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ICONIC NEW DEVELOPMENT “THE HOLLYWOOD” HOSTS UNDERGROUND ART EVENT

*World renown Graffiti artists will create one-of-a-kind, permanent murals on the walls
of the subterranean parking garage during the invite-only bash*

HOLLYWOOD, CALIF. (May 15, 2008). Giving new meaning to the expression “Underground Art,” multiple internationally known Graffiti artists are creating murals for an exclusive event to be held Thursday, May 29, 2008 from 7 to 10 p.m. at the newly completed Modernist condominium residences, The Hollywood. The artists will complete large-scale murals on the walls of the building’s parking garage while guests mingle and enjoy catered food, a full bar and music provided by a well-known Los Angeles DJ.

A place where architecture meets art meets décor, The Hollywood is located in the heart of Hollywood, just steps from Hollywood and Highland. The building, which was designed by award-winning, third-generation Los Angeles architect Stephen Kanner, pays homage to Mid-Century Modern architecture with clean lines and stark white interior walls, punctuated by soaring ceilings and windows.

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“Building a high-quality, Modernist project like The Hollywood is a testament to the revitalization of this historic area. For that reason, we’ve asked the artists to be inspired by the site’s notable place in Hollywood history and to use those themes in their murals,” says Mel Kimman, partner in Metro Modern Development, a privately-held development company based in Los Angeles and the developer of The Hollywood.

The Hollywood’s Yucca Street site was once home to the Villa Capri Restaurant, a favorite haunt of the Rat Pack, among other Hollywood royalty. The site’s history is proudly referenced in the lobby, which has an interpretive replica of the famous Hollywood sign on the wall. While old Hollywood was the inspiration for the project’s mid-century look, the fixtures and finishes are strictly state-of-the-art. The 54 residences (including 11 penthouses) feature Pedini kitchens (the first time Pedini has agreed to furnish anything other than a custom home in the U.S.); Caesar Stone countertops; Terrazzo flooring in kitchens and baths; designer lighting and plumbing fixtures by Kurt Versen, Begas Duravit and Hansgrohe; black walnut living room flooring; custom built back-lit mirrors with integrated color-correcting light system; among many other amenities, including multiple eco-friendly green features as well as today’s in-demand techno-centric features.

Upon completion, the garage murals will become a permanent and unique feature of Hollywood’s newest and most exclusive residential enclave, turning what is often an overlooked utilitarian space into a venue for appreciating art on a daily basis.

In addition to the party on the garage level, prior to the main event, a VIP pre-party will take place in the one of Penthouse Suite at The Hollywood. The space, which offers sweeping views of Los Angeles and the Hollywood Hills, has been completely furnished and decorated by LIMN LA, the new Los Angeles outpost of the cutting-edge San Francisco design and furnishings store.

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About The Hollywood

The newly opened residential development, located at 6735 Yucca Street, offers secure living in a vibrant urban environment. The project's two- and three-bedroom homes range in size from approximately 1,160 to 2,200 square feet. Many of the units offer spectacular city views, a sense of spaciousness with loft-height ceilings and floor to ceiling storefront windows, and upscale appointments. The homes feature stainless steel appliances, large master suites, fireplaces and private balconies. The Hollywood offers controlled access, camera security, alarm systems; 24-hour doorman service; and the convenience of two levels of subterranean parking, which allows 2 1/2 spaces per residence. Residents also enjoy a resort-style pool, gym and sports lounge. For further information, please call 323.462.4200, or visit www.livethehollywood.com.

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