

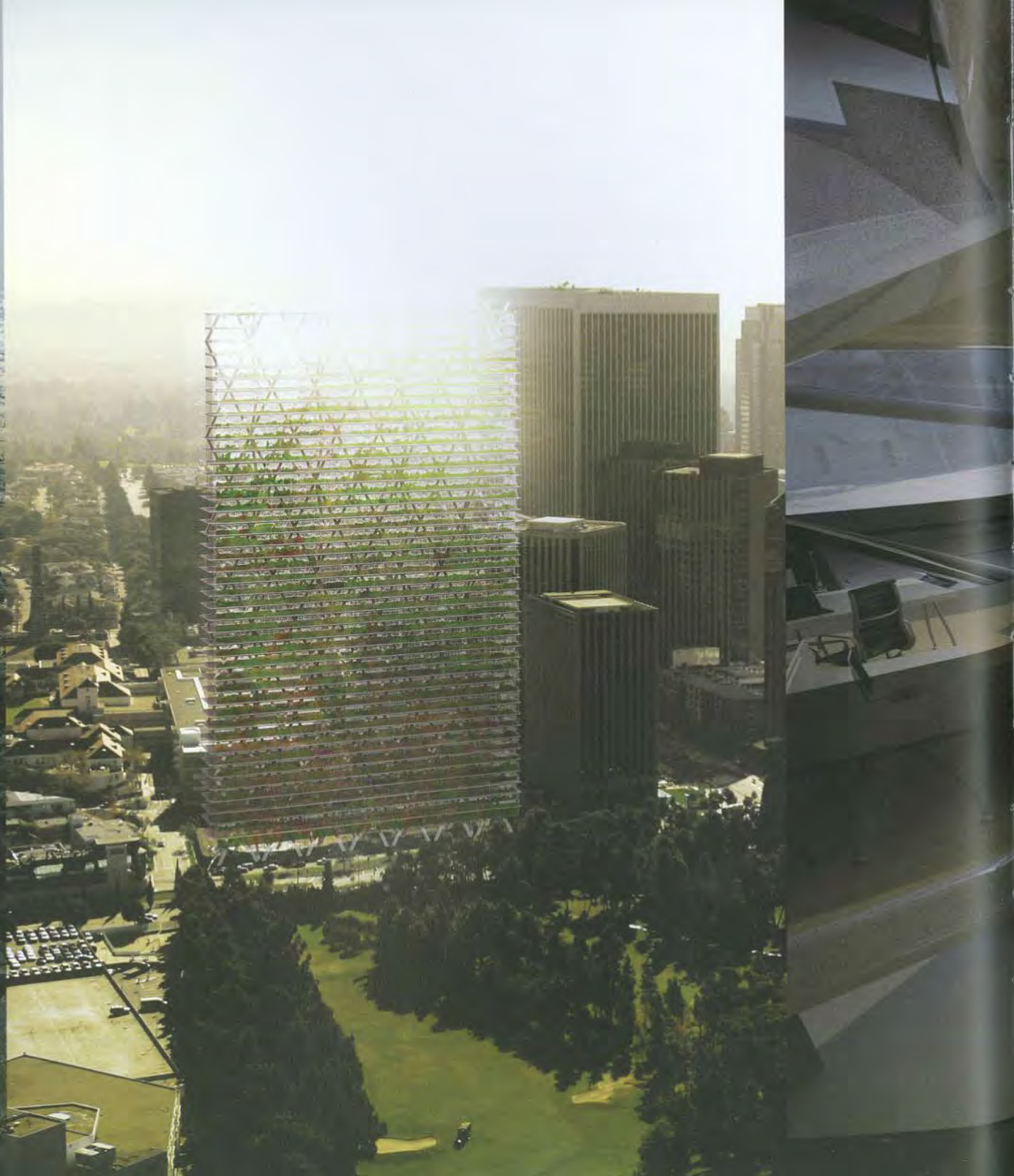
NEVER BUILT LOS ANGELES

LA

GREG GOLDIN

SAM LUBELL

foreword by THOM MAYNE





BD

SB

B+U FIRESTONE MIXED-USE OFFICE BUILDING

2009

World-class landmarks don't often sprout up in Downey, an industrial city located southeast of downtown Los Angeles. But that didn't stop L.A. firm B+U from proposing a striking mixed-use building for local financier Jesse Flores.

Located on Downey's swarming main thoroughfare, Firestone Boulevard, the three-level structure would include a cafe, retail spaces, and a ground-floor plaza with two levels of office space above, all configured around a central atrium opening to the street.

Wrapping the building—and providing its wow factor—would be a swooping enclosure system made up of ornately braided layers of fabric with varying levels of transparency. The insulated fiberglass fabric would provide consistent shading and daylight levels inside. On the ground floor, a glass facade would open up retail spaces to the street. The firm also designed undulating landscaping to link an outdoor seating area to the boulevard.

While the project looked quite complex, firm partner Herwig Baumgartner pointed out that the fabric system that made the building pop was relatively affordable and easily installed. The city was receptive to the project, seeing it as a way to revitalize the southeast L.A. community. But Downey never experienced the Bilbao effect, as yet another project was sucked into the vortex of a sinking economy.



Fabric roof and large opening illuminate sweeping bridges.

Swirling landmark for one of the nation's busiest intersections



Never Built Los Angeles is a treasure trove of more than 100 visionary works that only saw the drawing board. These marvels include the energetic, the audacious, and the ludicrous. They consist of wholesale master plans; buildings of all types; parks, civic squares, green spaces, and public gathering points; monuments and follies, including some hilariously farcical amusement parks; and transit designs stretching in all directions over land and sea, adopting every foreseeable technology from monorail to flying bus. Through these never-built schemes, authors Sam Lubell and Greg Goldin explore the "what if" Los Angeles, investigating the values and untapped potential of a city that, to this day, is trying to solve the riddle of what it wants to become.

"The built environment of modernist Los Angeles has long been regarded as one of the world's greatest. This book reminds us how much greater it COULD have been had these potential treasures actually been realized. With this illuminating study, Lubell and Goldin have made an important contribution to the region's cultural and architectural history."

Thomas S. Hines, urban and architectural historian, UCLA

"Los Angeles has always been a city of dreamers. It is inspiring to see such a comprehensive collection of visionary concepts, plans, and proposals gathered in one place. *Never Built Los Angeles* will allow Angelenos to apply these innovative ideas as inspiration for how we continue to grow our world-class city."

Antonio R. Villaraigosa, mayor, city of Los Angeles

"We could rebuild Los Angeles a dozen times over with the visions in this book. They tell us a lot about the successes and failures of its teeming, experimental urbanism: utopian dreams, fantastic ad hoc reinvention, social innovations, technological futurism, full-frontal commercialism. But these modest proposals achieve a greater clarity because they weren't forced to go through the bother of becoming real. Lubell and Goldin have produced a fascinating history of a city that never was, but which ends up teaching us who we are, and who we might still become."

Alan Hess, author and architecture critic, *San Jose Mercury News*

Robert Alexander
Allison and Allison
Altoon + Porter
A. Quincy Jones/Frederick E. Emmons
Asymptote
Ateliers Jean Nouvel
Harland Bartholomew
Welton Becket
Harry Sims Bent
Gottfried Böhm
B+U
Charles Cheney
Coop Himmelb(l)ou
W. L. Couverly
Coverdale and Colpitts
Leo A. Daly
Daniel, Mann, Johnson and Mendenhall
J. R. Davidson
Christian de Portzamparc
Horace M. Dobbins
Duany/Plater-Zyberk
Duckett and Jenkins
Ehrenkrantz Eckstut and Kuhn
Peter Eisenman
Escher GuneWardena
Joseph W. Fawkes
Fletcher E. Felts
Field Operations
Frank Gehry
Harlan Georgescu
Michael Graves
Victor Gruen
Lawrence Halprin
Calvin Hamilton
Hanna/Olin
Hargreaves Associates
Hodgetts + Fung
Steven Holl
Hans Hollein
Hoops, Borbals
George A. Howard, Jr.
Arata Isozaki
Jerde Partnership
John Friedman Alice Kimm Architects
Johnson Fain
Kanner Architects
Roy Kappe
Gordon B. Kaufmann
Keating/Khang
George W. Kelham
Kelker, De Leuw
Pierre Koenig
Kohn Pedersen Fox
Kisho Kurakawa
Ladd and Kelsey
John Lautner
S. Charles Lee

Legorreta Arquitectos
Mia Lehrer
Michael Lehrer
Daniel Libeskind
Charles Luckman
Anthony Lumsden
Samuel Lunden
Mark Mack
Michael Maltzan
A. C. Martin
Meyer and Allen
Moffat and Nichol
Rafael Moneo
Moore Ruble Yudell
Morphosis
Eric Owen Moss
Moule and Polizoïdes
Murphy/John
Barton Myers
NBBJ
Richard Neutra
C. E. Noerenberg
Office for Metropolitan Architecture
Lorcan O'Herlihy
Olmsted Brothers
Hamid Omrani
Parkinson and Parkinson
I. M. Pei
Cesar Pelli
William Pereira
Rockwell Group
Ribera and Sue
Charles Mulford Robinson
C. H. Russell
Sasaki Walker
Lawrence Scarpa
Rudolph M. Schindler
SITE
Skidmore, Owings & Merrill
Robert Stacy-Judd
James Stirling
Joseph B. Strauss
Studio Works
Douglas Suisman
Tegart and Webb
Tod Williams Billie Tsien Architects
UNStudio
Aurele Vermeulen
Konrad Wachsmann
Sam Wacht
Wallace, McHarg, Roberts and Todd
Paul Williams
Harry Wolf
Frank Lloyd Wright
Lloyd Wright
Ben Wylde
XTEN

