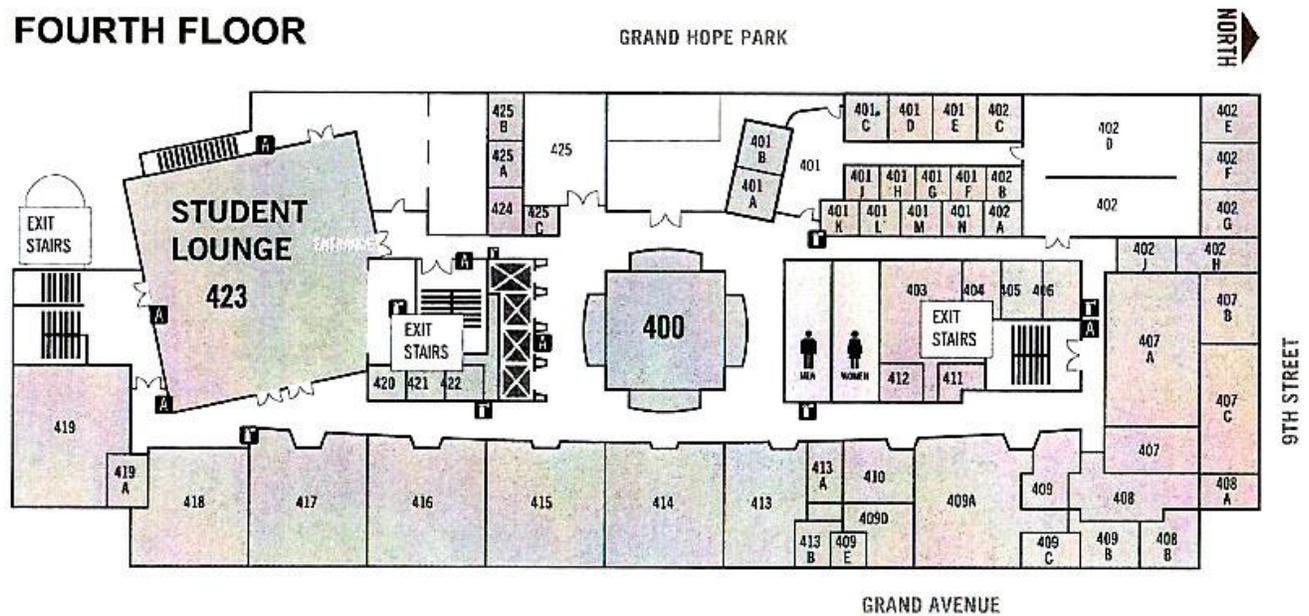
Separate rooms within the library hold special collections, including rare materials, photographs, and sketches from the late 1800s to current items. The textile and materials collection has a research database and over 6,500 examples of innovative and sustainable materials. Also provided are Trend Forecasts and Seasonal Reports in color, fabric, and design concepts up to 18 months in advance of each season. The Visionaire collection provides a unique multi-format series about fashion and art.



Fourth Floor

The fourth floor consists of the Registrar Office, Student Lounge, Student Activities (425), Financial Services, Cashier (402), eLearning (403), Counseling Offices, Information Technology (408), and Computer Labs.

FOURTH FLOOR



- ⊠ ELEVATOR
- Ⓕ FIRE EXTINGUISHER
- Ⓐ FIRE ALARM PULL STATION

| | | | |
|--------|-------------------------------|---------|---------------------------|
| 400A&B | Classrooms | 415-419 | Computer Labs |
| 401 | Student Advisement | 419A | Education Content Manager |
| 402 | Financial Services | 423 | Student Lounge |
| 403 | eLearning | 424 | Housing |
| 404 | Director, Visual Comm. & ESDD | 425 | Student Activities |
| 413 | Registrar | | |
| 414 | Graphic Design Lab | | |



(Photo: Mark Jaress, FIDM Publications)

Student Lounge



(Photo: K. Odman)



(Photo: K. Odman)

The chairs were provided by **Segis America, New Jersey, and were made in Taiwan.**

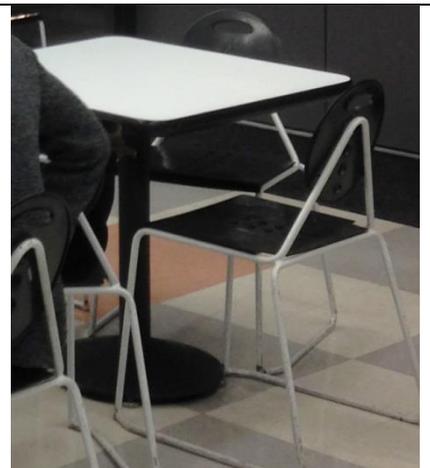
Average Student Measurements

- Sitting Height (floor to back of knee) – 16”
- Shoulder Height* - 22”
- Elbow Height* - 9.75”
- Thigh Height – 21.25”
- Hip Width – 13.25”
- Shoulder Width - 15.25”
- Knee Height - 20.5”

Chair

Measurements:

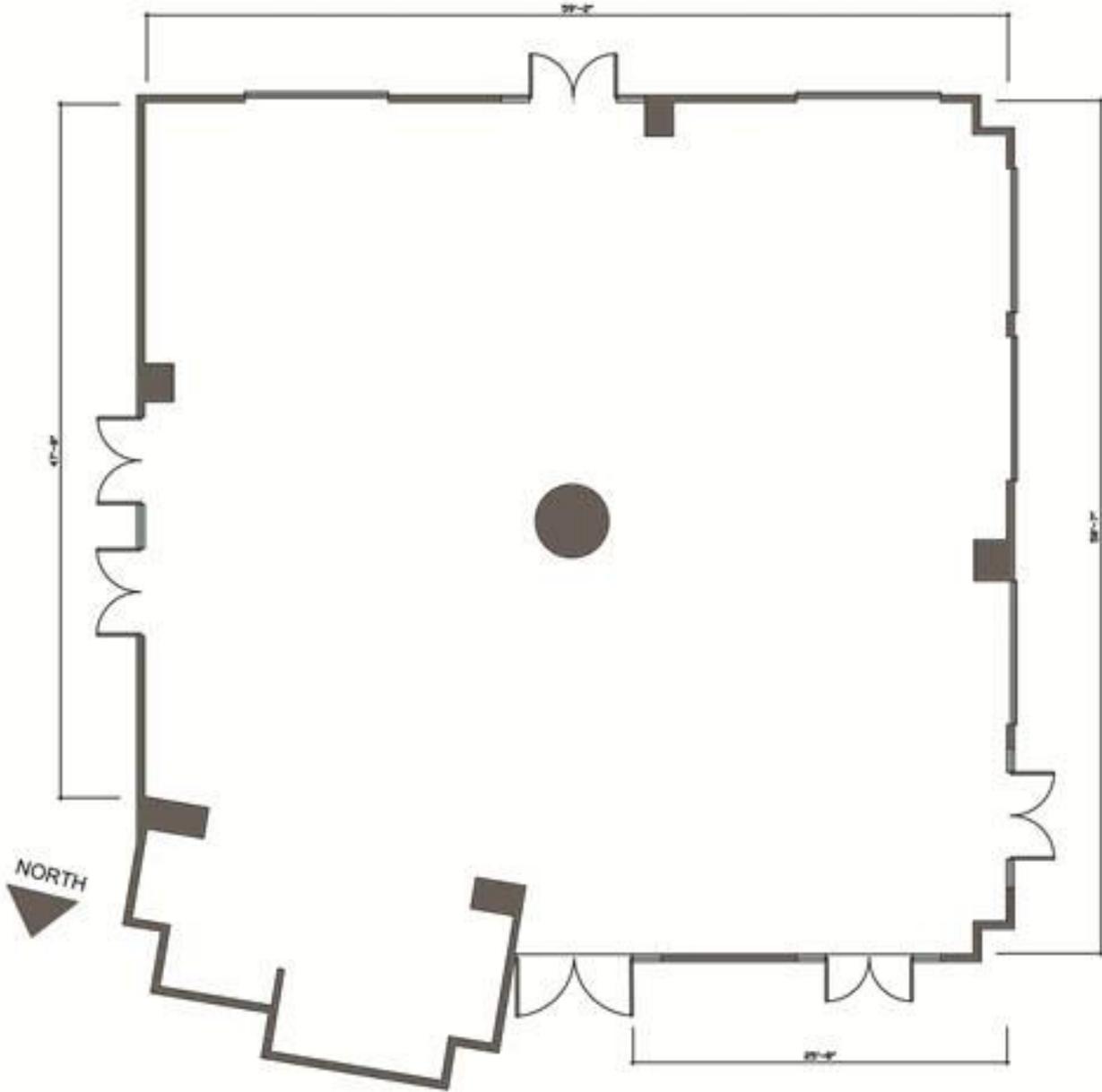
- Seat Height: 18”
- Back Height: 32”
- Seat Depth: 15”
- Seat Width: 16”
- Back Width: 12”



The tables were provided **West Coast Industries**, of San Francisco, and called “Basic Round”, found online at <http://westcoastindustries.com/products/tables/dining/basic-round.php>

The FIDM design has a square top, with four leveling glides under each round base. Standard Base Height: 28" Column: 3", 3.5" or 6" diameter, steel tubing Top Plate: 7.625" or 15" square steel Standard Glide: Super level glide (GSL) Standard Finish: Cast iron in black texture (MBT)

The kitchen area consists of counters filled with microwave ovens, a sink and garbage receptacle Height: 36" Length: 2 @ 7'3"; and Supply Shelves - Height: 2'1" from bottom of top cabinets, with storage cabinets below. (See Ergonomic Group Case Study reference in the Works Cited)



STUDENT LOUNGE FIDM-FLOOR PLAN

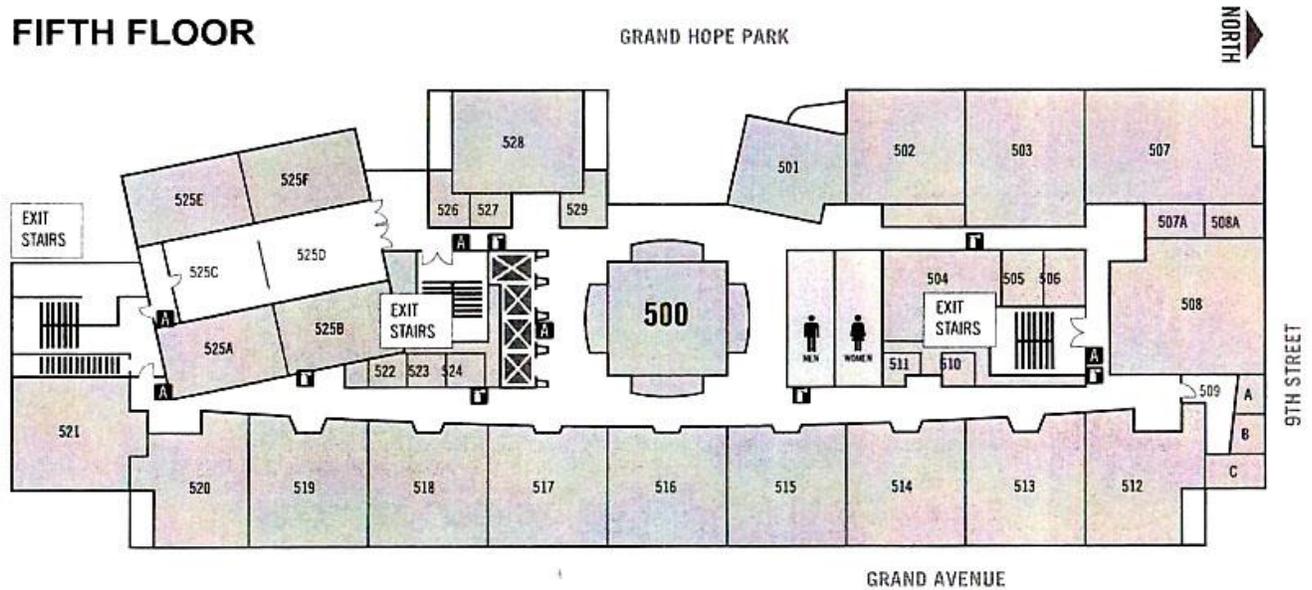
Kristi Odman 2-23-17 GNST 2000

(Drafting: K. Odman)

Fifth Floor

The fifth floor consists of the large convertible Multi-Purpose Room and Auditorium (525), Drafting and Design Labs, Textile Labs (507-508), and classrooms.

FIFTH FLOOR



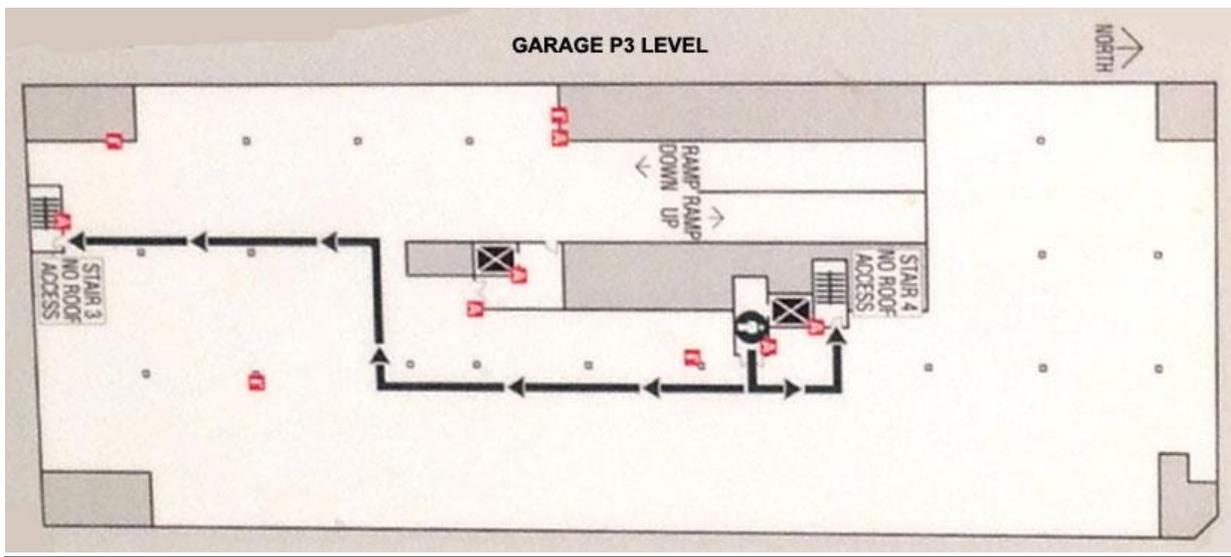
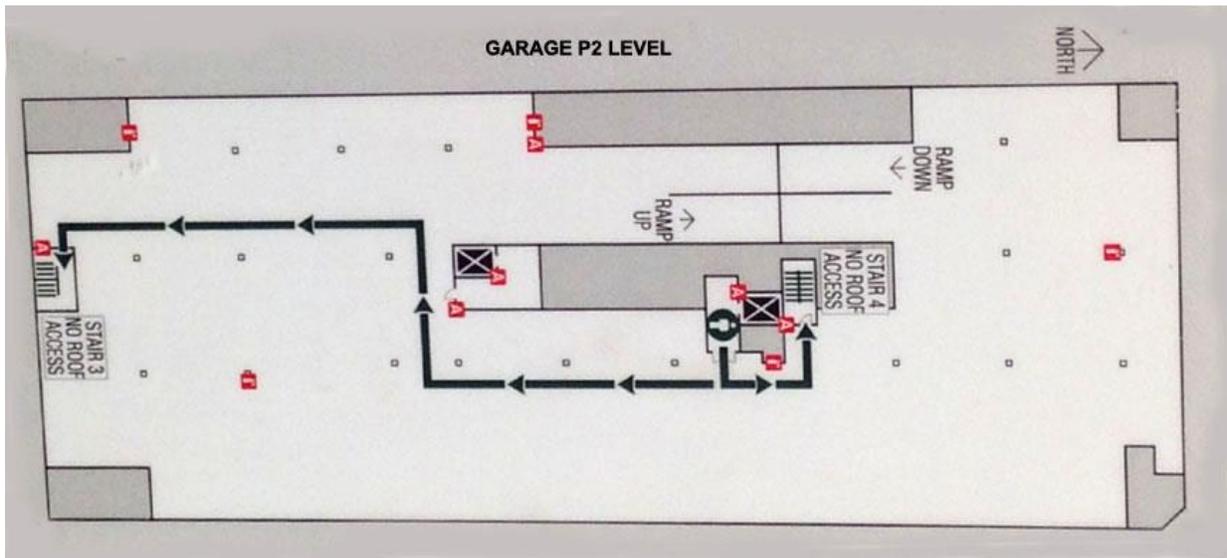
- ⊠ ELEVATOR
- Ⓕ FIRE EXTINGUISHER
- Ⓐ FIRE ALARM PULL STATION

| | | | |
|-------------|---|----------|--------------------------------|
| 505 | Director, Beauty Industry Merchandising & Marketing, Beauty Industry Management | 520, 528 | Interior Design Drafting Rooms |
| 506 | Directors, Graphic Design; Social Media | 521 | Visual Communications Lab |
| 507-508 | Advanced Pattern Making Lab | 525A-G | Classroom |
| 512A&B, 513 | Textile Science Labs | 529 | Blueprint Room |
| 514-516 | Pattern & Gerber Labs | | |
| 517-519 | Mac Labs | | |



(Photo: <http://nickverreos.blogspot.com/2012/11/nick-appearance-minute-fidm-los-angeles.html>)

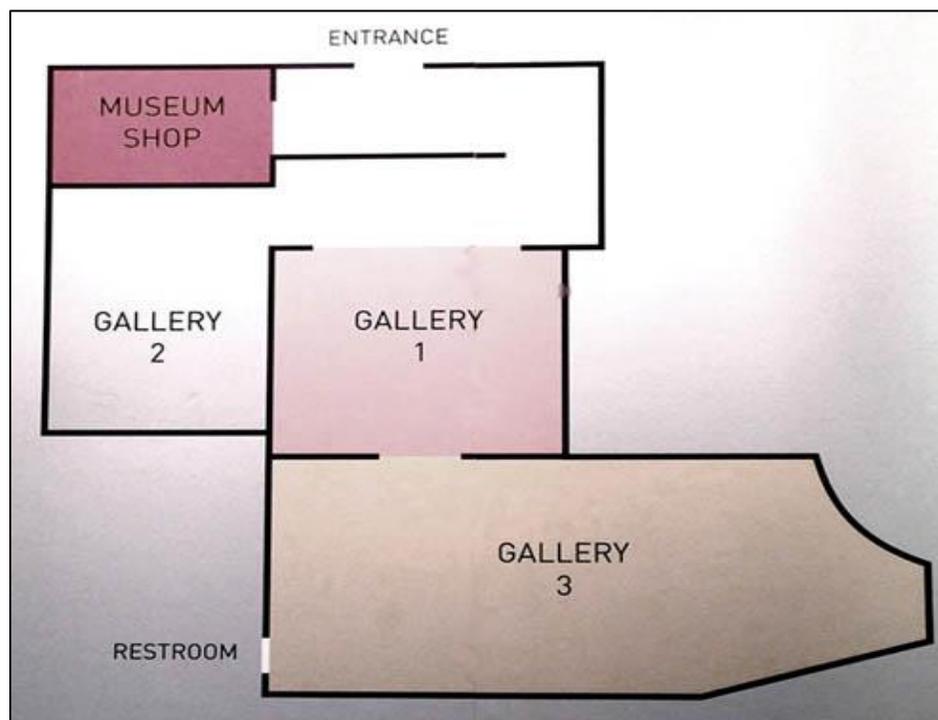
The second and third garage floors are faculty and student parking.



The FIDM Museum & Galleries

The FIDM Museum Foundation, located at FIDM/Fashion Institute of Design & Merchandising, was founded in 1978 in Los Angeles, California. It is a non-profit located on the Los Angeles campus. It is comprised of multiple museum-gallery spaces and an impressive 20,000 piece historical and contemporary fashion collection. The FIDM Museum & Galleries space is 10,000 square feet, and mounts two or three major exhibitions each year. Annually, the Museum plays host to the movie industry by presenting its highly anticipated exhibition, “The Art of Motion Picture Costume Design”. This exhibition salutes the work of motion picture costume designers from major films, including Academy Award-winning and nominated designs. In 2005, the FIDM Museum & Galleries hosted the first exhibition of costumes from all six films in the Star Wars saga called “Dressing A Galaxy: The Costumes of Star Wars”.

In 2009, the FIDM Museum presented “High Style: Betsy Bloomingdale and the Haute Couture”, comprised of 125 haute couture ensembles. The exhibition won the 2010 Richard Martin Award from the Costume Society of America, the highest honor for the exhibition of fashion in the United States. Accompanying the exhibition was a catalogue and documentary. Fall 2011, the FIDM Museum presented “FABULOUS!”, a celebration of the museum’s most recent acquisitions, embracing 200 years of fashion history (1800 – 2010). The exhibition’s popular catalogue has become a textbook for FIDM students.



History of Grand Hope Park

Grand Hope Park was the first new park in downtown Los Angeles since Pershing Square was completed in 1870. The park, which shares its block with FIDM and the Renaissance Towers, has quite a history. Though owned by the city and built by the Community Redevelopment Agency (CRA), the space is operated by a non-profit group, and not the city's Department of Recreation and Parks. In a 1982 development guide for the sector of the Central Business District south of downtown's financial and commercial core titled "South Park: A Downtown Community," the CRA envisioned a residential district for the office workers in the high-rise corporate towers near Bunker Hill. But there were many physical and psychological hurdles before the creation of a community in South Park could begin. The large empty 4 and 1/2 acre site, bordering Grand Ave., Hope Ave., 9th St. and Olympic Blvd., was being used as a parking lot, and not considered professionally attractive. It had a marginal reputation, especially at night. For almost six years the Community Redevelopment Agency (CRA) drafted proposals for the revitalization of the South Park area (Whiteson).

Groundbreaking on the site was finally held in March of 1987, after the CRA spent \$15.5 million to buy the land and relocate existing users. The landscape design contract was given to Lawrence Halprin (1916-2009), who at the same time was designing the Bunker Hill Steps next to the Library Tower. Grading and tree plantings were completed in 1989. With encouragement from Mayor Tom Bradley, FIDM CEO Tonian Hohberg decided to take a huge chance to relocate the main FIDM campus here, being closer to the garment district, and she received a \$20 million construction loan from Tokai Bank towards building the main complex, estimated then to cost \$26.5 million. Groundbreaking for FIDM occurred in October of 1988, with completion in 1990. The private Del Prado Apartments, designed by San Diego architect Rob Quigley in association with the Nadel Partnership, developed by Tutor Saliba Properties and Urban Pacific, was scheduled to occupy the southern edge of Grand Hope Park, with a Renaissance Tower to provide housing for FIDM students and office workers. During construction the MHS Constructors went bankrupt, so this edifice was not completed until 1994.

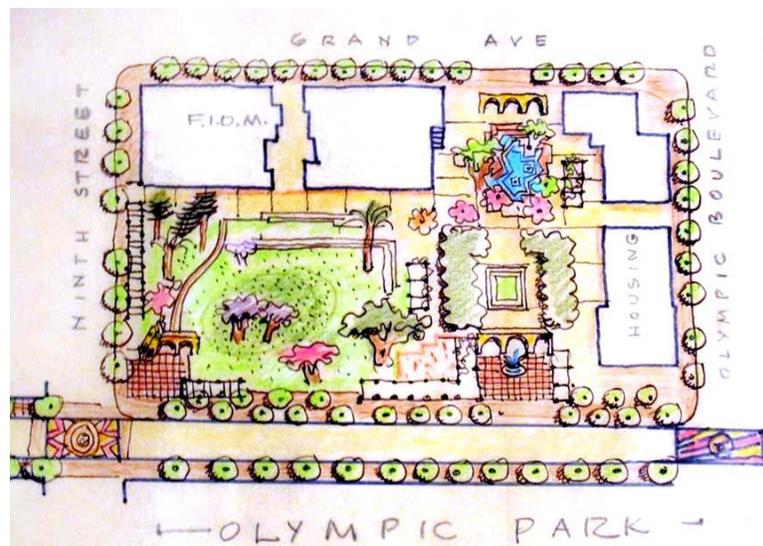
Due to other issues and delays by city government, a second Grand Hope Park groundbreaking ceremony was held in February of 1992, shortly before Mayor Tom Bradley was to leave office. Councilwoman Rita Walters and Chairman Jim Wood of the Community Redevelopment Agency (CRA) joined downtown civic leaders for the ground breaking, to help turn the ceremonial shovels. This time work on the park design finally began (Richardson). The wrought iron boundary enclosure that surrounds the park was yet another controversial issue. The park was nearly completed when planners decided to add an eight-foot artistic wrought iron edge border around the space, designed after the stylish public parks in Paris. The decision was made partially out of concern for the public art inside the park, and partially due to a general climate of fear following the 1992 LA riots. FIDM decided on the design for this elegant European style wrought iron border edging around the park, with multiple entryways, which invited visitors into a protected oasis of solitude, away from the city bustle right outside. This framework acts the opposite of a fence, increases the feeling of a secluded garden, and makes it easier for families to safely watch their children play. The design was influenced by the small stylish public *Parc Monceau*, in Paris, which similarly has diverse art and sculpture situated throughout, many trees and flowers, pergolas, casual walkways, a water feature, a large lawn area, benches, fountains, a children's playground, and even a pyramid! At first some city officials were not aware of the benefits of this design, thinking it might appear to be an exclusive private park, but after understanding the value, they voted to include this important artistic element. The surrounding is not a fence, but an artistic framework to the space. Councilwoman Rita Walters was against the change, but was outvoted with Council approving the border by 12-2 once the intent of the surround was understood.

A final opening celebration for the park was scheduled for June 12, 1993, after 13 years of planning, when artists took part in a multicultural celebration there (Gordon, 1994). Located behind the Fashion Institute of Design & Merchandising, this rectilinear 2.5 acre park is filled with art installations, from bronze statues of coyotes to bird stencils in the walkways. Grand Hope Park is a lush oasis, filled with rolling green lawns, arched gateways, a clock tower, water fountains, a children's playground, and flowering vine-covered pergolas. John Sheppard conceded that the boundary enclosure "looks better than I imagined it would look like. It's not as imposing as I thought it would be." The FIDM school, Renaissance Tower, the Metropolitan Apartments across Hope Street and a nearby office tower are to pay a total of \$155,000 annually toward the park's \$250,000 maintenance budget. To make up the difference, the CRA was to pay a maximum of \$110,000 a year, capped at \$880,000, until other planned building projects in the South Park neighborhood arise and can contribute funds (Gordon, 1994)



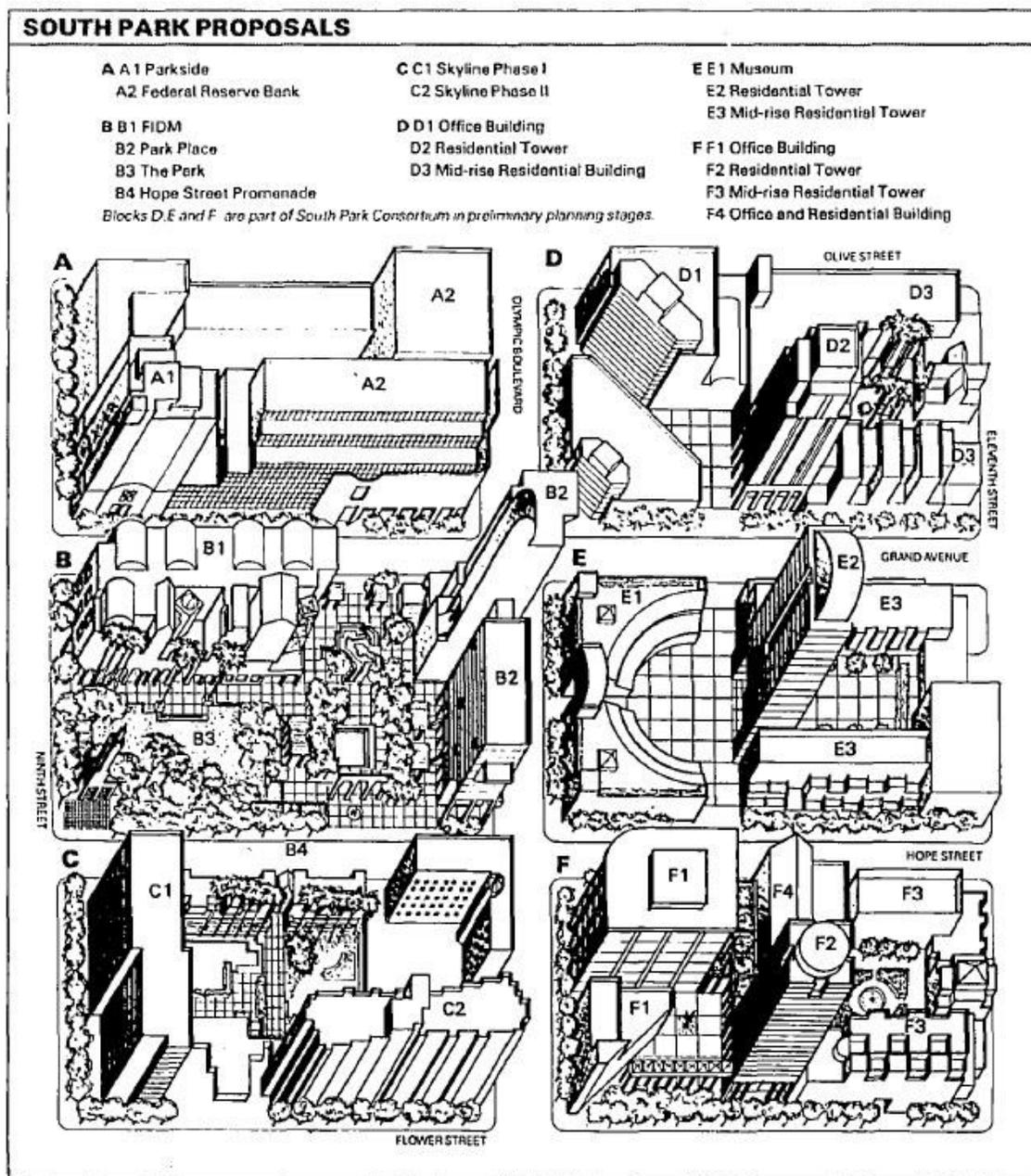
(Photo of the proposed park site. Herald-Examiner Collection, 1988, <http://jpg2.lapl.org/pics29/00049280.jpg>)

Lawrence Halprin (1916-2009) was one of the most influential landscape architects of the 20th century. Over a career spanning more than five decades, he designed significant projects across the United States.



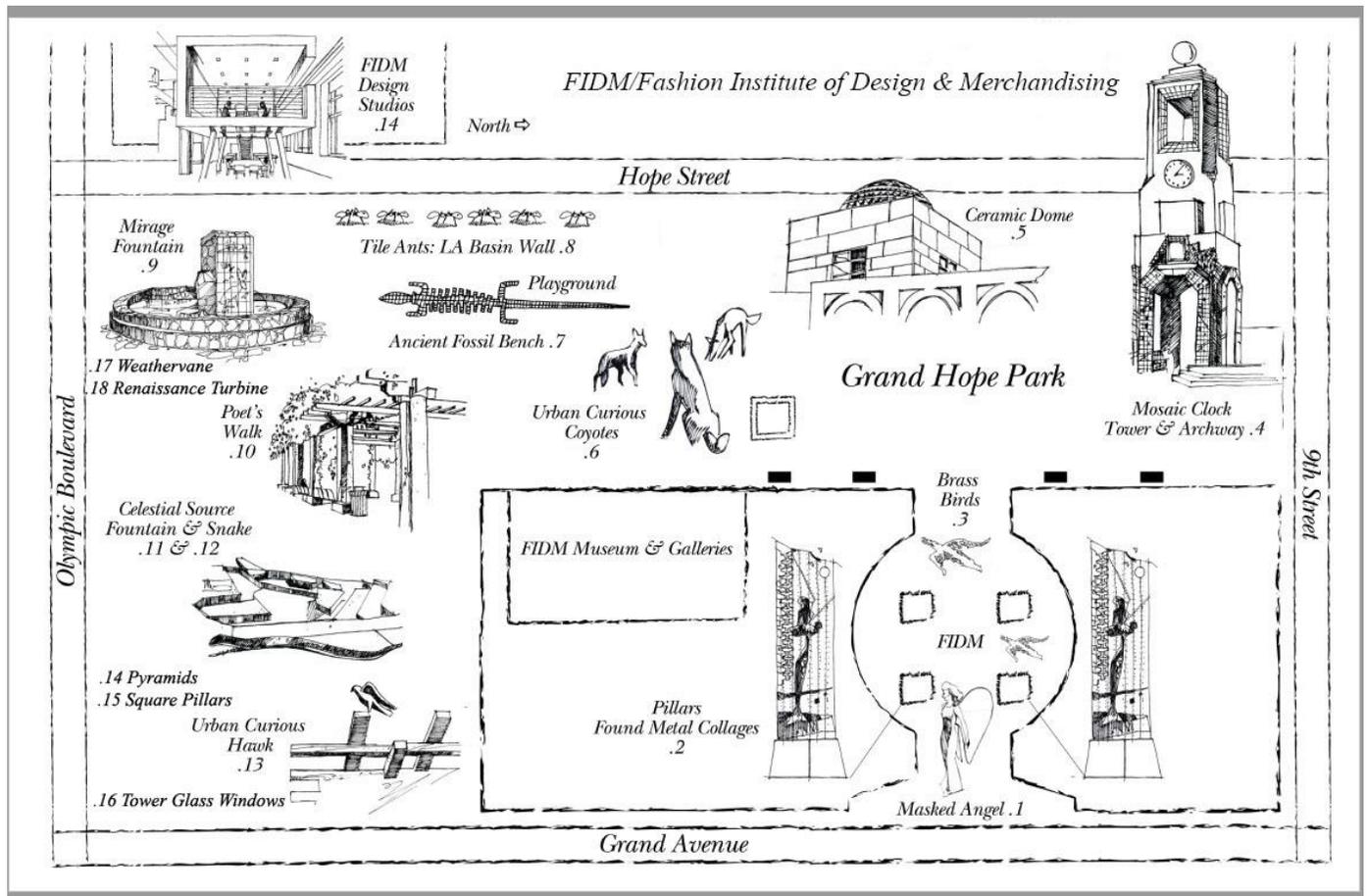
Grand Hope Park, Original Sketch by Lawrence Halprin, Landscape Architect (<https://tclf.org/sites/default/files/microsites/halprinlegacy/grand-hope-park.html>)

A full business development proposal accompanied the Grand Hope Park plans. This was part of the efforts for CRA repurposing South Park, intended to attract more professionals to the area.



(Image: http://articles.latimes.com/1988-01-17/realestate/re-36410_1_south-park)

Art Within FIDM and Grand Hope Park



The main FIDM building was completed in 1990 with art in the Rotunda, while the Grand Hope Park art was completed in 1993-94. Lawrence Halprin's drawings articulated the locations for art. This culminated with installations by Lita Albuquerque (*Celestial Source* for the sunken water court), Adrian Saxe (wildlife figures), Raul Guerrero (*Hope Street Fountain* and decorative stenciling on pergolas), Gwynn Murrill (coyotes, hawk, snake), Tony Berlant, and Ralph McIntosh. The mosaic-adorned Clock Tower was designed by Halprin. Additional art was added in 1994 when the Renaissance Tower was completed.

Photos and a video of **Grand Hope Park** are found at <https://youtu.be/1M5EKpuboBY> or <http://hollywoodlocations.com/locations/grand-hope-park/>

Below is the self-guided art tour guide for the park and FIDM.

1. Masked Angel titled "Transforming Yourself Into Fashion" 1990, bronze, designed by Tony Berlant, and carved by Gwynn Murrill. This depicts that in Los Angeles many people try to change their image, masked in mystery. The angel was part of Tony Berlant's "Yang Na" art project.
2. Four square rotunda collage columns designed using recycled materials by Tony Berlant.
3. Two filigree brass birds in the rotunda ceiling watching over those who enter, by Tony Berlant.

4. Shard mosaic 53 ft. high clock tower and arched walkway by Lawrence Halprin (1993)
5. Mosaic roof Ceramic Dome by the Jerde Partnership, 1x1 inch Bayshore Tile in five neutral colors.
6. Three bronze “Urban Curious Coyotes” by Gwynn Murill.
7. Granite and mosaic bench, inside playground, “Ancient Fossils Lizard Bench” by Raul M. Guerrero.
8. Ceramic wall “Ants” inside playground, titled “Los Angeles Basin, circa 1840” by Raul M. Guerrero.
9. “Mirage Fountain” with tile rabbit, using flagstone, quartzite, glass mosaic, and bronze by Raul M. Guerrero. The snake fountain commemorated a Mexican creation myth symbolic narrative.
10. Poets’s Walk Pergolas titled “Aviary” by Raul M. Guerrero . Pergola 1 subtitled “The Desert Wind Howls” with stenciled script by poet Kate Braverman. Pergola 2 subtitled “Many Songs One City/Psalm for the Angels” with stenciled script by poet Wenda Coleman.
11. “Celestial Source” fountain by Lita Albuquerque in copper, granite, and bronze; captures the sun. This space with a waterfall and pond features was originally meant for outdoor fashion events, but the design was not effective for a fashion walkway venue.
12. Bronze “Urban Curious Snake” by Gwynn Murill, on the Celestial Source fountain wall.
13. Bronze “Urban Curious Hawk” by Gwynn Murill, atop the Pergola near Grand Avenue and fountain.
14. Two Pyramids by Marlo Bartels, 1994, were designed to cover the air vents in the sidewalk.
15. Square Pillars by Marlo Bartels, 1994, and some wall panels that match the pyramid bases.
16. Architectural glass windows by Ed Carpenter, 1994. Renaissance Tower lobby.
17. “Weathervane” by Christopher Lee, 1994. Renaissance Tower.
18. “Turbine “ by Christopher Lee, 1994. Renaissance Tower.



Masked Angel



Turbine

(Photos: G. Couper)

In addition to art in public venues, the interior hallways of FIDM are used to display recent student work, and historic images. Shown below are images from movies and fashion photographs located in the central stair wells; and student art work on the 3rd, 4th, and 5th floors.



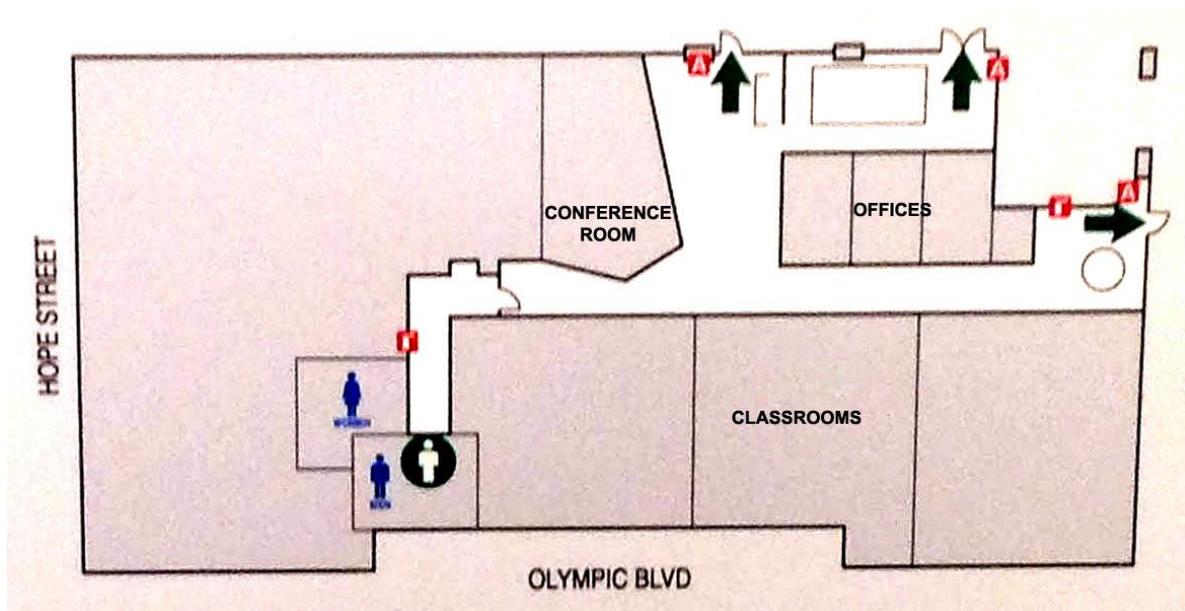
(Photos: G. Couper)

Renaissance Tower Space

FIDM's leased space at the Grand Hope Park facility consists of three classrooms, a conference room, and staff offices, located on the first floor of the Renaissance Building. These classrooms are adjacent to, and just footsteps from, the main Los Angeles campus building. Renaissance Annex (Access through park side- R100) is at 501 West Olympic Blvd. Los Angeles, CA 90015

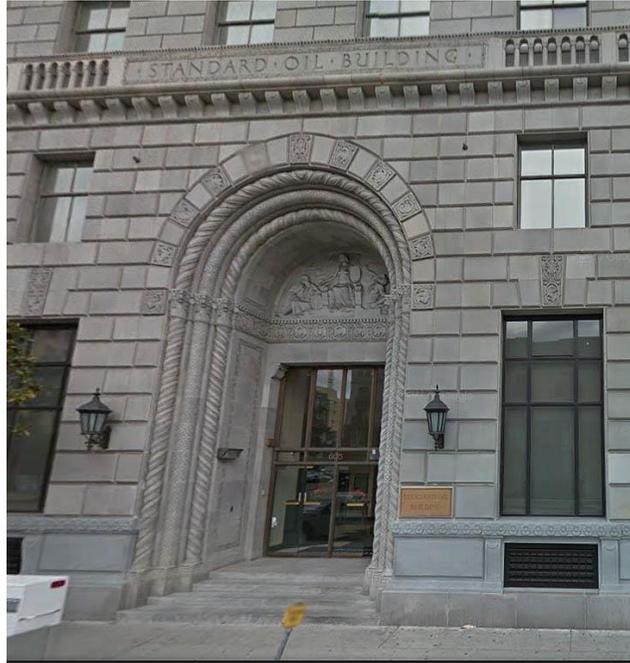


(Photo: G. Couper)



The Annex (aka The Idea Center and Classrooms)

FIDM's Annex facility in the 1926 historic Standard Oil Building is located at 605 West Olympic Boulevard, across the street from the Los Angeles campus. In addition to conducting classes on the second and third floors, there are two Design Studios located on the first floor (Design Studio East and Design Studio West). Floor plan and credits supplied by Clive Wilkinson Architects (CWa). Steiner Construction is a commercial general contracting firm that provided supervision and management services. CWa was involved with the Annex design.

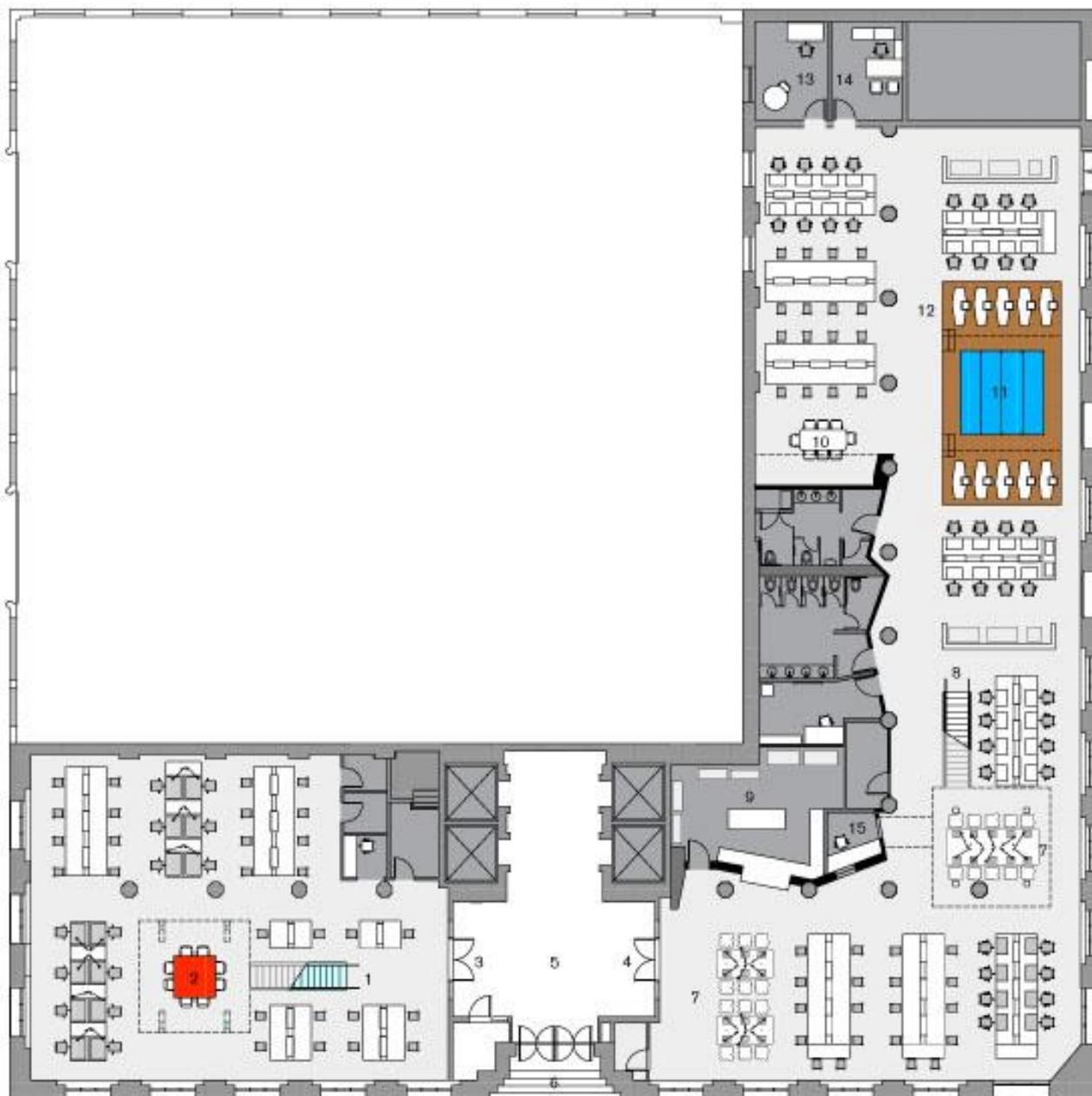


The Design Studio East offers:

- The IDEA Center (Individual Development and Educational Assistance) - Tutoring
- Assistance in the areas of writing, mathematics, computer competency, study skills, research skills, and reading comprehension
- International Student Workshops
- PC and Mac computer terminals with Internet access
- Scanners
- Printing and copying (color, and black and white)
- Fax service

The Design Studio West offers:

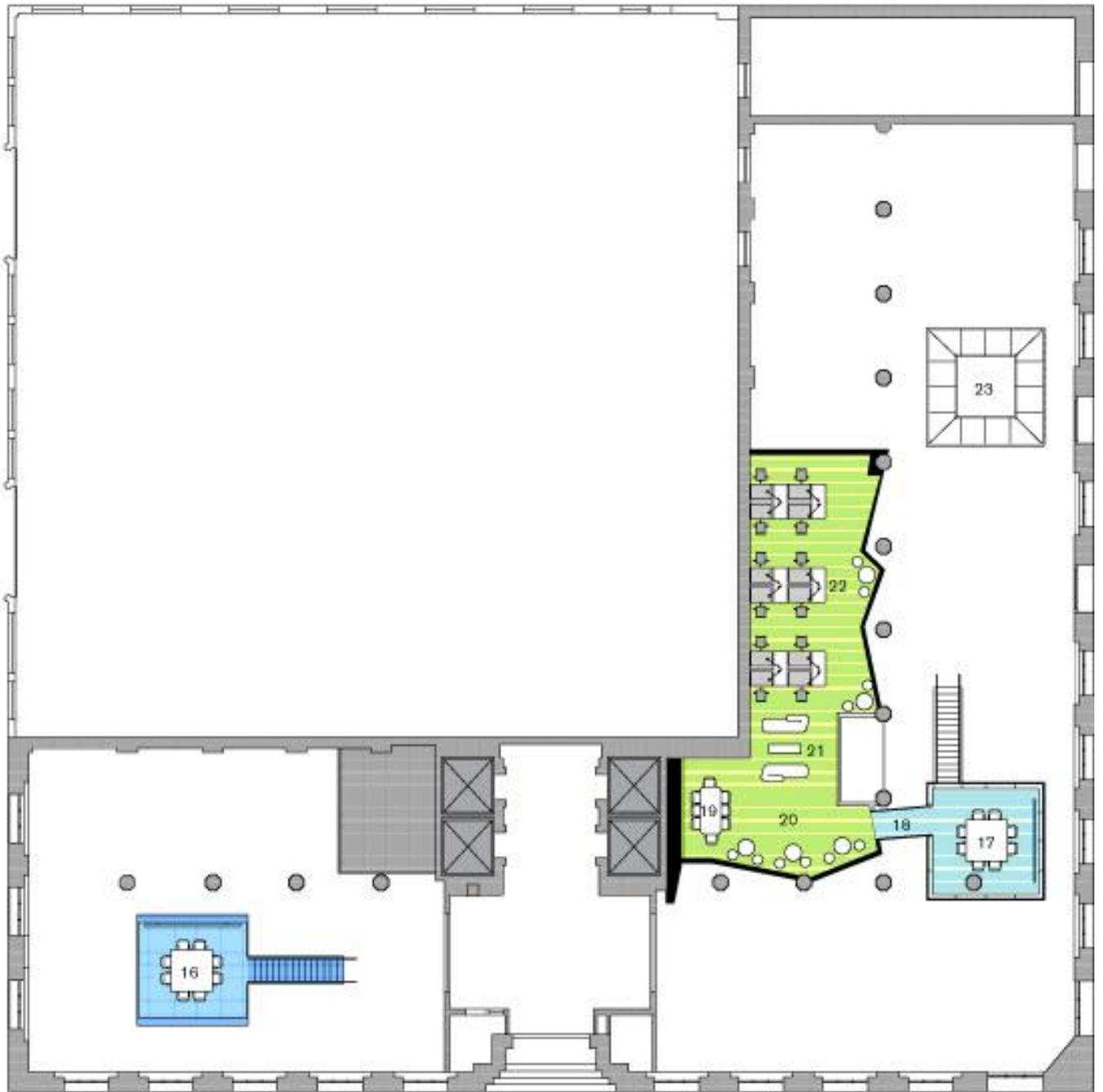
- Studio labs with qualified facilitators
- PC computer terminals with Internet access
- Drafting tables
- Study area
- Printing and copying (color and black and white)
- Painting and clean-up facilities



**THE FASHION INSTITUTE OF DESIGN AND MERCHANDISING
LOS ANGELES STUDIO ANNEX**

1. Stair to "The Wave"
2. Group Meeting Space
3. West Studio Entrance
4. East Studio Entrance
5. Main Lobby
6. Main Entry
7. Custom Low Tables
8. Stair to "The Tank"
9. Copy Center
10. Pin-up Area
11. "The Pool"
12. Custom Lounge Chairs
13. Testing Center
14. Idea Center
15. Staff Office





THE FASHION INSTITUTE OF DESIGN AND MERCHANDISING
LOS ANGELES STUDIO ANNEX

- 16. "The Wave"
- 17. "The Tank"
- 18. Bridge
- 19. Group Meeting Setting
- 20. Main Mezzanine Area
- 21. Lounge Setting
- 22. Custom Drafting Tables
- 23. "The Lampshade"

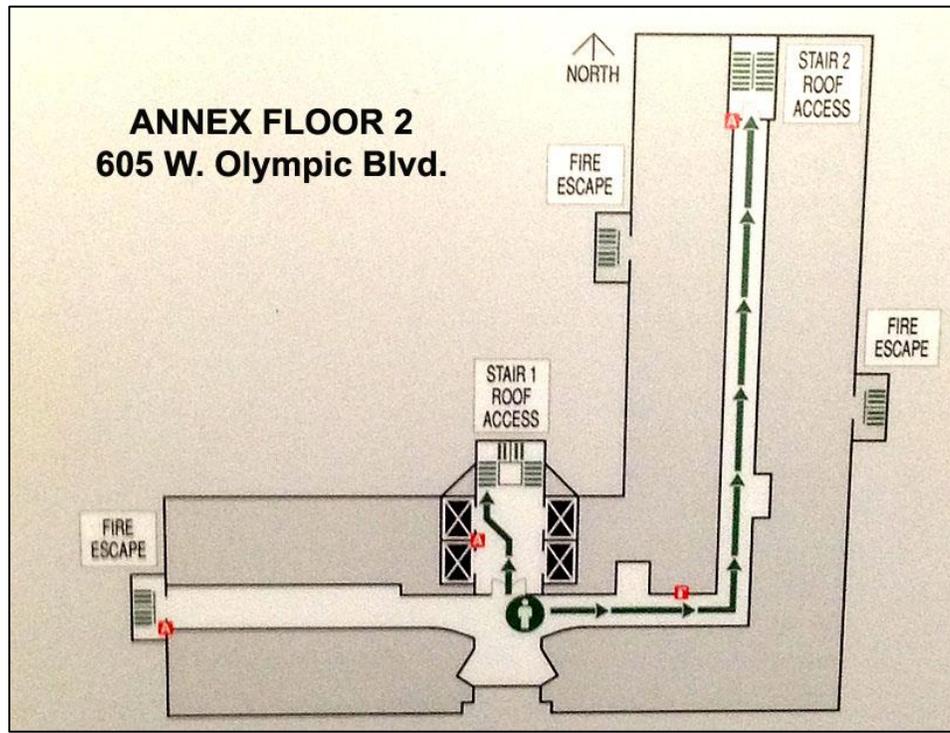




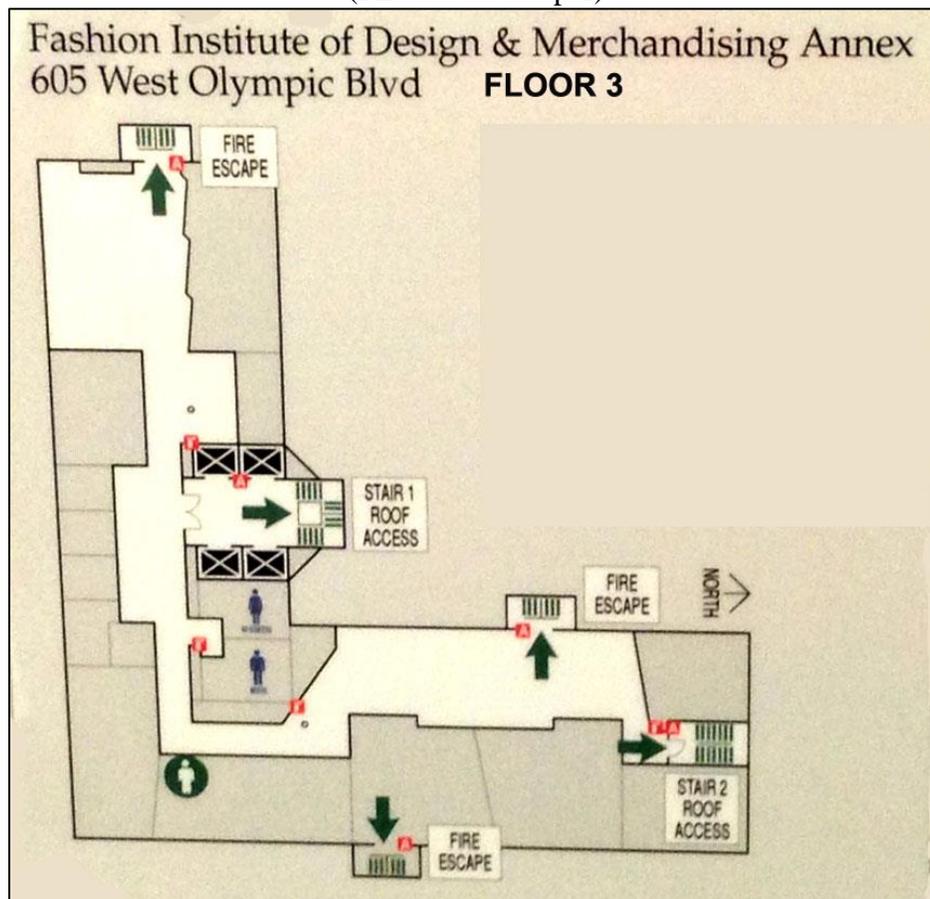
Idea Center Annex. (Photos: Clive Wilkinson Architects, CWa)



Annex Classrooms



(Photos: G. Couper)



Hope Street Annex

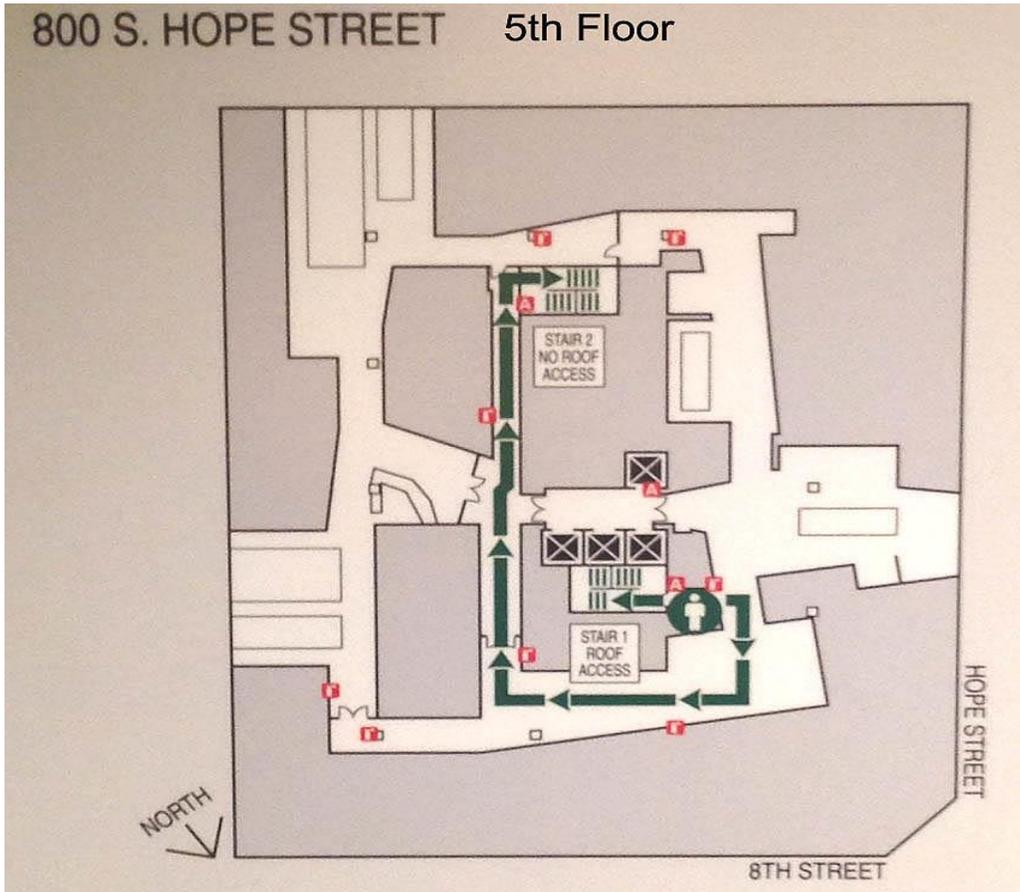
FIDM relocated their textile design studios loft classrooms to an office building adjacent to their main campus in 2012 (Steiner). The 10,000 sq. ft. space on the 5th floor of the Hope Street building was designed by Loescher/Meachem Architects using state of the art lighting and vibrant colors in a creative classroom atmosphere. It is located at 800 S. Hope Street. The facility provides lecture classrooms on the ground floor. The Hope Street studio on the fifth floor houses FIDM's state-of-the-industry Textile Design Studio, Print Lab, Pigment Lab, Pattern Labs, Speakers Bureau, Community Affairs, and Sewing Rooms. The Textile Studio was formerly located in the Loft in the fashion district but was moved to Hope Street to be closer to the main campus.



(Photos: G. Couper)



800 S. HOPE STREET 5th Floor



Jewelry Design Studio

FIDM's Jewelry Design Studio, located on the 7th floor of the St. Vincent Jewelry Center, is near FIDM's main campus and situated in the heart of the downtown Jewelry District. The Studio provides students with hands-on experience in rendering, soldering, metalsmithing, wax carving, and casting.

Jewelry Design Studio, 640 South Hill Street, Plaza 3, Suite 754, Los Angeles, CA 90014



Appendix

Early FIDM Advertisements

Advertisement August 16, 1969

★ Fashion Institute of Calif.
F.I.C. Grads get there FASTER in
Buying, Display Coordinating &
Modeling.
323 W. 8th St., L.A. 680-9789

Advertisement, March 29, 1970

★ F I C ★

FASHION

INSTITUTE

OF CALIFORNIA

FOR MEN & WOMEN
ASSOCIATE DEGREE
PROGRAMS IN
MERCHANDISING—BUYING
COORDINATING — DESIGNING

Work-Study Program
680-1444
CALL, WRITE OR VISIT
323 W. 8th St., L.A.

(Los Angeles Times Archive)

Advertisement Nov 29, 1970

The
Fashion
Institute
of
Design
and
Merchandising

FOR MEN & WOMEN
Associate Degree Programs in
MERCHANDISING — BUYING
COORDINATING — DESIGNING
ALL FASHION CAREERS

Work-Study Program
680-1444
CALL, WRITE OR VISIT
323 W. 8th St., L.A.

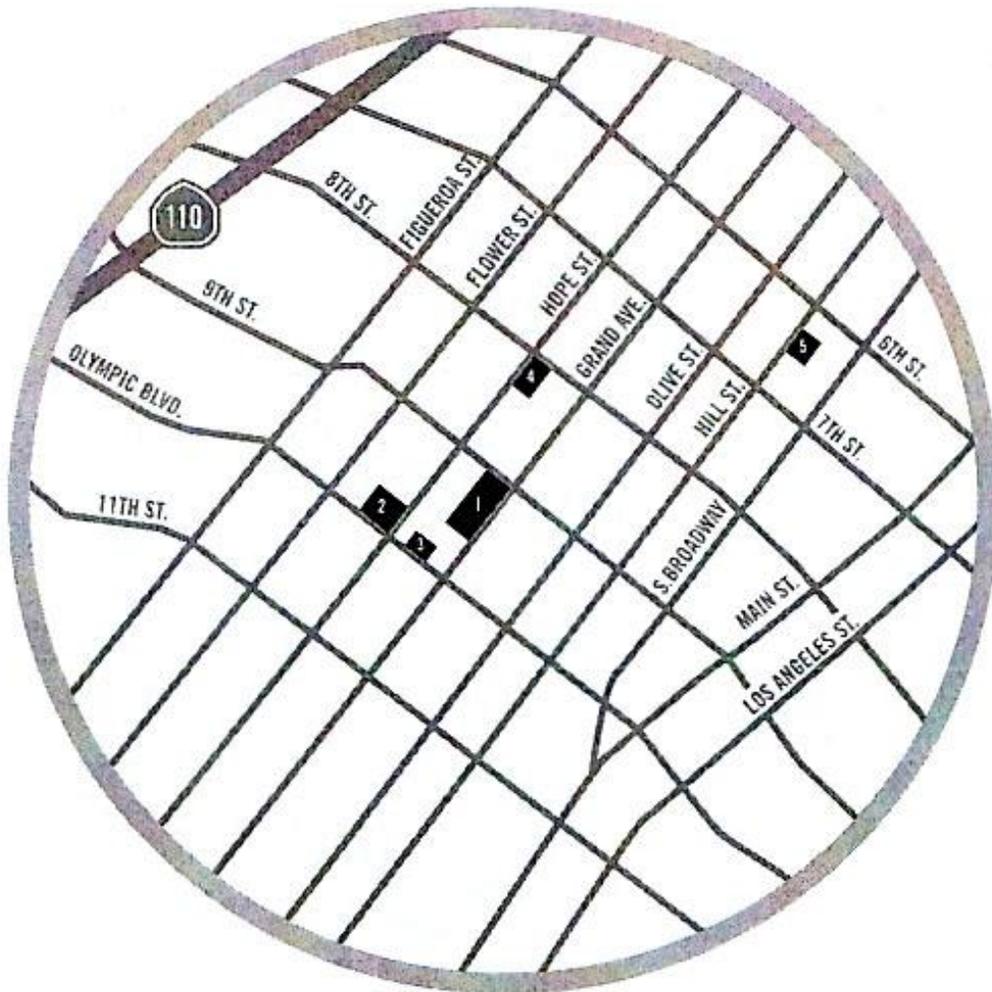
Advertisement Dec 12, 1970

THE FASHION INSTITUTE of
DESIGN & MERCHANDISING
FOR MEN & WOMEN
Associate Degree programs in
Merchandising — Buying — Coordinat-
ing — Designing — All fashion careers
Call write or visit
323 W. 8th St., L.A. 680-1444

(Los Angeles Times Archive)

Architecture Dates for FIDM Locations

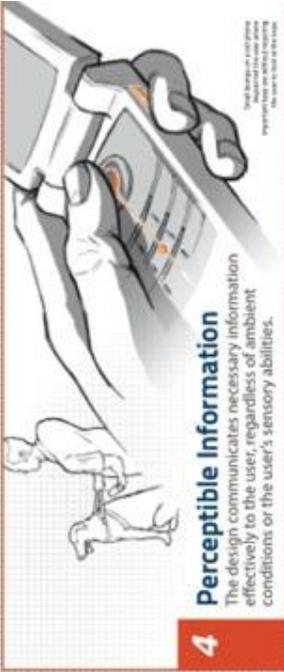
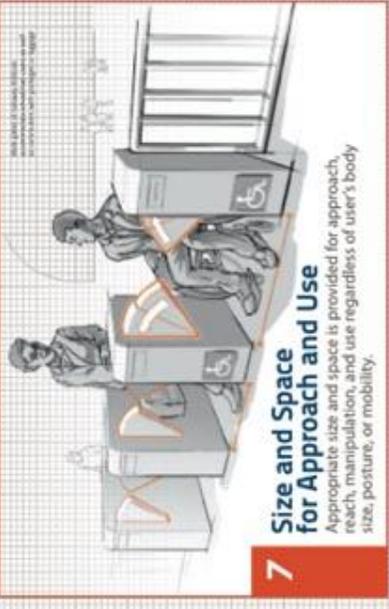
- 1969 - May: 323 West 8th Street, Los Angeles, CA
- 1977 - March: Moved to a 40,000 sq ft facility in Barker Bros, at 818 W. 7th Street
- 1979 - January: FIDM added another 27,000 sq ft of space at 9th and Figueroa, and now had a total of 66,000 sq ft., sharing the 12 story building with Barker Bros. and Pacific Telephone.
- c. 1985 – (5) Jewelry Design Studio (in St Vincent Jewelry Center), 640 South Hill Street, Plaza 3, Suite 754, Los Angeles, CA 90014
- c. 1987 - FIDM Textile Studio Loft, Merchant Exchange Bldg., 719 S Los Angeles St, Floor 12, Los Angeles, CA 90014 (Moved to the Hope Street Annex, 5th floor, 800 S. Hope St., in 2012).
- 1990 – (1) FIDM opens new main Los Angeles campus at Grand Hope Park.
- 1993 – Grand Hope Park is completed for student and public use
- 1993 - (2) Leased classrooms and labs, Annex, 605 W. Olympic Blvd., Los Angeles, CA 90015
- 1993 - (3) Leased classrooms in the Park Renaissance Tower
- 2012 – (4) Hope St Annex, Leased classrooms and textile lab. 800 South Hope St, Los Angeles, CA 90017



Seven Principles of Universal Ergonomic Design

The Principles of Universal Design

The design of products and environments to be usable by all people to the greatest extent possible, without the need for adaptation or specialized design.

- 1 Equitable Use**
 The design is useful and marketable to people with diverse abilities.
 
- 2 Flexibility in Use**
 The design accommodates a wide range of individual preferences and abilities.
 
- 3 Simple and Intuitive Use**
 Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or education level.
 
- 4 Perceptible Information**
 The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.
 
- 5 Tolerance for Error**
 The design minimizes hazards and the adverse consequences of accidental or unintended actions.
 
- 6 Low Physical Effort**
 The design can be used efficiently and comfortably and with a minimum of fatigue.
 
- 7 Size and Space for Approach and Use**
 Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.
 

Center for Universal Design at NC State

(Photo: Center for Universal Design, North Carolina State Univ. - www.ncsu.edu/ncsu/design/cud)

Five Principles of Inclusive Ergonomic Design

The Commission for Architecture and the Built Environment (CABE, now Design Council CABE) published a document in 2006 entitled *The principles of inclusive design (they include you)*. This document lists a set of principles for a strategy for inclusive design that enhances Universal Design:

- **People** – It is important to involve as many people as possible in the design and development process in order to develop sustainable communities and to help to promote personal well-being, social cohesion and enjoyment.
- **Range** – As many people's needs as possible should be met - from tourists with luggage, children, older people or those with injuries, through to mobility impaired, visually impaired, hearing impaired and those with learning difficulties or mental health. These are all part of a diversity of people who can potentially face barriers.
- **Choices** – Choices should be given 'where a single design solution cannot accommodate all users'. This clearly acknowledges the diversity within impairment groups and that individual needs may differ. It also recommends designing beyond the minimum requirement.
- **Flexibility** – Flexibility is important in inclusive designing. It emphasizes gaining an understanding of the purpose of the space or building and who its users will be with a view to adapting to changing demands.
- **Widening the Scope of Access** – Inclusive design means going beyond the physical attributes. It talks about 'intellectual' and 'emotional' access through information being available, including prior to visiting a building. It states that the design of roads, parking, walkways, and building entrances should be considered in addition to elements inside the building, including aspects such as signage, lighting and visual contrast.

The document goes on to state seven singular ideals that should then be met as a result of applying the above principles. The environment should be:

- **Inclusive** – 'so everyone can use them safely, easily and with dignity'.
- **Responsive** – 'taking account of what people say they need and want'.
- **Flexible** – 'so different people can use them in different ways'.
- **Convenient** – 'so everyone can use them without too much effort or separation'.
- **Accommodating** – 'for all people, regardless of their age, gender, mobility, ethnicity or circumstances'.
- **Welcoming** – 'with no disabling barriers that might exclude some people'.
- **Realistic** – 'offering more than one solution to help balance everyone's needs and recognizing that one solution may not work for all'.

These principles help to shape the design process rather than provide technical guidance on delivery; they are the *Seven Principles of Universal Design*, and the *Five Principles of Inclusive Design*, which offer the most comprehensive and detailed ergonomic framework for all aspects of products and installations.

(ref: http://www.isurv.com/site/scripts/documents_info.aspx?documentID=3521&pageNumber=3)

Student Architectural Projects about FIDM

FIDM Portfolio Gallery. Web. http://portfolios.fidm.edu/search?fidm_major=4025

Abigail Leepin & Monica Aguirre Diez Barroso . ***FIDM Lounge*** || Computer Graphics II. Oct 12, 2015.
Web. <https://www.behance.net/gallery/29579461/FIDM-Lounge-Computer-Graphics-II> Also
<https://fidm.ccnsite.com/gallery/29579461/FIDM-Lounge-Computer-Graphics-II>

Courtney Delamater . ***FIDM Lobby Design***. Interior Design Project. August 19, 2015.
<http://portfolios.fidm.edu/gallery/28846593/Designing-our-FIDM-lobby>

CLAUDIA ARIEF . ***FIDM Reception***. c.2016. Web. <http://www.claudiaarief.com/fidm-reception>

Joy Hsieh. ***FIDM Student Lounge***. c.2016. Web. <https://www.joyhsiehinterior.com/fidm-student-lounge>

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<http://portfolios.fidm.edu/gallery/28108815/Computer-Graphics-III-Midterm-Project>

Paige Hayday. ***FIDM Cafeteria Renovation***. Interior Design Project. Sept 22, 2015.
<http://portfolios.fidm.edu/gallery/29743991/Cafeteria>

Related Videos

| | |
|--------------------------------|---|
| FIDM Los Angeles, 2010 | http://fidm.edu/en/visit+fidm/the+campuses/los+angeles |
| Jewelry Design Studio | https://www.youtube.com/watch?v=c0JqWhZYA2U |
| FIDM Tour 2 | https://www.youtube.com/watch?v=sI6XSPwBkr0 |
| FIDM Tour 1 | https://www.youtube.com/watch?v=3Xhfmxl11U |
| Grand Hope Park | https://youtu.be/1M5EKpuboBY |
| Four Campuses | http://www.clivewilkinson.com/portfolio_page/fidm-los-angeles/ |
| Tour of the Los Angeles Campus | https://vimeo.com/201041858 |
| FIDM Overview | http://fidm.edu/en/about/fidm+video+gallery |

Undeveloped Plans for a New FIDM Tower

In 2005 Clive Wilkinson Architects (CWA) proposed a new FIDM Tower on the corner of Flower and Olympic on property owned by FIDM, that would include classrooms and student apartments. This was not developed.



FIDM Tower

Located in the entertainment district of downtown Los Angeles, the new FIDM research center and school will function as a major cultural component in the current developments around the Staples Center. The new building, consisting of a 6 level podium and 14 stories residential tower will expand the downtown campus and give the school an 'open face' to the city.

The Architect, collaborating with a large corporate LA firm on the core and shell of the project, envisioned an open environment for the podium where transparency and diversity were the key ingredients.

Transparency is achieved through a 3-storey atrium, various cuts in the floor slabs and a glazed façade opening up to Olympic Blvd. The school's program provides a variety of elements which are individually expressed to reflect the diversity of the school and to animate this 3D micro-city.

Project Name: FIDM Tower

Project Location: Los Angeles, CA

Client: Fashion Institute of Design and Merchandising (FIDM)

Owner's Representative: Rob Vogel

Project Role: Design Architect

Project Start Date: May, 2005

Design Phase: May, 2005 – October, 2006

Move In Date: Unknown

Square Footage Net: 240,000 SF

Number of Stories: 20

Type of Construction: New Construction and Interior Design

Contract Delivery Method: Design-Bid-Build

Final Construction Cost: Withheld at client's request

Clive Wilkinson Architects Team:

Design Director: Clive Wilkinson

Project Director: Alexis Rappaport

Project Designer: Ruben Smudde

Project Architect: Jerome Chang

Project Team: Jenny Huang, Neil Muntzel, Iain Gulin, Matt

Gilio-Tenan

Consultants:

Landscape Architect: Rios Clementi Hale Studios

Structural Engineer: John A. Martin & Associates

MEP Engineer: Flack + Kurtz

Lighting Consultant: KGM Architectural lighting

Fire Safety Consultant: Schirmer Engineering Corporation

A/V and Acoustic Consultant: Veneklasen Associates

General Contractor: Morley Builders

References:

Client: Annie Johnson 213.624.1200

CLIVE WILKINSON ARCHITECTS

144 N Robertson Blvd West Hollywood California 90048 t310 358 2200 f310 358 2205 www.clivewilkinson.com

Works Cited

(References were taken from sources in MLA, APA, Turabian, Chicago, LA Times archives, Proquest, and random URLs, and thus the format should be checked before use in published documentation)

Additional Academic Facilities | FIDM.edu <http://fidm.edu/en/campus+life/special+facilities/>

Center for Universal Design. Web. https://www.ncsu.edu/ncsu/design/cud/ncfocus_ncf/ncfproj.htm

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