



Contact: Bonnie Goodman  
For Grand Park  
213-308-9539 direct  
bgoodman@goodmancommunicationsgroup.com



**FOR IMMEDIATE RELEASE**

**THE MUSIC CENTER ANNOUNCES WINNER OF GRAND PARK SHADE STRUCTURE DESIGN COMPETITION  
-- Multi-Dimensional Concept, *Paper Airplane*, Captures the Hearts and Minds of Angelenos --**

**LOS ANGELES (March 31, 2016)** – [The Music Center](#) announced the winner of its design competition – [A Cooler Grand Park](#) – which asked Los Angeles-based visual artists to submit creative concepts for the inaugural design of a permanent shade structure to be installed in [Grand Park's](#) Olive Court. This highly trafficked section of the “Park for Everyone,” located between Grand Park’s iconic fountain and the park’s Performance Lawn, is often the site for special events and activities and is home to weekly food truck visits. Local artists, Elenita Torres and Dean Sherriff, developed the design known as *Paper Airplane*, which features 11 large overlapping silhouettes of giant white paper airplanes large enough to shade most of Olive Court and made of a mesh-like material. The planes appear to be soaring over the park as they curve gracefully upwards. According to Torres and Sherriff, each plane represents one incorporated city in Los Angeles County, with the design in its entirety representing the 88 incorporated cities in the County.

Funds for the development and installation of the structure were provided by the Goldhirsh Foundation’s My LA2050 Grants Challenge, which sought creative and innovative solutions to shape a better Los Angeles. The grant received by The Music Center will make it possible for Grand Park visitors to enhance their enjoyment and comfort by gaining much-needed UV protection, while increasing the park’s potential as the site for performances, exhibitions and festivals. The competition received 59 submissions. *Paper Airplane* will be featured in the park for two years.

According to Rachel Moore, president and CEO of The Music Center, the new shade structure will go a long way towards making Grand Park even more accessible and enjoyable. “Since Grand Park opened in 2012, we have made it possible for more than one million Angelenos and visitors from all over the County to play; engage in the arts and cultural celebrations in a safe, vibrant green space; and, for those who live and work nearby, to enjoy a quiet retreat,” Moore said. “Now, with the *Paper Airplane* shade structure, we will not only meet the needs of the growing audiences who have made Grand Park their favorite place to gather, but will also add to the iconic nature of this beautiful space,” she added.

The Music Center invited emerging and established professional Los Angeles visual artists with a minimum of three years’ experience in the field to submit designs. Selection was made by a public vote with input from a selection committee and was based on design (originality of concept, use of space, skill with which the artist composes stylistic

**-- more --**

## The Music Center/Grand Park Shade Structure Design Winner/Page 2

elements, mastery of technique and materials, and relevance to Grand Park's identity); the artist's credentials (education and training as an artist; awards, critical response, artist-in-residencies, or other activities demonstrating professional practice); and an interview. All designs were reviewed by the fabricator for feasibility and practicality.

"While we reviewed some incredibly creative concepts, *Paper Airplane* was the overwhelming favorite," said Grand Park Director Lucas Rivera. "The concept's uniqueness, as well as its ability to capture the dynamic nature of Grand Park and the spirit and personality of the multiple generations who enjoy the park, were both powerful and compelling and make *Paper Airplane* an exciting choice," he explained.

Torres and Sherriff explain their design reflects the hopeful nature of Grand Park with a universal concept – the paper airplane – that appeals to all ages and is understandable no matter what language one speaks. Like the park's emphasis on providing free, accessible programming, the artists describe the paper airplane as free to create. In this case, the design, while simplistic in individual form, is complex as a unit, and showcases the motion of flight and banking to reflect the flow and contours of the paths within the park. According to Torres and Sherriff's submission, "The movement of taking flight represents the feeling of our spirits being lifted, similar to the calmness one experiences in Grand Park. All of the plane are individuals...yet flow together, immersing and interacting as one...they all fly differently...Every time you create a paper airplane, you create a different experience. Some will soar into the sky; some will dive into the ground; and some will fly further than you ever thought possible...Our intent is to not only have the paper airplanes serve as shade, but also provide another striking focal point for the park, visible from all angles to bring people in from afar and in every direction."

The artists chose white as the main color for the planes to provide a neutral palette that would complement the surrounding garden landscape, add an element of elegance and symbolize peace.

Collaborating on projects for years, ranging from architectural model-making to campaign advertisements, both Torres and Sherriff have been creating art from a young age. As a child, Torres was particularly attracted to newspaper and magazine advertisements for their ability to engender emotion quickly and effectively. Now an art director and owner of Mint Sauce Productions, Inc., she considers herself a very conceptual person who sees the big picture in an idea and endeavors to provide the best solutions to any challenge. Sherriff comes from a family with three generations of architects, where art and design were a part of his daily life as a child. Drawing since he was three, Sherriff says his work always received positive response, which was very empowering. Currently an illustrator who works in the film industry, he continues to be inspired by his surroundings and can see things in their true form and substance, drawing to evoke emotional responses and show others who he is.

The Music Center anticipates the new shade structure will be mounted in early June of this year.

-- more --

**About Grand Park**

A vibrant outdoor gathering place, Grand Park is a beautiful public park for the entire community in Los Angeles County. With expansive green space for gatherings large and small, Grand Park celebrates the county's cultural vitality and is host to community events, cultural experiences, holiday celebrations, and many other activities that engage and attract visitors from all communities. The 12-acre Grand Park stretches from The Music Center on the west to City Hall on the east, and is easily accessible by Metro via the Red/Purple line to the Civic Center/Grand Park station. The park was named one of American Planning Association's 10 "Great Public Spaces" in the U.S. for 2013. Working closely with the county, The Music Center is responsible for all operations and programming for the park. For more information, visit <http://grandparkla.org/> and follow Grand Park on Facebook and Twitter (@GrandPark\_LA).

**About The Music Center**

The Music Center is Los Angeles' home to the world's greatest artistic programs and events. With four iconic theaters and four renowned resident companies – LA Phil, LA Opera, Center Theatre Group and the Los Angeles Master Chorale – and recognized for its illustrious dance programming, Glorja Kaufman Presents Dance at The Music Center, The Music Center is a destination where audiences find inspiration in the very best of live performance, as well as nationally recognized arts education and participatory arts experiences. The Music Center also programs and manages Grand Park, a 12-acre adjacent greenspace, with year-round free programming. For more information, visit [musiccenter.org](http://musiccenter.org) and follow The Music Center on Facebook and Twitter (@MusicCenterLA).

**About the Goldhirsh Foundation**

The Goldhirsh Foundation ([www.goldhirshfoundation.org](http://www.goldhirshfoundation.org)) connects the dots between the best emerging innovations and the financial, social, and human capital to make them thrive. The organization finds smart people doing creative things and provides them the tools to do them better. The Foundation's largest and most ambitious effort is LA2050, an initiative driving and tracking progress toward a shared vision for the future of Los Angeles. LA2050 is centered on five unique goals to make LA the best place to learn, create, play, connect and live by the year 2050. To join the effort, learn more at [la2050.org](http://la2050.org) and follow LA2050 on social media @LA2050.

# # #