



MEDIA RELEASE

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NEW 3D ARCHITECTURAL FLY-THRU AND RENDERINGS RELEASED FOR FARMERS FIELD, EVENT CENTER AND LOS ANGELES CONVENTION CENTER MODERNIZATION DURING INTERNATIONAL VENUE CONFERENCE

LOS ANGELES (May 8, 2012) – A newly created **3D Architectural “Fly-Thru” including animations** of Farmers Field and Event Center, a redeveloped Gilbert Lindsay Plaza, new adjacent parking structures and a modernized Los Angeles Convention Center (including some interiors) was released today by architects and developers associated with the project. The “premiere” of the fly-thru video took place during a roundtable panel presentation taking place as part of the opening session of the international **Stadia Design & Technology EXPO 2012** conference held at the Los Angeles Convention Center.

Stadia Design and Technology Expo 2012 is North America's must-attend annual convention for anyone involved in the operation, refurbishment or new-build of a sporting venue.

Participants on the “Farmers Field Roundtable” were Tim Romani, President & CEO of ICON Venue Group and Project Manager of the entire development, Ted Tanner, Executive Vice President, Development, AEG (developers of Farmers Field) and Pouria Abbassi, General Manager of the Los Angeles Convention Center. Also included on the panel were principals from the architectural firms working on both the Convention Center modernization and Farmers Field elements of the development respectively were Todd Voith, Senior Principal, Populous and Ron Turner, Director of Sports/Entertainment, Gensler. Jon Coxeter-Smith, Founder & CEO Sagacity MCS Limited and Lead Conference Moderator led the discussion.

The fly-thru was a collaboration of four architectural firms and three rendering firms and was created to visually showcase the look and feel of a fully-completed L.A. LIVE Sports and Entertainment District (including the Convention Center’s public spaces) during conventions, community events, football games and major events. The video, which includes 11 still renderings and over 20 animated sequences, required a significant amount of collaboration among the architects currently working on designing a variety of elements to be incorporated within the design drawings now under development.

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“Today’s new look into Farmers Field, the Convention Center and surrounding public spaces shows the latest examples of the creativity and functionality that our architects, designers and other consultants are providing throughout the on-going development process,” said Ted Tanner, Executive Vice President, Development, AEG. “With last month’s release of our draft Environmental Impact Report and the continued work being done by our architects, we continue to make progress on the development of design drawings.

The opening segments incorporate recently recorded HD aerial footage of L.A. LIVE with rendered depictions of the new Convention Center Hall, Farmers Field, the redesigned Gilbert Lindsey Plaza and two new parking structures. All of the aerial segments were rendered by California-based Focus 360. Of particular interest in the aerial segments was the collaboration by Farmers Field Architect Gensler, New Hall architect Populous, designer of the Gilbert Lindsey Plaza concept Melendrez, and parking structure architects HNA Pacific to ensure the accuracy of the district upon completion.

The Los Angeles Convention Center experience segments of the video were rendered by Arnold Imaging with design input from architect Populous. The animations depict the new Convention Center Hall spaces including a new lobby above Pico Boulevard, Pre-function Space, and what will be the largest Multi-purpose ballroom in Los Angeles using the LA Auto Show as a case study. Additional rendered spaces include over one million square feet of contiguous convention center space and integrated meeting spaces in Farmers Field.

The Community Experience segments of the video were rendered by Arnold Imaging with design input from design firm Melendrez. The community experience shows the redesigned Gilbert Lindsey Plaza during a variety of events including a farmers market, winter carnival, and various entertainment events.

Finally, the Game Day Experience segments of the video were rendered by V Studios for the Farmers Field architect Gensler. The animations depict the new 15,000-person tailgate along Chick Hearn Way and the Nokia Plaza with a full fly-thru of Farmers Field during a Sunday Football game.

In addition to unveiling the new video, panelists made presentations on sustainability features being incorporated into the design of Farmers Field, benefits of the modernization plans to the operators of the Convention Center, flexibility and functionality of Farmers Field’s design, the funding model and timeframe moving forward.

The new 3D Architectural “Fly-Thru” including animations can be found at:
www.farmersfield.com

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