

PLEASE DO NOT ENTER

PROJECTION

BY VINCENT LAMOUREUX

CASE STUDY: PLEASE DO NOT ENTER - *PROJECTION* BY VINCENT LAMOUREUX



PROJECTION WAS A SITE-SPECIFIC INTERVENTION ON THE SUNSET PACIFIC MOTEL PROPERTY IN SILVER LAKE, LOS ANGELES BY FRENCH ARTIST VINCENT LAMOUREUX. THE INSTALLATION HAS BEEN PRODUCED BY DOWNTOWN LA BASED PROGRESSIVE MEN'S LUXURY RETAIL AND EXHIBITION SPACE PLEASE DO NOT ENTER.

PROJECTION IMPERMANENTLY TRANSFORMED THE DERELICT STRUCTURE OF THE INFAMOUS "BATES MOTEL", ALTERING THE PUBLIC'S PERCEPTION AND TEMPORAL EXPERIENCE OF THE SITE. THE ARTIST COVERED THE ENTIRE BUILDING IN WHITE OPAQUE LIME WASH, INVITING VIEWERS TO SPECULATE, INFER AND PROJECT THEIR OWN IMAGININGS ONTO THE STARK WHITE STRUCTURE. BY DRAMATICALLY PUNCTUATING LOS ANGELES' URBAN LANDSCAPE, *PROJECTION* BECAME AN OPEN-ENDED INVITATION TO EXPERIENCE AN INDETERMINATE SPACE.

PROJECTION INDUCED BOTH AN APPEARANCE AND A DISAPPEARANCE; IT REVISITED OUR EXISTING LANDSCAPE WITH NEW EYES AND ENVISIONED THE BUILDING'S SURFACES AS SCREENS FOR THE PROJECTION OF OUR DESIRES.

ESSENTIALLY THE MOTEL – AN INCARNATION OF IMPERMANENCE AND PASSAGE – REMAINED CLOSED. THE LIME WASH ADORNMENT THUS RE-IMAGINED THE BUILDING AS AN ARCHITECTURAL MODEL TRANSPOSED IN AN URBAN ENVIRONMENT. IMPENETRABLE, IT PRESERVED THE INDETERMINATION THAT NOURISHES OUR CURIOSITY AND IMAGINATION.

PROJECTION CALLED FOR AN ECONOMY OF MEANS, BROUGHT REVELATION TO A SITE SUDDENLY FIXED IN TIME, INFORMING A SPATIAL-TEMPORAL TRANSFORMATION.

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TARGET AUDIENCES

ART WORLD

ARTISTS AND ARCHITECTS; ART CURATORS AND STUDENTS; MUSEUM DIRECTORS AND DONOR GROUPS; CULTURAL ORGANIZATIONS AND TOURISTS; PRIVATE DEALERS AND COLLECTORS; INDUSTRY AND OPINION LEADERS; AND PHILANTHROPISTS AND DONORS.

MEDIA LANDSCAPE

EDITORS, CRITICS AND WRITERS FOR MAJOR MAGAZINES, NEWSPAPERS, AND ONLINE PUBLICATIONS; PRODUCERS AND HOSTS OF BROADCAST TV AND RADIO; ALL ARTS, CULTURE, FASHION, LIFESTYLE, AND BUSINESS OUTLETS ACROSS PRINT, BROADCAST, AND ONLINE MEDIA.

SOCIAL WEB

INFLUENCER ACCOUNTS AND ART WORLD COMMUNITIES ON FACEBOOK, TWITTER, INSTAGRAM, TUMBLR, PINTEREST, VIMEO, YOUTUBE AND GOOGLE+.

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GOALS

- INSPIRE AWARENESS OF AND CRITICAL RESPONSE TO *PROJECTION* AND RELATED PROGRAMS AMONG ITS KEY INFLUENCERS IN THE ARTIST COMMUNITY, CULTURAL INSTITUTIONS, AND INTERNATIONAL AND REGIONAL ART, ARCHITECTURE, AND LIFESTYLE MEDIA
- DELIVER CLEAR AND COHESIVE MESSAGING THROUGH SOCIAL MEDIA, RESPONDING TO PUBLIC'S REACTION AND INFORMING ABOUT AND ENCOURAGING ENGAGEMENT WITH RELATED EDUCATIONAL AND PUBLIC PROGRAMS
- PRESENT *PROJECTION* AS A SITE-SPECIFIC AND EPHEMERAL ARCHITECTURAL INTERVENTION AND PUBLIC ART WORK, THAT WILL INSPIRE, INFORM, TRANSFORM AND PRESERVE THE ICONIC SUNSET PACIFIC MOTEL AND ITS SURROUNDINGS
- ENSURE HIGH LEVEL ATTENDANCE AMONG THE ARTS AND CULTURAL COMMUNITY AT OPENING EVENTS AND THROUGHOUT THE DURATION OF THE PROJECT
- POSITION PLEASE DO NOT ENTER AS AN ACTIVE PLAYER IN THE LA CONTEMPORARY ART SCENE AMONG KEY AUDIENCES AND INFLUENCERS

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RESULTS

- *PROJECTION* WAS ONE OF THE MOST TALKED ABOUT PUBLIC ART INSTALLATIONS OF 2015, HELPING TO DEMOCRATIZE PUBLIC ART PROJECTS
- INCREASED AWARENESS OF PLEASE DO NOT ENTER AND VINCENT LAMOUREUX WAS GAINED VIA PLACEMENTS IN HIGH IMPACT MEDIA OUTLETS AND WORD OF MOUTH
- ENHANCED THE VISIBILITY OF PLEASE DO NOT ENTER AND ITS POSITION AS AN IMPORTANT PLAYER IN THE LOS ANGELES CONTEMPORARY ART SCENE
- *PROJECTION* BECAME A SENSATION ON INSTAGRAM WITH OVER 2.6 M. IMPRESSIONS DURING THE OPENING WEEK – IT NOT ONLY WENT VIRAL, BUT ALSO HAD AN IMPACT INTERNATIONALLY
- PLEASE DO NOT ENTER'S SOCIAL MEDIA ACCOUNTS GAINED A NOTABLE INCREASE IN FOLLOWERS AND RECORDED AN IMPRESSIVE AMOUNT OF IMPRESSIONS AND PROFILE VISITS, POSTS ACCOMPANIED BY THE HASHTAG #PROJECTIONLA HAD AN OUTSTANDING ENGAGEMENT, REACH AND IMPRESSION RATE

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SELECT COVERAGE

ARCHITECTURAL DIGEST



DAILY AD
 A SEEDY FORMER MOTEL IN L.A. FINDS A NEW LIFE—IN THE AFTERLIFE

A closer view of the billboard and second level of the motel, with a painted palm tree behind it.

Using several coats of eco-friendly limewash, Paris-based sculptor and installation artist Vincent Lamouroux, in collaboration with the downtown Los Angeles gallery Please Do Not Enter, transformed the condemned motel into a work of art called Projection, which will stand—and naturally fade over time—until the building is ultimately demolished at an unspecified date. Lamouroux had previously applied this whitewashing technique to trees in Paris's Parc des Buttes-Chaumont and the French open-air contemporary art space Vivit des Fontès, but the Bates Motel, vacant for nearly two decades, had caught his eye much earlier.

SUNSET PACIFIC MOTEL COATED WHITE BY FRENCH ARTIST



The Sunset Pacific Motel, also known as the 'Bates Motel' to many Silver Lake residents, is getting a drastic makeover.



Vincent Lamouroux: Projection L.A.

LAWEEKLY

The Bates Motel in Silver Lake got its name because it's so much like the hotel in Hitchcock's Psycho. (Its actual name is the Sunset Pacific Motel.) A 2002 L.A. Times article eyed it as "one of the city's most dangerous parties." It's been dormant for a few years, but now L.A. artist Vincent Lamouroux is turning it into an installation, turning the façade and the billboard and trees that front it all perfectly white with lime wash. It's set to be completed for the public opening on April 26.

The New York Times



A Stylishly Secretive Store for Design-Obsessed Men in Los Angeles

Los Angeles — For much of the last year, the design obsessed made their way to downtown, where they entered a space we know as Brown Arts building and made the descent to the sixth floor. There, a dark egg-wood, oak-paneled, "Please Do Not Enter" bar that is, in fact, the name of the store.

Vincent Lamouroux has put his touch on a building nicknamed the Bates Motel — and the surrounding palm trees — turning it into a kind of post-apocalypse.

the guardian



Painting the town: artist whitewashes Los Angeles motel with sordid history

Just east of Hollywood, along Sunset Boulevard, San Silver Lake, a gentrified area commonly where the movie business once thrived. There's the old Mack Sennett Studio a few blocks south of the Vista Theatre, a Spanish revival movie palace, and a short distance south is where IMF Gullish built towering Babylonian movie sets for his 1930s film interludes.

MEN OF MYSTERY
 PLEASE DO NOT ENTER
 CULTURED MAGAZINE



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SELECT COVERAGE

Why An Artist Totally Whitewashed This Motel -- Palm Trees And All



GIZMODO

Some of the hundreds of photos tagged #batesmotel

Although I got to briefly step inside, the property will remain closed to the public — even the razor wire atop the chain-link fence was painted white. There's no signage (although you might catch wind of a *hairlog* that helps explain the price), just a security guard. He might serve as a de facto docent, but he also needs to be there due to the property's history.



You Can Check It Out
The French artist Vincent Lamouroux projects his ideas onto the "Bates Motel."

April 27, 2015 9:24 PM | by Michael Stomke

Fifteen years ago, on a trip to Los Angeles, the French artist Vincent Lamouroux discovered the derelict Sunset Pacific Motel, a building known to Silver Lake residents as the "Bates Motel." "It was abandoned," says Lamouroux, who has spent the past week coating the entire site in lime, from the attached billboards to the sidewalks—not to mention the surrounding palm trees and razor wire fence—for his latest public art intervention, *Projection*.

W



Don't be surprised if you see driving down Sunset Boulevard in Silver Lake and are startled by a cluster of white satellite trays on the horizon, writes *Melody Roberts* who spent many years living in Los Angeles. *Artforum* (Emmanuel Bourdieu, camera with Galia Weintraub). Please Do Not Enter a Christo-like conceptual project by artist Vincent Lamouroux.

Vincent Lamouroux Whitewashes Palm Trees in Projection

VOGUE

...er of Sunset and Bates in Los Angeles this week will have seen French artist Vincent Lamouroux's temporary whitewashed art installation, *Projection*, which features a bevy of blanché palm trees flanking an equally chalky Sunset Pacific (a.k.a. "Bates") Motel. Far from blending a spectral scene elicits an immediate if you're looking for an equally high-in your makeup this season, we'd suggest the recent Kenzo show in Paris, had Mey swapped the usual false-lash wig for an extended wing of matte white pigment, which brought an unexpectedly fresh and clean note to the face. Here, five alabaster liners that prove white is the new black.

White Is the New Black: 5 Graphic Eyeliners for a Standout Look

Street art : un motel fantôme sur Sunset Boulevard



Le Monde

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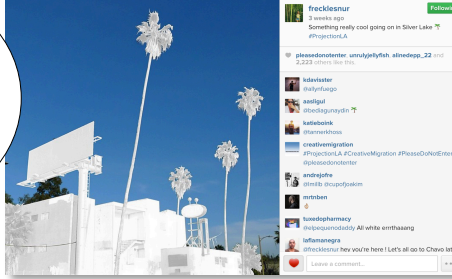
SELECT SOCIAL MEDIA POSTS



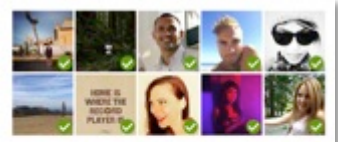
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@FRECKLESNUR
96K FOLLOWERS



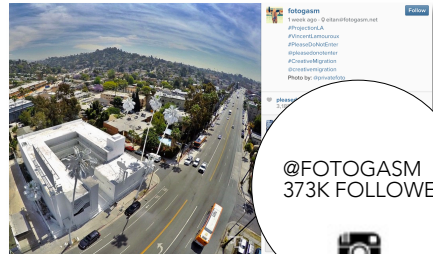
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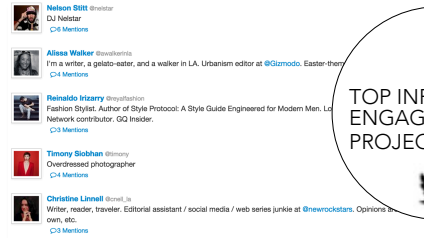
3.9k went

253 maybe

OVER 380K PEOPLE REACHED VIA FACEBOOK EVENT PAGE



@FOTOGASM
373K FOLLOWERS



TOP INFLUENCER ENGAGING WITH PROJECTION



@CULTURED_MAG
26K FOLLOWERS

