

CENTURY PLAZA



A STAR IS REBORN

Los Angeles' most celebrated destination takes center stage.

Who says nobody walks in LA? At the visionary new Century Plaza, pedestrians can stroll from Minoru Yamasaki's lovingly restored mid-century modern hotel to innovative outdoor retail and dining establishments. They can rendezvous for coffee or lunch beside a powerful Jaume Plensa sculpture in the grand public plaza, or toast artisanal cocktails at sunset on the hotel roof by the pool. Hundreds of boutiques offer retail therapy in this car-free zone, courtesy of the revamped Westfield Century City, which stands adjacent to top talent agencies, international finance firms, Hollywood studios, parks, and even a planned subway line. And when the day is done, residents can walk a few steps to slip inside the elevator of one of the towers designed by Pei Cobb Freed & Partners and be whisked high up to a residence that offers a quiet refuge and unimpeded views of the Hills, the skyline, and the Pacific. Welcome to the new, modern, walkable LA.



Century Plaza—steps from Beverly Hills and Rodeo Drive—retakes the throne as Los Angeles' most vibrant, pedestrian-friendly neighborhood. Rendering by DBOX.

WHAT'S HAPPENING

THE PROJECT

The Revitalization of an Icon

A virtual who's who of architects and designers are pushing the limits of what a city-within-a-city can be in a post-car Los Angeles.

THE RESIDENCES

An Elevated Level of Living

High-rise living has its benefits...especially when your tower home is elegantly designed by architect Henry N. Cobb and interior designers George Yabu and Glenn Pushelberg.

ART & CULTURE

Artist's Biography: Jaume Plensa

The Spanish artist and sculptor chooses an unexpected theme for his kinetic public sculptures: silence. Which gives viewers lots to talk about.

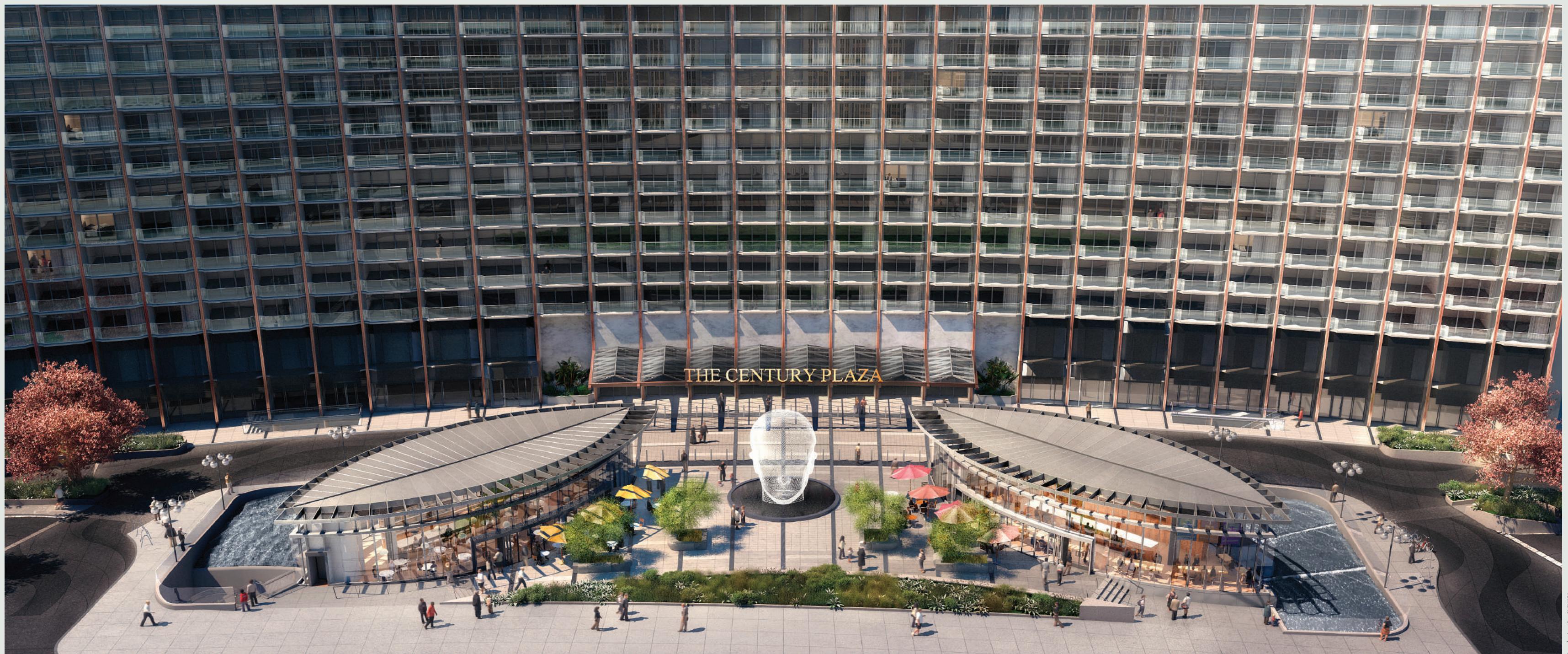
“THE CENTERPIECE OF THE FUTURE OF OUR CITY.”

It is a rare and special privilege to work with the world's finest planners, architects, and designers to transform an icon of historic Los Angeles into the centerpiece of the future of our city.

The importance of this project necessitated bringing together this great team, commensurate with the area's need to have the best of everything, from design to finishes to functionality. The Century Plaza Hotel, with its boutiques, restaurants, and residences, will set a new standard for the Westside and the way we will live for decades to come.

We look forward to sharing our vision and humbly accept this challenge with great responsibility.

—Michael Rosenfeld



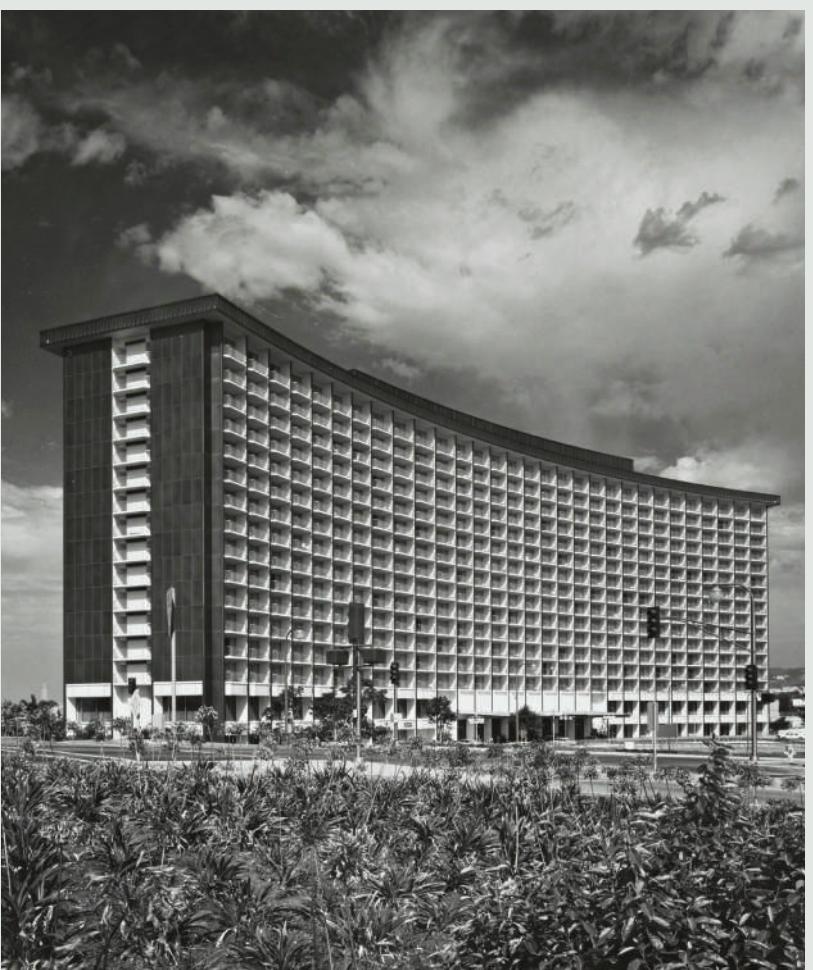
Rendering by DBOX

THE REVITALIZATION OF AN ICON

Century City has always been ahead of its time. Master-planned in the 1960s as a pedestrian city-within-a-city, the one-square-mile neighborhood offered everything: wide boulevards, green space, and gleaming towers.

Left: Ronald and Nancy Reagan as they arrive at the Century Plaza Hotel to attend the Century Ball, a gala event celebrating the opening of the hotel (June 1966).

Right: Minoru Yamasaki's Century Plaza Hotel.



At its center was Minoru Yamasaki's 1966 Century Plaza Hotel, a mid-century masterpiece that served as a second home to Hollywood glitterati—power players and starlets who closed deals, tied the knot, and received countless awards in the downstairs ballroom. Fifty years on, Century City remains a haven of A-list talent agencies, top-tier entertainment companies, world-class retail, and some of the best commercial real estate around.

This central hive of activity was always known as a great place to work and shop, while many Los Angeles influencers lived in the gated mansions of nearby Beverly Hills and Bel Air. It took the vision of real estate investor and developer Michael Rosenfeld, CEO of Woodridge Capital Partners, to energize this Century City neighborhood.

Marmol Radziner's restoration of *The Kaufmann House*, a modern masterpiece by architect Richard Neutra, returned the residence to its initial form, size, and aesthetic integrity, thus re-creating its dialogue between nature and sculpture. Located in Palm Springs, California. (Photo: Courtesy of Joe Fletcher/OTTO)



Rosenfeld hired the best in class to reimagine Yamasaki's masterpiece with mixed-use buildings and outdoor spaces. He engaged Pei Cobb Freed & Partners, Gensler, and Marmol Radziner, who devised ways to respect the original design while incorporating the outline of the plaza that had so much social and sustainable potential. Soon visitors will arrive through grand entrances that guide them to two glass dining pavilions near cascading pools spread across 1.5 million square feet.



Six decades of exceptionally diverse practice reveals Pei Cobb Freed & Partners' dedication to place making and commitment to the craft of building.

Clockwise from top left: *The Ellipse 360*, Taipei (Photo: Courtesy of Southern Land Development Co.); *Bank of China Tower*, Hong Kong (Photo: Copyright © John Nye - All Rights Reserved); *Louvre Pyramid*, Paris.



The plaza will be anchored by a large-scale sculpture by celebrated Spanish artist Jaume Plensa and the entire city plan incorporates smart landscaping by Rios Clementi Hale Studio. Private retreats will be found at every turn while mature trees provide shade along the lawns and water gardens of Century Plaza.

Surrounded by all of this inclusive urban beauty is Yamasaki's Century Plaza Hotel, operated by Fairmont. Marmol Radziner retained the 400-room hotel's glorious New Formalism through grand gestures, restoring the canopy above the porte cochere and replacing the 700 sliding glass doors to look nearly identical to the originals, while meeting the highest of environmental standards. The Fairmont Century Plaza lobby is welcoming to all with an open breezeway that allows the flow of air and light into its interior lounges, gardens, and rooftop pool and bar.

For exclusive luxury, two soft-edged, symmetrical triangles scrape the sky behind the concave sweep of the iconic hotel. These two towers by Pei Cobb Freed & Partners pay homage to Yamasaki's masterpieces, but are most definitely creatures of Los Angeles.

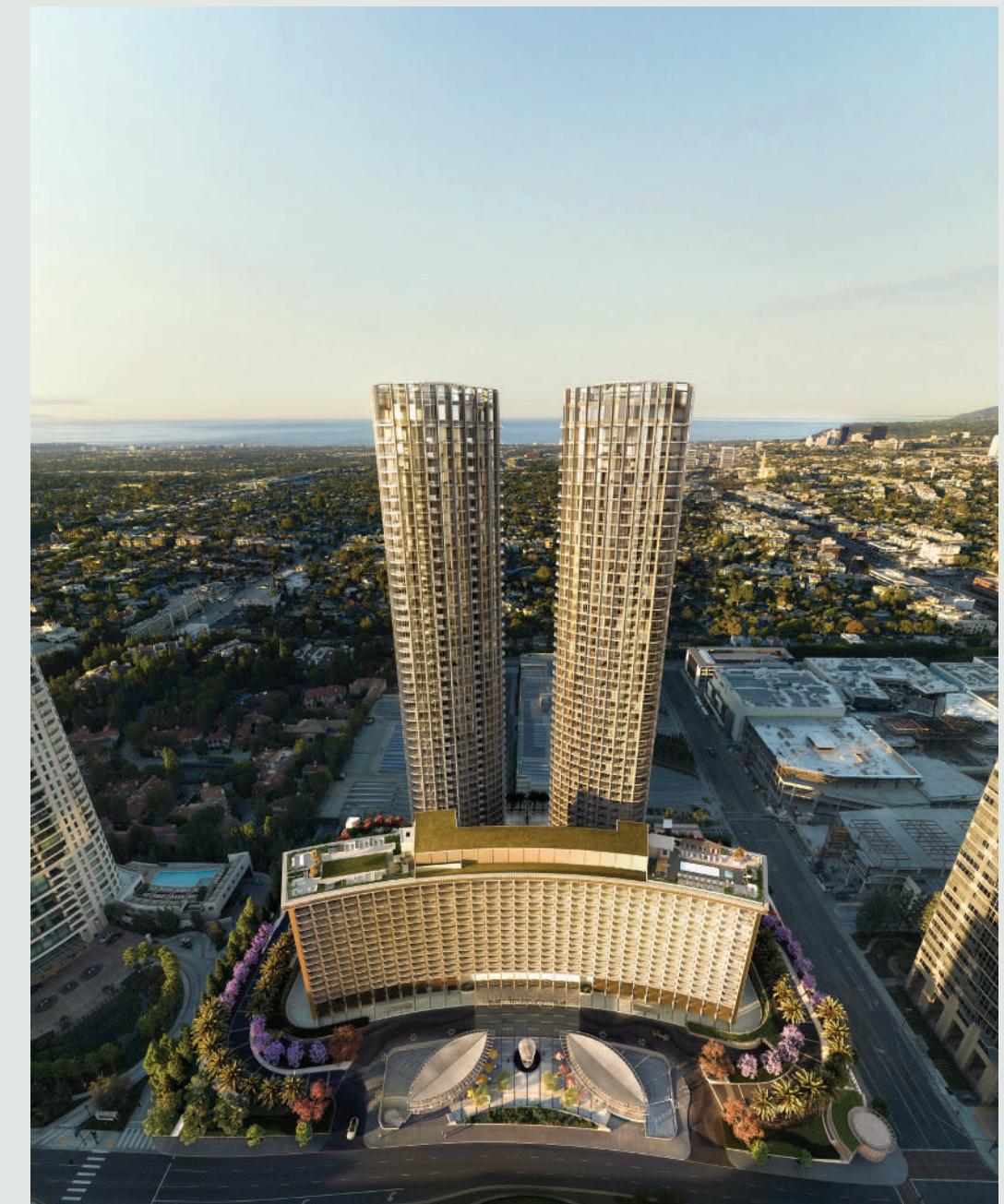


Clockwise from top left: Top left: President Lyndon B. Johnson enters the Century Plaza Hotel ballroom (June 1967). Top right: The Century Plaza Hotel lobby. Bottom: Guests awaiting valet outside the Century Plaza Hotel.

Adjacent page: Aerial view of the planned \$2.5-billion Century Plaza development led by Next Century Partners.

The luminescent skin of the facade reflects the light, while striking glass balconies that curve around every window shimmer like the ocean. The towers are set back and elevated from the crescent-shaped plaza below, gracing this mini-metropolis where people living here will dine, shop, and drink.

And if the boutiques, eateries, and landscaped plazas at the hotel, with its rooftop pool and luxurious spa, aren't enough to entice Angelenos to walk to, in, and around the new Century City, then perhaps a re-envisioned Westfield Century City shopping center with its 220 boutiques will. When complete, it will be the premier retail destination in all of LA.



THE NEW FAIRMONT CENTURY PLAZA HOTEL

The Century Plaza was always the hottest ticket in town.

The Fairmont Century Plaza will be the centerpiece for a highly walkable enclave where anything a discerning traveler could want can be found within the wood and glass walls, or just steps beyond them.

In the heart of Los Angeles, the 400-room hotel will offer guests and locals alike a gourmet café, an American brasserie, a rooftop bar, and more. Its 14,000-square-foot spa will beckon mother-daughter travelers seeking pampering and guests in need of a pre-awards-ceremony facial. Its lobby bar and fireside huddles will provide both intimacy and high visibility.

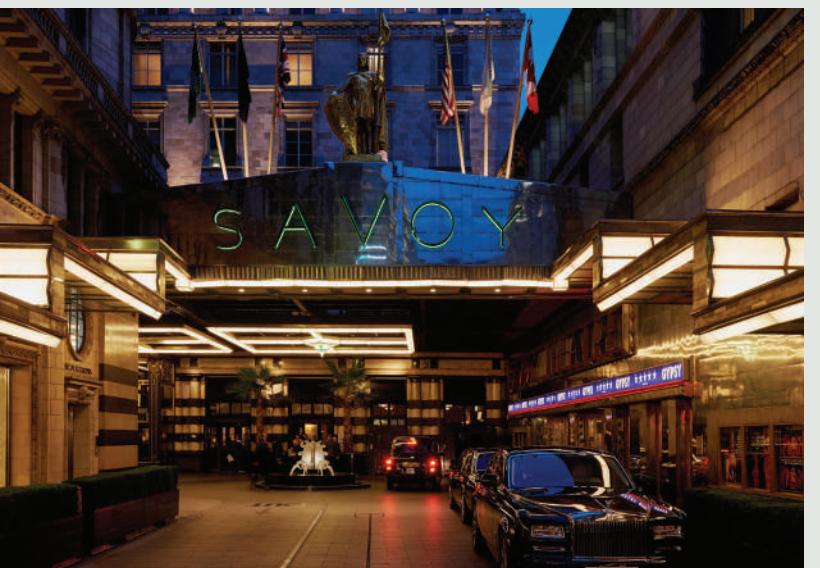
International design darlings Yabu Pushelberg bring subtle but luxurious interiors to the guest rooms and public spaces. The ballroom, with its storied past, has hosted Bob Hope, Clark Gable, Muhammad Ali, Lucille Ball, and every sitting president since Lyndon B. Johnson—which garnered it the nickname “the Western White House.” Its high style will be home to awards shows, charitable events, and social gatherings for years to come.



Rendering by DBOX

Through its design, architecture, and location, the Century Plaza Hotel has the ability to remake the past in a way that resonates with modern guests. World travelers can tell when a place is authentic, and the Century Plaza Hotel has always been an authentically essential part of the community. It's a place to see and be seen, take home that trophy, slip upstairs to celebrate, or just to retreat into a sexy suite or one of the top-floor residences and soak up all that retro-modern beauty.

Fairmont has a diverse portfolio of historic hotels, elegant resorts, and modern city center properties situated in some of the most breathtaking and pristine areas in the world. Celebrated properties include The Fairmont San Francisco, The Fairmont Banff Springs, The Savoy in London, Quebec City's Fairmont Le Château Frontenac, New York's The Plaza, Nairobi's Fairmont The Norfolk, Fairmont Peace Hotel in Shanghai, and Makkah Clock Royal Tower.



The Plaza, A Fairmont Managed Hotel, New York.

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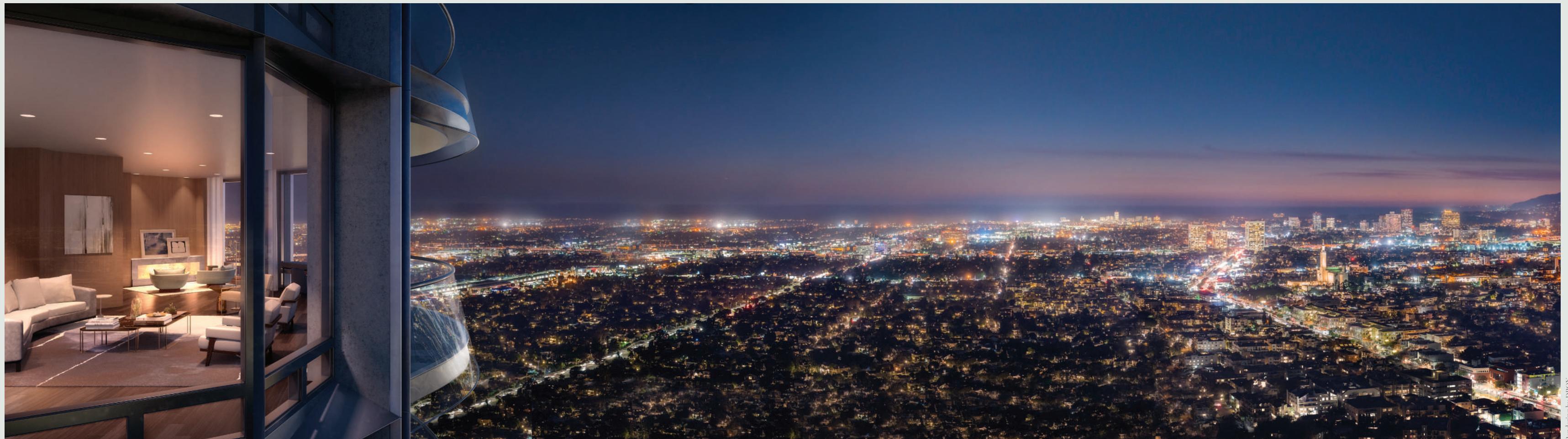
Top: *Fairmont, San Francisco.*

Bottom: *The Savoy, London.*

(Photos: Courtesy of Fairmont)



Rendering by DBOX



Rendering by DBOX

AN ELEVATED LEVEL OF LIVING

Avenue of the Stars was designed as a grand boulevard. That's the way urban planners thought back then.

Today, residents want a walkable core. “We'd like to think that Century Plaza is a model for this new type of living,” says architect Henry N. Cobb.

The softened triangles were an obvious choice for Cobb in response to Yamasaki's towers. The two apexes face one another, allowing the 535-foot-tall buildings to practically touch; yet because of the nature of the structures, neighbors will never see into another's home. The glassy convex towers stand in direct counterpoint to the hotel, architecturally balancing

the 6.4-acre expanse. And those glorious bent-glass balconies—the windows open up to sinuous terraces creating a repetitive cadence that brings the outdoors indoors and provides infinite views, shimmering ambient light, and shade from that Southern California sun.

Every condominium will come with access to lavish amenities: pool, fitness center and spa, screening room, library, game room, wine cellars, party spaces, concierges, and anything else that will allow owners to come home to their personal urban haven. “These owners are looking for turn-key living,” says Mary Ann Osborn, Managing Director of Sales for the Century Plaza Residences. “They want the conveniences of estate living, vertically.”



Rendering by DBGSX



George Yabu (left) and Glenn Pushelberg of design firm Yabu Pushelberg. (Photo: Courtesy of Yabu Pushelberg)

For the softer design elements, Yabu Pushelberg have taken pains to create homes and common spaces that are luxurious in their materiality without pretension. “Our style here speaks to residents who are well-informed from a design perspective. It’s relaxed and forward-thinking, but at the same time there is a sense of quiet luxury and timelessness,” says Glenn Pushelberg.

That high-touch, modern approach starts in the hotel lobby, which is meant to act as an extension of the residents’ lifestyle. “That is where the entertainment and power lunches and leisure spaces exist, so it can carry people from the beginning to the end of the day,” says George Yabu, whether you live in the hotel residences or the tower residences. Once owners

are greeted by knowing staff, each of the towers becomes their cocoon. The second floor is dedicated to wellness, which speaks to that California lifestyle.

The hotel residences will act as pied-a-terres, with a gentle Hollywood glamour, while the tower residences are estate homes rising upward. Every home has a fireplace, a rarity in Los Angeles. The majority of layouts are open plan, so as not to obstruct the panoramic views. Bathrooms have a free-standing tub so you can soak in the view. Stone vanities, his-and-hers walk-in closets, en-suite bedrooms, private elevator vestibules, state-of-the-art kitchens—this is elevated living taken to the extreme, with understated flair that only the discerning buyer or guest would recognize.

Living at Century Plaza is like owning a piece of history, with all the contemporary (but subtle) bells and whistles. The design respects the heritage of the building, and everything radiates from the lobby. “We are inspired by this lovely historical building,” says Yabu. “This type of open master design is really difficult to find in urban settings. In Los Angeles, we can allow for all of that openness, while at the same time push the design forward.” Adds Pushelberg: “We believe Century Plaza truly captures that easy, carefree, sophisticated lifestyle of Los Angeles.”



Top: Park Hyatt, New York.
Bottom: Four Seasons, New York.
(Photos: Courtesy of Yabu Pushelberg)



Duplex Residence Living Room,
Fairmont Century Plaza Residences

Rendering by DBOX

THE MONUMENTAL FACES OF JAUME PLENSA



“I’m trying always to create a place where people could meet and share dreams”

He’s press-shy and doesn’t do many interviews. But that hasn’t prevented Spanish artist Jaume Plensa—whose name even vaunted gallerists can’t properly pronounce—from having an outsize voice. His large-format public sculptures, mostly of human faces, have become pilgrimage sites for a certain set of art travelers to the waterfront of Antibes, France; the Burj Khalifa in Dubai; and a sculpture garden in Des Moines, Iowa. He works alone, in complicated media (water, light, sound, glass, 3-D printed metal) to express a complicated subject: silence.

“In my work, I am constantly striving to create silence in the poetic meaning: a space where people can be with their own ideas in a very free way,” he explains from his Barcelona studio. “We are in a noisy moment, inundated with messages, sounds, ideas. We no longer know if we are speaking our own ideas or just echoing someone else. Silence needs to be created to exist.”

Create it he has. For the past two decades, he has focused primarily on the human form, erecting massive heads in Chicago’s Millennium Park to commemorate its 10th anniversary, each representing a voiceless girl with her eyes closed, who seems to teeter between youthful innocence and feminine power. Nearby was his *Crown Fountain*, two 50-foot-tall towers projected with video images of

1,000 Chicago residents who seemed to be spitting water into the fountain below. “I’m trying always to create a place where people could meet and share dreams,” he says of that piece.

Though ephemeral, Plensa’s work is enduring. He has won dozens of prizes and is collected by museums from Toledo to Boston, Vienna to Madrid. This private man just on the shady side of 60 relishes in the opportunity to create a conversation where there seemingly was no room for one—as with his monumental piece (a closely guarded secret) for the plaza of the revitalized Century Plaza.

“In LA, I hope to create a space that both brings us together, to share ideas, to share life, and yet also to give forth the essence of silence, which allows us to dream and to look inside oneself,” he explains.

It’s a lofty goal, but Plensa has pulled it off before. Touching on themes of environmentalism, water resources, and even freedom of speech, the artist and his work have the ability to quietly unite diverse people in intriguing conversation. “In my work in the public realm, my sculptures have the incredible fortune of becoming these beautiful, sometimes unexpected gathering places—modern day agoras at the intersection of life,” he explains. The central plaza of Century Plaza is exactly the right place for such a gathering.



Adjacent page: Artist portrait by Laura Medina (Courtesy of Plensa Studio Barcelona). Top: *Awilda* (2012), Rio de Janeiro, Brazil (Photo: Leo Aversa). Middle: *Air, Water and Void*, Augsburg, Germany (Photo: Jürgen Diemer). Bottom: *Crown Fountain* (2000–2004), Chicago (Photo: Steve Hall @ Hedrich Blessing).

GETTING TO KNOW JAUME PLENSA

First off, pronounce his name right: “Djaumay.” Next, understand where his works can be found across the globe. The artist is represented by Richard Gray Gallery in New York and Chicago, and pieces for sale are quickly snapped up by collectors such as entrepreneur John Pappajohn and Jorge M. Pérez, founder of Miami’s Pérez Art Museum (Plensa’s *Looking Into My Dreams*, *Awilda* has recently been located at the museum’s adjoining Museum Park).

Here are a few other places to see Plensa’s figurative sculptures, often made from a latticework of letters:

Washington, USA – Echo was first on view in Madison Square Park in New York, but is now a permanent fixture at the Olympic Sculpture Park at the Seattle Art Museum.

Antibes, France – Nomade was commissioned to sit on the sea wall that juts out into the Mediterranean, in the same town as the Musée Picasso.

Kagawa Prefecture, Japan – Ogijima’s Soul was commissioned by the City of Takamatsu and stands overlooking the Seto Inland Sea.

Ohio, USA – Spiegel represents the silhouettes of two crouching people and is installed in the Georgia and David K. Welles Sculpture Garden at the Toledo Museum of Art, in Ohio.

London, UK – Breathing is a 33-foot-tall glass spire that is lit up at night, and projects a beam of light 3,000 feet into the sky to mark the 10pm news hour. It is meant to be a memorial for the reporters who died on assignment while seeking the truth.

Dubai, UAE – World Voices occupies a prime spot inside the lobby of the tallest tower in the world, the Burj Khalifa.

Virginia, USA – El Corazón de las Palabras stands in front of the USA Today headquarters in McLean.

THE EXEMPLARY NEIGHBOR

Westfield Century City is redefining the retail experience, creating a destination for more than just consumption.

Among its 1.2 million square feet of boutiques, flagships, restaurants, and parking will also stand 8 acres of public space. That means an outdoor dining district, walkable plazas, tree-lined paths, an entertaining space, and shelters to chill out beneath on a sunny Los Angeles day.

Anchor tenants include the West Coast's first Eataly, where residents of Century Plaza and its surrounding areas can pick up fresh fish or prepped produce from the vegetable butcher. Bloomingdale's, Nordstrom, and Macy's will erect their most impressive outlets here, while 200-plus other retailers spanning all manner of lifestyle needs from sports equipment to edgy fashion will also plant flags in Westfield Century City.

This innovative retail experience was born from an utterly Angelino way of living, in which getting outside is always the goal. More than \$950 million has been spent in designing the ultimate shopping destination, so that parking takes seconds, not minutes. To encourage a car-free way of life, the Purple subway line will extend adjacent to Westfield, storage and changing facilities for cyclists will be on site, and free Wi-Fi will mesh the entire acreage so visitors can spend the day worry-free without missing a message.

Along with all the foot traffic and cutting-edge programs being developed for the site, Westfield is committed to revitalizing this critical intersection of Los Angeles through economic growth. Westfield Century City is creating some 10,000 new permanent retail and construction jobs and is projected to generate \$1.4 billion in economic output for the community.

Along with its neighbors, Westfield will continue to complement Century Plaza as Los Angeles' hub of arts, entertainment, dining, retail, and modern living.



Renderings of the planned redevelopment of Westfield Century City. (Courtesy of Westfield)



For more information about Century Plaza:

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