

# Shining the spotlight on a Hollywood facelift.

In Hollywood's heyday of the 30s and 40s, glamour soared to new heights. Literally. The klieg lights swept across the night sky more frequently than Fred Astaire swept across the dance floor - illuminating the heavens above movie premieres and Tinsel Town's royalty as they walked the red carpets. Those ubiquitous and dramatic lights were the inspiration for the exterior renovation of Best Western Plus, Hollywood Hills. Frequently described as the closest hotel to the Hollywood sign.

The 84-year-old, 86 room, non-descript brick building had not had a facelift since the 70s. And it needed to compete for attention and guests in a city infamous for facelifts and filled with younger and hipper boutiques. A black and white photograph of the clash of klieg lights against the night sky was the basis for a dramatic, pixelated mural that is the hotel's paint job. The rest of the changes to the facade took off from there. That's where Trespa® came in to supply the panels for the louvers and entry canopy.

## Trespa® stands the test of time.

According to principal architect, Brian Lane of Koning Eizenberg Architects, "The reason we ended up with Trespa® is we wanted something that was super durable. We wanted it to be inert, dimensionally stable . . . something that wouldn't need to be touched over time." He goes on, "It had to work on its own without anybody attending to it every year. The black solid we chose plays with the old-school Hollywood black and white. In the end, it came out much more economical per square foot than the competition."

The eye-popping and illusion-forming hole punch patterns in the Trespa® Meteon® panels not only mimic the klieg light mural, they cast shadows during the day that also duplicate the look of those iconic lights. Newsom Design worked with Koning Eizenberg in development of the patterns of holes. When all was said and done, there were 16 different patterns of holes making every awning slightly different than the ones next to it.



Motley Crue to Mickey Mouse. The 84-year-old Best Western Plus Hollywood Hills at 6141 Franklin Ave. after a \$2 million renovation. It has played host to a variety of guests from famous rock and rollers to Midwesterners in Southern California to visit Disneyland.



TRES|SPA®



16 different patterns of holes were designed for the awnings and entryway. The complicated design required a CAD file to complete.

“The only restriction we gave the designers and fabricators was they couldn’t have a hole closer than 3/4” from the edge of the panel, or 3/4” from each other.” says Greg McAloney, representative for Trespa®. He also comments that “The architects looked at a lot of different products, but chose Trespa® because the color doesn’t fade, water doesn’t affect it, and it’s very easy to clean. In addition, it always remains very flat and doesn’t droop like other materials.” The installation of these ‘holy’ panels not only provided the pizzazz the owners were looking for, they cover up unsightly window air conditioning units while providing shade for the rooms without compromising the views.

Mere months after the installation, the strongest Santa Ana winds in ten years tested the durability of the panels, and architect, Brian Lane was pleased to note that they held up perfectly. It seems that just like Hollywood, the hotel and the Trespa® will endure beautifully over time.

### **Trespa®: an innovative market leader**

Trespa® International BV is a world leader in the development, production and delivery of high-performance, high-quality panels for exterior cladding, decorative facades and interior surfaces. Using unique in-house technologies for the manufacture of exceptionally durable products, Trespa® is continually setting new standards in the building sector, life-style settings and environmental awareness.

#### **Architect:**

Koning Eizenberg Architects

#### **General Contractor:**

City Constructors, Inc.

#### **Certified Fabricator:**

California Panel Systems

#### **Awning Design:**

Newsom Design

#### **Material used:**

Trespa® Meteon® panels Black A90.0.0

#### **Panel texture:**

Satin



TRE|SPA®