

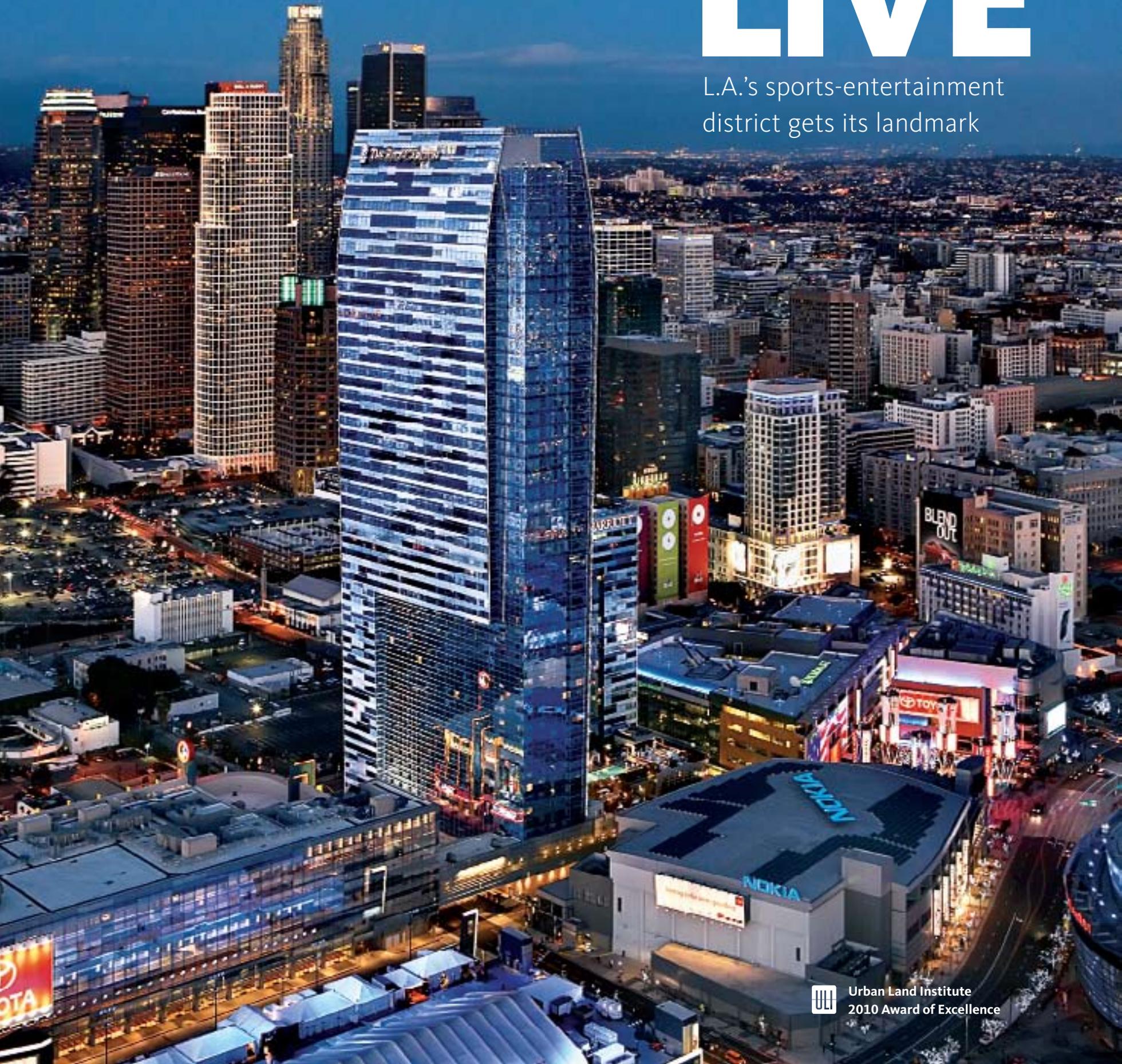
Gensler

# DESIGN UPDATE

A dynamic new tower for The Ritz-Carlton and JW Marriott at AEG's

# L.A. LIVE

L.A.'s sports-entertainment district gets its landmark



Urban Land Institute  
2010 Award of Excellence

**We needed to have a place that ultimately defined and redefined our city. It was about people. It was about vision. It was about passion. It was about guts. It was about creating the sports-entertainment district in the entertainment capital of the world.**

—Timothy J. Leiweke, President & CEO, Anschutz Entertainment Group (AEG)

▲ Kanye West performs at the Gensler-designed Club Nokia at L.A. LIVE during the Los Angeles Lakers' 2009 NBA championship celebration on June 18, 2009.

This is the entertainment capital of the world, yet it's never had a single destination that captures what that means. L.A. LIVE provides it—a stay up 'til dawn kind of place in the heart of Los Angeles, vibrantly alive. What draws crowds to L.A. LIVE is the pulsing excitement of major sports and live performance events—from the Lakers to the GRAMMYS. What keeps them there, and brings them back, is the one-to-one experience of L.A. living at its most diverse.

# BRINGING DOWNTOWN LOS ANGELES

# ALIVE

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The first new tower in downtown L.A. in 20 years marks L.A. LIVE as Southern California's premier setting for professional sports, headline entertainment, and international conferences and conventions. Completing a decade-long effort by Anschutz Entertainment Group (AEG) that began with STAPLES Center, the Gensler-designed project doubles the size of L.A. LIVE, adding a rich mix of urban living.

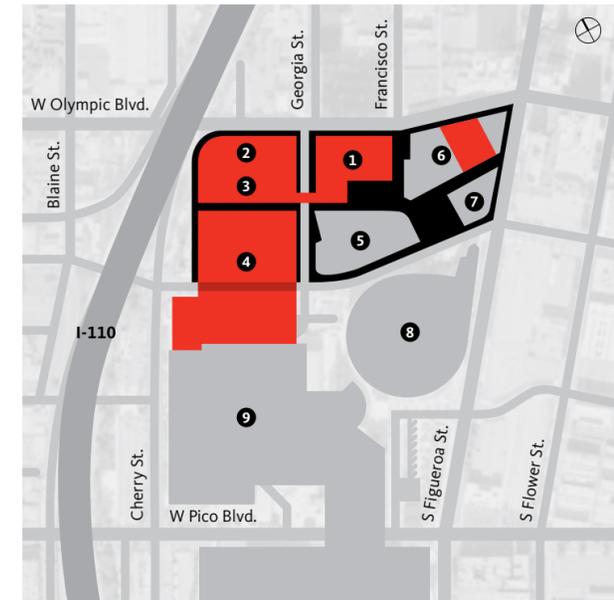
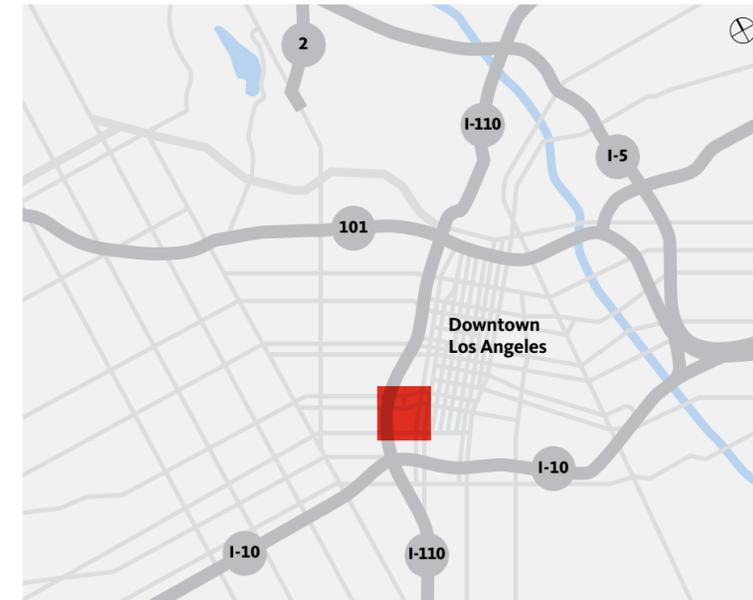
# ANCHORING L.A.'S **24/7 DESTINATION**



“With all the venues at L.A. LIVE, we created an extraordinary environment that doesn’t exist anywhere else in the US—a true stage for the world’s great events.”

—Ted L. Tanner, AIA, Executive Vice President, AEG

◀ Gensler’s new tower doubles L.A. LIVE’s size to realize AEG’s vision of America’s first truly urban, 24/7 sports-entertainment destination in the heart of the city.



Rising from the intersection of I-10 and I-110, two of America’s busiest freeways, Gensler’s 54-story tower marks the southwest corner of downtown L.A., giving skyline presence to AEG’s six-block, four-million-square-foot extension of STAPLES Center and the L.A. Convention Center—L.A. LIVE. By adding two leading hospitality brands and an array of 24/7 attractions and amenities—two million square feet in total—the new tower gives L.A. LIVE the critical mass to transform the urban heart of Los Angeles into a world-class sports-entertainment district. This stunning achievement by a single developer culminates the decade-long effort by AEG and its partners to build on the crowd-drawing success of STAPLES Center. AEG is visionary, and Gensler is proud to be its architect.

▼ Giving L.A. LIVE skyline presence, the new tower is located at the pivotal southwest corner of downtown, at the intersection of the I-10 and I-110 freeways.

L.A. LIVE is one of the city’s largest private developments. The plan shows its location in downtown Los Angeles and the different components that form Southern California’s leading sports, entertainment, and convention center destination.

- Area of L.A. LIVE
- Gensler-designed projects

- 1 JW Marriott and The Ritz-Carlton Hotel & Residences
- 2 Regal Cinemas 14-screen cineplex
- 3 JW Marriott Conference and Banquet Center—The Gallery Collection
- 4 Future Convention Center expansion
- 5 Nokia Theatre
- 6 Club Nokia (in red)/Restaurants/Retail/Museum/Office/Broadcast Facility
- 7 ESPN Broadcast Facility
- 8 STAPLES Center arena
- 9 Los Angeles Convention Center



Behind all that style is a remarkable feat of creative teamwork in design, engineering, and construction, integrating a complex program and paring weight, time, and cost from the tower's construction.

# TOWER OF INNOVATION

Gensler's new tower at L.A. LIVE won praise from Sam Lubell of *Architect's Newspaper* for "design and construction strategies that helped create the form, streamline the process, and fit a monster of a program into one complex building." Targeting a LEED Silver rating, the tower delivers energy efficiency, a lighter structure, and transparent façades that pack a five-star visual punch on the skyline. Here's how the Gensler team did it.

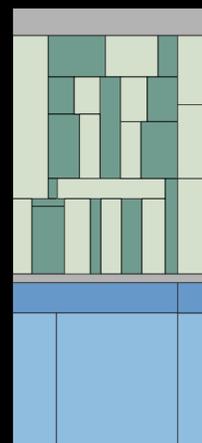
## UNIFYING SKIN ACCOMMODATES VARYING PROGRAMS

Because the tower's hotel guest rooms and residences vary in height, Gensler gave the tower a unifying glass skin. As *Architect's Newspaper* explains, it consists of "alternating transparent, translucent, or fritted glass, along with units colored in blue, silver, and gray. The glass becomes more transparent as it rises, providing clear views for the condominiums while meeting California Title 24's new 60 percent transparency requirements."

► Gensler designed the curtain wall to be installed by crane from the outside in, two floors at once, saving time compared to the usual inside-out approach.

▼ Because their light-transmission values are the same, interior illumination is consistent for all three façade glass colors—blue, silver, and gray.

Program distribution

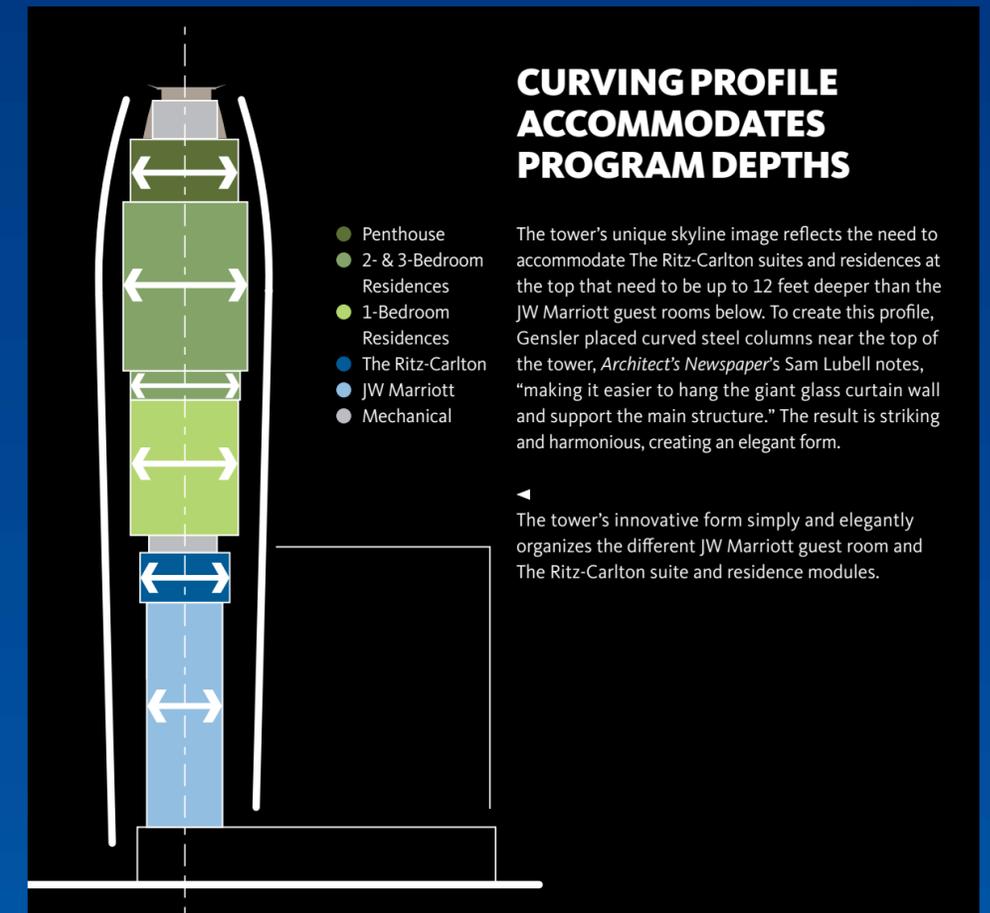


- Living Room—Residences
- Bedroom—Residences
- Hotel Room—The Ritz-Carlton
- Hotel Room—JW Marriott

Required transparency



Façade color variation



## CURVING PROFILE ACCOMMODATES PROGRAM DEPTHS

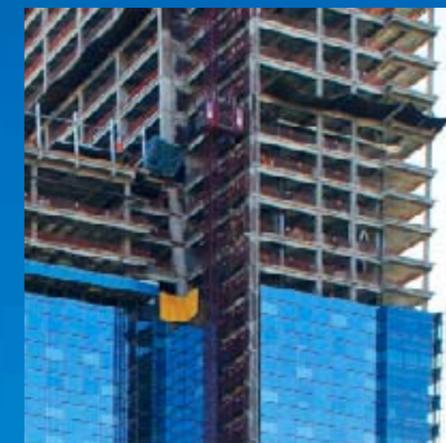
The tower's unique skyline image reflects the need to accommodate The Ritz-Carlton suites and residences at the top that need to be up to 12 feet deeper than the JW Marriott guest rooms below. To create this profile, Gensler placed curved steel columns near the top of the tower, *Architect's Newspaper's* Sam Lubell notes, "making it easier to hang the giant glass curtain wall and support the main structure." The result is striking and harmonious, creating an elegant form.

◀ The tower's innovative form simply and elegantly organizes the different JW Marriott guest room and The Ritz-Carlton suite and residence modules.

## LIGHTER STRUCTURE

Designed for earthquakes, the tower "uses a thin, steel-plate shear wall system instead of thicker concrete shear walls," writes *Architect's Newspaper's* Lubell. The steel plates range from a quarter to a half inch in width, instead of the usual three feet, "increasing square footage inside the building and maximizing views." This approach gave the tower four extra floors, worth \$20 million, and cut the completion time.

▼ Using a steel-plate shear wall system instead of concrete reduced the weight of the tower's structure by 35 percent. This saved energy by reducing materials, for both the structure and the foundation, and cut costs by simplifying the design, fabrication, and construction.



“L.A. is a place you can live, work, and play. And downtown L.A. is now at the heart and soul of that movement.”

—Timothy J. Leiweke, President & CEO, AEG

# EXPERIENCING LOS ANGELES

This is the city that gave the world the West Coast lifestyle—and never looked back. L.A. LIVE distills its allure and excitement into six sizzling blocks. Anchored by AEG’s STAPLES Center, the world’s busiest, most successful arena, and the Los Angeles Convention Center, L.A. LIVE shifts the city’s center of gravity to downtown—27 acres of pro sports, live entertainment, and red-carpet openings, topped off with a stunning new hotel/residential tower, designed by Gensler. From the tower’s twin pool decks to its urban living room, this is where L.A. gathers—“the center of it all.”

The heart of the L.A. LIVE experience is the new tower precinct. With half of L.A. LIVE’s four million square feet, it provides what downtown L.A. was missing—sophisticated nighttime and weekend fun and entertainment that gives the arena and convention crowds a reason to stay. That 24/7 mix is drawing the locals from all over L.A., attracted by the audacious pairing of an intimate club, bar, and restaurant scene with the megastars of center court and stage—a game-changing combination. Rising above it all is the landmark tower that redefines West Coast urbanity—the first in a generation.

▼ L.A. LIVE’s STAPLES Center sports arena is home to pro basketball—the L.A. Lakers, Clippers, and Sparks—and pro hockey—the L.A. Kings. In sports mode, STAPLES seats 19,000 fans.



▼ The Gensler-designed Club Nokia is sized for live performances with a close-up, club-like feeling. With great seats for up to 2,350 guests, it can accommodate a wide range of events.



▼ The roof-deck patrons at The Ritz-Carlton enjoy a sumptuous panorama. The JW Marriott roof-deck pool and ION lounge gets closer to the action at L.A. LIVE—yet it, too, is a world apart.





The tower precinct takes in a remarkable mix of uses, all designed by Gensler, including hospitality, residences, film and live performance venues—and the facilities and amenities that support them.

**1**  
Opening to the plaza, the JW Marriott lobby is a popular gathering place.

**2**  
The JW Marriott lobby teems with life, especially before and after events.

**3**  
Club Nokia provides an incomparable venue for music and other performances.

**4**  
The Regal Cinemas at L.A. LIVE hosts the celebrity-studded debuts of new films like Michael Jackson's *This Is It!*

**5**  
Live music's back story: Club Nokia's bar.

► Club Nokia packs them in, but there isn't a bad seat in the house—you're right there.





“This is our living room,” people say, making themselves at home in the lobby or heading for the roof decks for a swim. The tower’s indoor-outdoor settings are an oasis of pleasure at L.A. LIVE—a destination in its own right, befitting the city’s newest landmark.

## AT HOME DOWNTOWN

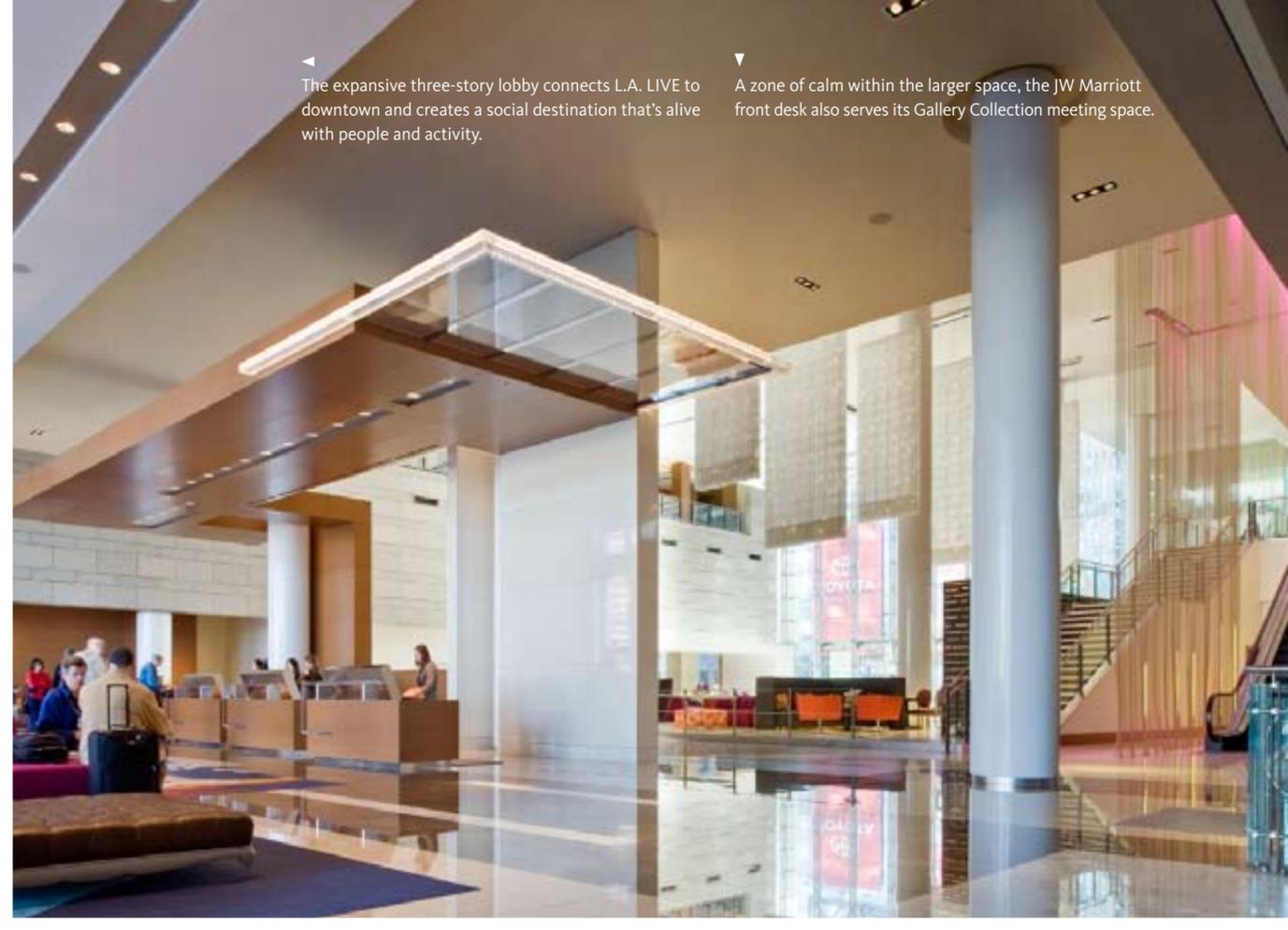
To complement L.A. LIVE’s bigger moves, Gensler re-imagined the tower’s public spaces as L.A.’s living room—a place where people can step out of the crowds and find their own rhythm. The diversity of what’s on offer creates an entirely different experience. “This is a world city,” it seems to say. “Make yourself at home.” The design redefines hospitality as urban living in its essence, rooted in a real place. It sets it apart, but it makes it accessible—a destination.

How do you reset the tempo of urban life? A swim in the sun can do wonders—or a conversation over lunch or at the bar. The views from the pools are stunning, a fitting backdrop for the scenery close at hand. Downstairs, the mood is expansive, just like the room itself—one of the great rooms of a new L.A. With its Mediterranean climate, this city is meant to be enjoyed. The new tower takes full advantage. Night or day, it’s the place to be in downtown L.A.

◀ At 54 stories, the new tower at L.A. LIVE places the downtown sports and entertainment district on the city’s skyline, an unmistakable image that puts it powerfully on the map.

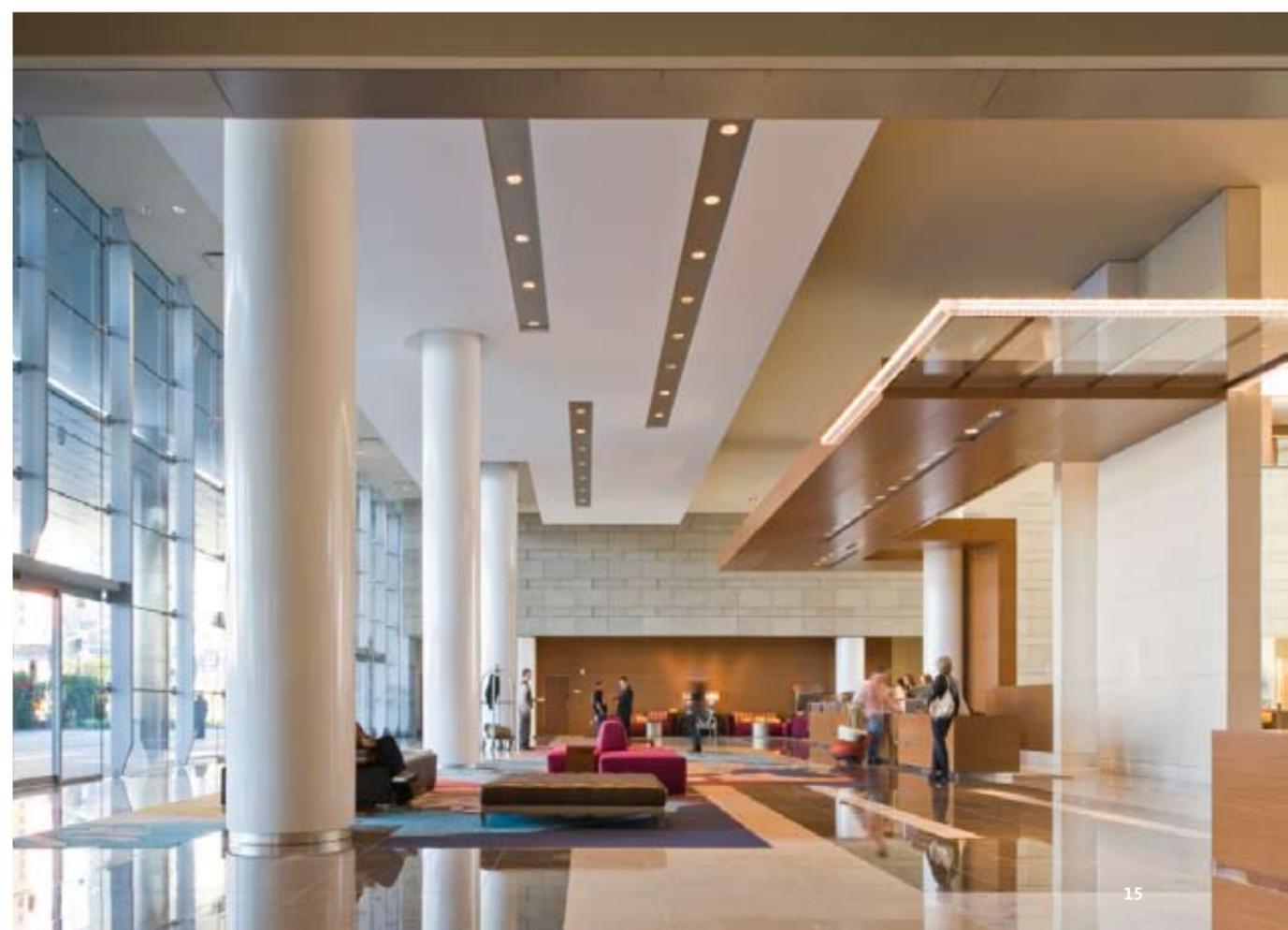
▼ The tower speaks an expressive language that draws people in and gives them every reason to stay, explore, and enjoy. It’s experiential design at its best, mixing form and fun.





◀ The expansive three-story lobby connects L.A. LIVE to downtown and creates a social destination that's alive with people and activity.

▶ A zone of calm within the larger space, the JW Marriott front desk also serves its Gallery Collection meeting space.



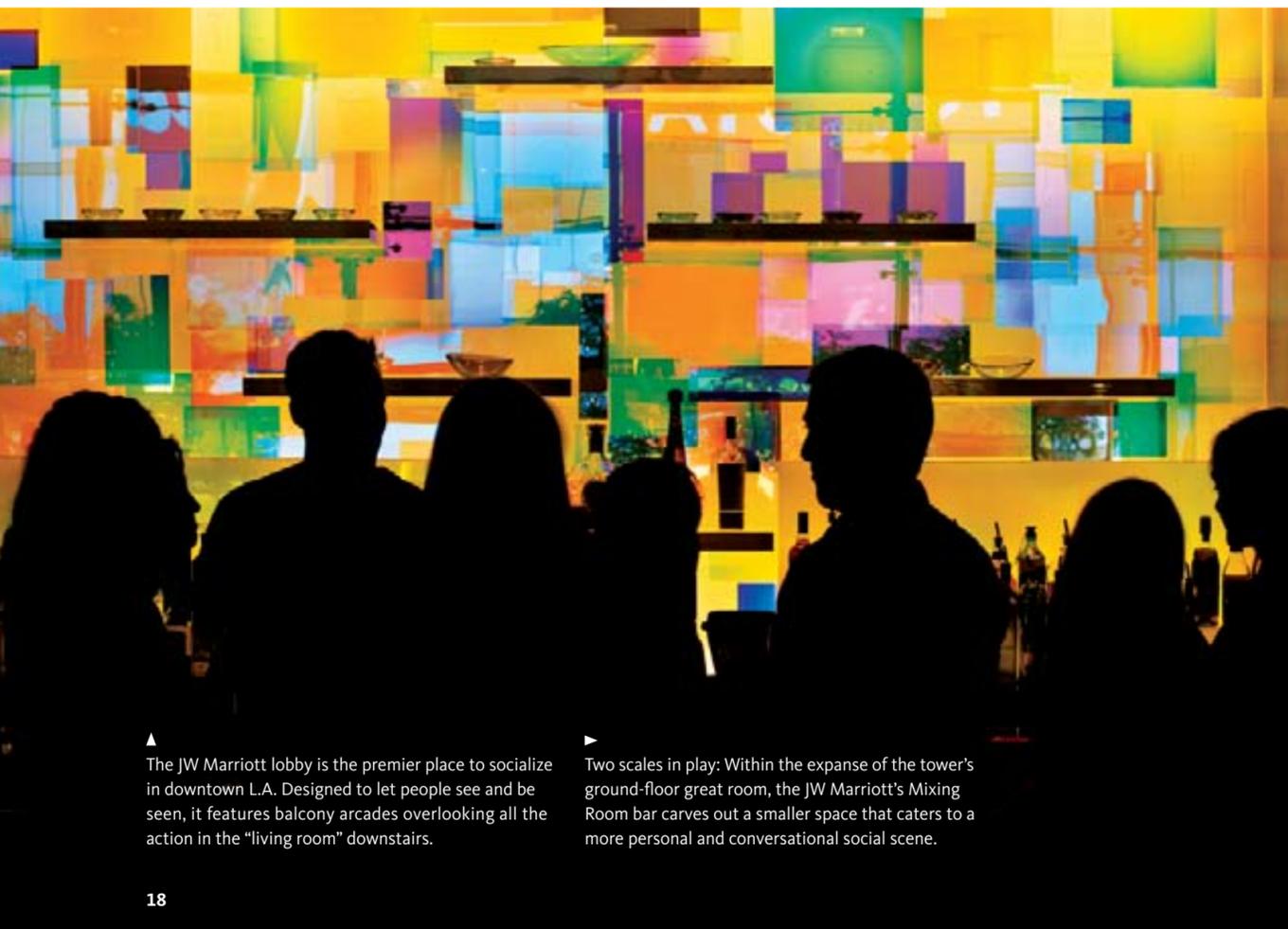
Poolside life is part of the L.A. experience. The new tower's two pool decks make full use of L.A. LIVE's setting and the gorgeous climate.



▲ In L.A., the pool is a social hub—a place to see and be seen, meet friends, make deals, enjoy the view, luxuriate in the sun, even take a swim.

▶ The JW Marriott roof deck provides poolside and lounge facilities for up to 1,000 visitors and guests—the perfect downtown party venue.





▲ The JW Marriott lobby is the premier place to socialize in downtown L.A. Designed to let people see and be seen, it features balcony arcades overlooking all the action in the “living room” downstairs.

▶ Two scales in play: Within the expanse of the tower’s ground-floor great room, the JW Marriott’s Mixing Room bar carves out a smaller space that caters to a more personal and conversational social scene.



“A spectacular new addition to the downtown skyline,  
and a major contributor to the city’s economy.”

—Antonio Villaraigosa, Mayor of the City of Los Angeles

# URBAN RENAISSANCE





Team information

**Owner and Construction Manager**  
Anschutz Entertainment Group (AEG)

**Financial Partner**  
MacFarlane Partners

**Hotel Operators**  
The Ritz-Carlton and JW Marriott

**Architect**  
Gensler

**Structural Engineers**  
Nabih Youssef Associates (Hotels and Residences)  
John A. Martin & Associates, Inc. (Conference Center)

**MEP Design Engineer**  
WSP Flack + Kurtz

**Civil Engineer**  
KPF, Inc.

**General Contractors**  
Webcor Builders (Hotels and Residences)  
PCL Constructors Inc. (Conference Center and Cinemas)

**Design Consultants**  
Barry Design Associates, Inc. (Interior Design/FF&E,  
JW Marriott and Conference/Ballroom Center)  
Rowley International, Inc. (Swimming Pools and Spa)  
Ricca Newmark Design (Food Service)  
TriMark Raygal (Food Service)

**Technical Consultants**  
HKA (Vertical Transportation)  
Entek Engineering (Façade Maintenance)  
CPP, Inc. (Wind Tunnel Testing)  
J.A. Weir Associates (Curtain Wall)  
D 7 Consulting Inc. (Waterproofing and Roofing)  
Newson Brown Acoustics LLC (Acoustical Engineer,  
Hotels and Conference Center)  
Sonics ESD (Acoustical Engineer, Residences)  
PlanNet Consulting (Telecommunications)

Project facts

**The Ritz-Carlton Hotel & Residences and JW Marriott at L.A. LIVE**

Height: 54 stories, 660 ft (201 m)  
Area: 2.0 million sf (185,806 sm)  
Program: 123-key The Ritz-Carlton Hotel; 224 The Ritz-Carlton Residences; 878-key JW Marriott Hotel; separate lobbies, lounges, restaurants, and pool decks for The Ritz-Carlton and JW Marriott

**Conference/Ballroom Center**  
Area: 210,000 sf (19,509 sm)  
Program: Grand Ballroom (26,000 sf / 2,415 sm); Junior Ballroom (21,000 sf / 1,951 sm); Exhibit Hall (17,000 sf / 1,579 sm); Prefunction/Back-of-House

The project opened in December 2009. It is LEED-registered, targeting LEED Silver.

Gensler is a leading architecture, design, planning, and consulting firm with offices in the Americas, Asia, Europe, and the Middle East. *Gensler Design Update* is a publication announcing new projects of interest.

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- 2 million BTUs of net energy
- 2,179 gallons of wastewater
- 132 pounds of solid waste





## Practice Areas

Aviation & Transportation  
Brand Design  
Commercial Office Buildings  
Consulting  
Education  
Financial Services Firms  
Headquarters  
Hospitality  
Mission Critical

Mixed Use & Entertainment  
Planning & Urban Design  
Product Design  
Professional Services Firms  
Retail  
Retail Centers  
Science & Technology  
Sports  
Workplace

## Locations

|               |             |               |               |
|---------------|-------------|---------------|---------------|
| Abu Dhabi UAE | Denver      | Morristown    | Seattle       |
| Atlanta       | Detroit     | New York      | Shanghai CN   |
| Austin        | Dubai UAE   | Newport Beach | Singapore SG  |
| Baltimore     | Houston     | Phoenix       | Tampa         |
| Beijing CN    | La Crosse   | San Diego     | Tokyo JP      |
| Boston        | Las Vegas   | San Francisco | Washington DC |
| Charlotte     | London UK   | San Jose      |               |
| Chicago       | Los Angeles | San José CR   |               |
| Dallas        | Minneapolis | San Ramon     |               |