

"Connecting Visitors to Cultural Events & Organization"

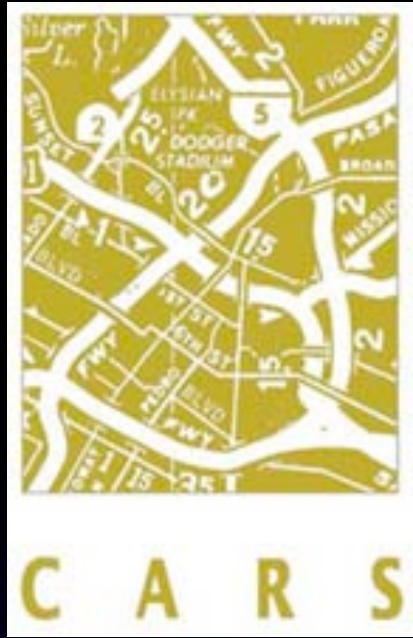
LA's Cultural Heritage Connections Conference
5.13.11



SPACE FINDER LA

Aaron Paley
Community Arts Resources

www.carsla.net



Community Arts Resources

With 25 years of experience, Community Arts Resources creates opportunities to engage with culture and community. Through the navigation of the urban landscape, CARSLA develops new models for the design and activation of public space. Our work is built upon the principles of strategic collaboration, connectivity, exploration and celebration.

www.carsla.net

Chinatown Summer Nights

*For four Saturday nights
this past August,
Angelenos discovered the
excitement and magic of
LA's hidden urban treasure*

*8/7 - 8/14 - 8/21 - 8/28
2010*

www.chinatownsummernights.com



But first, how we got there...



PPS
PROJECT FOR
PUBLIC
SPACES



*April 2009:
the CRA/LA engages New
York-based
Project for Public Spaces
to facilitate a community
visioning process to
enliven key public spaces
around Chinatown*



Making Chinatown A World-Class Cultural Capital beginning with Central Plaza, West Plaza and Bamboo Plaza

A Community Vision:

- *Exciting & Active*
- *Walkable*
- *Tasty*
- *Sustainable*
- *Bright*
- *Artistic*
- *Inter-generational*
- *Cinematic*



Making Chinatown A World-Class Cultural Capital beginning with Central Plaza, West Plaza and Bamboo Plaza

Short Term Improvements:

- *Organize a Night Market*
- *Bring Grand Star and Hop Louie Nightlife Outside*
- *Encourage Food Vending*



C A R S

December 2009:
the CRA/LA engages
Los Angeles-based
**Community Arts Resources
(CARS)** to translate the
community's placemaking
vision into a catalytic
project



What CARS found in Chinatown



- *pedestrian-friendly*
- *architecturally-significant*
- *new merchants, galleries, restaurants, and bars*
- *public transit accessible*



COCKTAILS

QUINN & BROS
GRAND STAR
Jazz Club

YOGA
YOGA



What CARS found in Chinatown

- *low foot traffic*
- *little to no night-time activity*
- *empty or closed storefronts*





SOUVENIRS ASIA GIFTS NOVELTIES

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ENCHANTING CHINESE SETTLEMENT, LOS ANGELES, CALIFORNIA.

GINLING WAY
NEW CHINA TOWN

*The Challenge:
To bring back the excitement and magic of Chinatown at
night and work to transform and re-launch Chinatown's
brand.*



Elements to Success

- *Music & Dancing - KCRW Partnership*
- *Large-Scale Video Projections*
- *Food Trucks and Local Restaurants*
- *Outdoor Seating*
- *Local Bars*
- *Cooking Demonstrations*
- *Family-friendly Activities*
- *LA Craft Experience Market*
- *Local Merchant Discount Program*
- *Clean Restrooms*
- *Valet Parking and Free Bike Valet*
- *Rebranding*
- *Marketing & Viral Outreach*

Marketing & Outreach



HOME

ABOUT

SCHEDULE
& MAPS

DISCOUNT
PROGRAM



Discount Program

Chinatown Summer Nights is pleased to present its own discount program, helping to promote the local merchants and restaurants right here in Chinatown. Below is a listing of all the discounts and promotions being offered throughout Chinatown Summer Nights. [Click Here](#) to download and print the Chinatown Summer Nights coupon page-you must have your coupon with you in order to receive the discount from participating merchants and restaurants. Enjoy Chinatown's many offerings!

RESTAURANTS

- **CBS Seafood Restaurant**
\$25 Gift Certificates offered for \$10 (18% Gratuity added prior to discount). Minimum purchase of \$50. Valid for dine-in dinner only.
Excludes beverages and alcohol. Not valid for take-out.
700 N. Spring Street, Los Angeles, CA 90012
phone: 213-617-2323
[Click here](#) to purchase discounted gift certificate
- **Foo Chow Restaurant**
15% off total purchase.
GOOD TILL 08/31/10
949 N. Hill Street, Los Angeles, CA 90012
phone: 213-485-1294



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AUGUST 2010
8/7 • 8/14 • 8/21 • 8/28
5PM to MIDNIGHT
FREE!**

REDISCOVER LA'S CHINATOWN

LOCAL RESTAURANTS

EAT

**GOURMET FOOD
TRUCKS**

DRINK

LOCAL BARS

KCRW DJs

ENJOY!

**COOKING
DEMONSTRATIONS**

DANCE

**FREE BIKE
VALET**

SHOP

VALET PARKING

**LOCAL STORES & ART
GALLERIES**

**INTERACTIVE
ACTIVITIES**



Chinatown Los Angeles
Central and West Plazas

Between Broadway and Yale Street
From College to Bernard Street

www.chinatownsummernights.com



Key Partnerships



Chinatown Service Center
Chinese Historical Society of Southern California
Chinese American Citizens Alliance
The Los Angeles Firecracker Run Committee



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KCRW Summer Nights

This summer, bring your friends and family and join KCRW as we present a new series of free summer events, outdoors and under the stars - **KCRW Summer Nights**.

From Pasadena to Santa Monica to Chinatown and beyond, KCRW brings hot bands and live DJ performances to stages throughout Los Angeles - **ALL FREE**.

KCRW SunSets at Santa Monica Place

Every Friday evening in August & September from 5-7PM



Spend Friday evenings in August & September on the brand new Santa Monica Place rooftop dining deck with some of your

Chinatown Summer Nights - Downtown LA

Every Saturday in August from 5PM - midnight



Every Saturday this August, KCRW and Community Arts Resources present **Chinatown Summer Nights**. Part food event,







KCRW
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com



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CHINATOWN
Summer
NIGHTS

942

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CENTRAL PLAZA



Neo-Chinese Architecture

Neo-Chinese architecture is a style of architecture that combines traditional Chinese architectural elements with modern architectural techniques. It is a style that has been popular in China since the 1980s, and it has been used to build many of the new buildings in the country. The style is characterized by its use of traditional Chinese motifs, such as the curved rooflines and the ornate carvings, but it also incorporates modern materials and construction techniques. This style has been used to build a wide range of buildings, from government offices to hotels and shopping centers. It is a style that has been very successful in China, and it has been used to build many of the most famous buildings in the country.

Father of Modern China

Just as the Sun Yat-sen is a hero of the Chinese Revolution, so is the Father of Modern China. He was a man of great vision and courage, and he was a man who was willing to sacrifice everything for his country. He was a man who was born in 1866, and he died in 1925. He was a man who was born in a small village in Guangdong, and he grew up to become one of the most important figures in the history of China. He was a man who was born in a time of great change, and he was a man who was willing to embrace change. He was a man who was born in a time of great struggle, and he was a man who was willing to fight for his country. He was a man who was born in a time of great hope, and he was a man who was willing to build a better future for his country. He was a man who was born in a time of great darkness, and he was a man who was willing to bring light to the world. He was a man who was born in a time of great pain, and he was a man who was willing to endure pain for his country. He was a man who was born in a time of great joy, and he was a man who was willing to share his joy with the world. He was a man who was born in a time of great love, and he was a man who was willing to give his life for his country. He was a man who was born in a time of great faith, and he was a man who was willing to believe in his country. He was a man who was born in a time of great hope, and he was a man who was willing to build a better future for his country. He was a man who was born in a time of great darkness, and he was a man who was willing to bring light to the world. He was a man who was born in a time of great pain, and he was a man who was willing to endure pain for his country. He was a man who was born in a time of great joy, and he was a man who was willing to share his joy with the world. He was a man who was born in a time of great love, and he was a man who was willing to give his life for his country. He was a man who was born in a time of great faith, and he was a man who was willing to believe in his country.



CHINATOWN
Summer
NIGHTS



















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- 電腦裝修・到府服務** (Computer Repair/Service)
- HELP** (Computer Repair/Service)

Large stylized characters: **生財!**









Chinatown

華

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LOS ANGELES - AUGUST 05, 2010

The Weekend Guide

Los Angeles Events and Diversions

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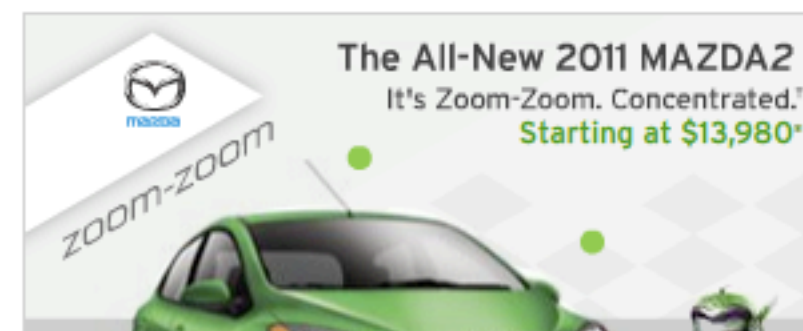
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EXPERIENCE

Chinatown Summer Nights

What: This isn't your nana's block party. Watch traditional Chinese cooking demos, view large-scale outdoor video projections, get schooled in calligraphy, munch on dogs from *Let's Be Frank*, and groove to KCRW DJs.

Why: This week's theme is prosperity. Since gifts of dance are innumerable, join Ballroom Madness for tutorials in the waltz, fox-trot, and tango.

When: Thru Aug. 28. Every Sat., 5 p.m.-midnight.

Where: Chinatown Central Plaza, 933 N. Broadway, at Bamboo Way, Chinatown (213-365-0605). Admission is free.

Suzannah Scully, Career and
Life Coach

Top Tomato Gallery Opens
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KCRW spins a summer of free music »

11:15 AM PT, June 10, 2010



In middle school, my mom used to drop me off at One Colorado in Old Town Pasadena with money for a movie and instructions not to wander more than two blocks in any direction. I've since gotten my driver's license, a Tiffany & Co. has replaced the cavernous United Artists theater, and One Colorado is now hosting all-age rock concerts.

On Saturday, One Colorado — a cobblestone plaza nestled between Fair Oaks and DeLacy avenues south of Colorado Boulevard — will host the inaugural concert of Summer Nights, KCRW's free outdoor music series. KCRW DJ Dan Wilcox will open the show at 7:30 p.m. for an acoustic set by rock band Hot Hot Heat.

They had me at *free*.

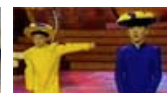
All of the Summer Nights series — 13 outdoor shows, including nine live bands — are free and open to the public. "KCRW is a public station, so the community really supports us. This is our way of saying thank you to our listeners," said Rachel Reynolds, KCRW's music publicity director. Known for supporting local and emerging artists who wouldn't otherwise get air time, the station also is "hoping to get these bands known to a broader audience."

Perhaps KCRW will do the same for Old Town, bringing folks out to the strip of Colorado Boulevard between Pasadena Avenue and Arroyo Parkway that, in the last decade, has morphed from a hodgepodge collection of storefronts into a

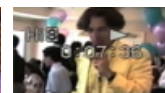
Viral Video Gallery



Shark scare hits the Jersey shore



Pet Shop (little) Boys



Paul Rudd, bat mitzvah DJ

The Shot: Party People



Natalia Fabia art opening



The Labyrinth of Jareth



Scenes from the Anime Expo

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Today's Agenda

- » Grossology
- » Band of Outsiders pop-up shop at Opening Ceremony
- » Mummies of the World
- » Dingling Bros. and Barnum & Bailey's



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Chinatown Summer Nights - PROSPERITY

Category: Festivals & Fairs

When: Saturday, August 7, 2010 5:00 pm - Sunday, August 8, 2010 12:00 am

[Add to Calendar](#)

Where: Chinatown
Between Broadway and Yale Street, from College to Bernard Street
Los Angeles, CA 90012

How: [Official Website](#)

Cost: Free

Submitted by:  Crystal B. [See all of Crystal B.'s events »](#)

What/Why:

Part food event, part summer party, Chinatown Summer Nights presents an exciting hot spot for Angelenos this August. Taste the many culinary offerings of Chinatown and LA's gourmet food trucks; sample the neighborhood's wares; watch Chinese chefs perform cooking demonstrations; experience large-scale, outdoor video projections; shop from Los Angeles artists at the LA Craft Experience; take part in hands-on, Chinese cultural activities presented by local organizations and museums; sip on Chinese beer and dance in Central Plaza with KCRW's DJ's!

Presented by Community Arts Resources (CARS), the Community Redevelopment Agency of Los Angeles (CRA/LA), and KCRW, in association with the Chinatown Service Center, the Chinese Historical Society of Southern California, the Chinese American Citizens Alliance, the Los Angeles Firecracker Run Committee, Inc., the Chinatown Business Improvement District, LA New Chinatown Corporation., and the ChungKing Plaza Association.

Community Sponsor: Chinatown Service Center

West Plaza & Chung King Road

* Family Workshop

Presented by the UCLA Confucius Institute

5pm - 8pm

Learn about simple and common characters found in Chinatown, how to read them and write them stroke by stroke using the art of Chinese calligraphy. All ages and levels welcomed!

* Cooking Demos

5pm - 6pm & 8pm - 9pm

In conjunction with the Chinatown Business Improvement District, Chinatown Summer Nights presents chefs from various

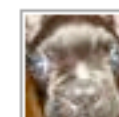


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Who's in? 1 response



Crystal B.

Sounds Cool

No one is in yet.



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L.A.'s Chinatown tries to draw more nighttime visitors

Once the hub of Chinese American life, the area northeast of downtown is a virtual ghost town after dark.



Pedestrians make their way through Central Plaza on Broadway in Chinatown. Chinese themed-shops and restaurants are clustered around the plaza, but few stay open after dark. (Mel Melcon, Los Angeles Times / February 25, 2010)

RELATED

PHOTOS: Los Angeles Chinatown then and now

By Hugo Martín, Times Staff Writer

May 8, 2010

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By the light from a Chinatown bakery, Steve and Isela Gibbs

as of 04:02PM ET 5/11/2010

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A Spark in Chinatown

Summer Nights Series Brings Dining, Crafts and Al Fresco Dancing

BY RYAN VAILLANCOURT
STAFF WRITER

For years, Chinatown has been relatively quiet as a nightlife destination. But every Saturday in August, the outdoor plazas that comprise the heart of the community are set to come alive with dancing until midnight, al fresco dining and drinking, and a bustling crafts fair.

If all goes as planned, visitors from across Los Angeles will stream into the area and help realize local stakeholders' vision of a more active Chinatown.

An array of entertainment, highlighted by DJs from Santa Monica public radio station KCRW, will strive to add a hint of hipness to the area's longstanding and permanent draws — the Chinese-inspired architecture and lanterns, merchants selling ethnic gifts and restaurants serving authentic Asian cuisine.

What the visitors to the affairs, branded as Chinatown Summer Nights, won't know is that this picture of urban vitality is really a neighborhood planning experiment sponsored by the Community Redevelopment Agency.

The CRA has been studying Chinatown for more than a year, focusing on strategies to revitalize a cultural resource that has lost much of its commercial luster over the years. On most nights, Central and West plazas, which make up the heart of the neighborhood, are quiet. Merchants close early. Few if any restaurants have waits.

Tapping insight from merchants and

property owners in Central and West plazas, as well as Bamboo Lane, the CRA hosted a series of community workshops this year to devise a plan to entice more visitors to the area, especially at night.

Most of the conclusions relate to proposed physical improvements. In the wake of the CRA workshops, dozens of property owners are in the process of restoring and enhancing their façades, paying for the upgrades with CRA grants.

There are also plans to give the plazas an infrastructure makeover, with new benches and tables, a restored fountain and other proposed physical changes. Those efforts are considered long-term projects. In total, the agency plans to spend \$3 million on Chinatown improvements.

In the short term, almost all the stakeholders who participated in the meetings agreed that if Chinatown is to draw visitors, it needs to activate the area with live entertainment and other buzzworthy draws that have followings.

Enter Aaron Paley and Community Arts Resources, a consulting group that coordinates events in public spaces that the CRA enlisted to help produce the series. Paley struck a partnership with KCRW, which will have DJs at every event (on Aug. 7, it's Raul Compos).

The station jumped at the chance to have a visible presence in Chinatown, and added the event to its own roster of "Summer Nights," the umbrella brand for its seasonal events



photo by Gary Leonard

Central Plaza in Chinatown will fill on Saturday nights this month with dancers, diners and other visitors. It is part of the CRA's Chinatown Summer Nights series.

throughout the region, said KCRW general manager Jennifer Ferro.

"It's relatively low cost for us and it has this great payoff because it provides something for the community and we get to reach out and see the community, be face to face with the people who listen to us, as well as people who don't even listen to radio," said Ferro, who added that the station will promote the event on air and through its social networking efforts on Facebook and Twitter.

Creating the Buzz

For every Chinatown Summer Nights event, Central Plaza will feature a wooden dance floor. Early in the evenings, from 6-7:45 p.m., there will be dance lessons, with the styles changing each week. The sessions will range from this week's ballroom to salsa (Aug. 28) to Sweaty Sundays with Joe Schneck (Aug. 14).

West Plaza will host cultural workshops, all with ties to Chinese traditions. This week,

the Confucius Institute will be on hand, and future weeks will feature institutions such as the Chinese American Museum. Also in West Plaza will be cooking demonstrations by Chinatown chefs, from 5-6 p.m. and 8-9 p.m.

Speaking of food, in addition to the dozens of restaurants, the series will include several food trucks — another draw that Paley expects to bring in visitors who might not otherwise end up in Chinatown.

DJs will lend a soundtrack to West Plaza until 10:30 p.m. Central Plaza will have DJs until the events end at midnight. The happenings on Aug. 14 and 21 will include the L.A. Craft Experience, a vendor village featuring handmade craft artisans.

"We're trying to re-brand Chinatown in the mind of Angelenos," Paley said. "Because Angelenos do not think of Chinatown as a place to go to at night."

Contact Ryan Vaillancourt at ryan@downtownnews.com.



Stats & Anecdotes

- *10,000 visitors on 8/7 and 17,000 on 8/28*
- *Restaurants filled to capacity (two even ran out of rice on 8/7!)*
- *Retailers saw increased sales and extended their hours (many stayed open till Midnight)*
- *Merchants still getting CSN repeat customers tracked through coupons and customer feedback*



Stats & Anecdotes

- *San Gabriel Valley Chinese community came to Chinatown - many for the first time*
- *Many who grew up in Chinatown came back for the first time since their childhood*
- *Many first-time visitors to Chinatown from all over Los Angeles*



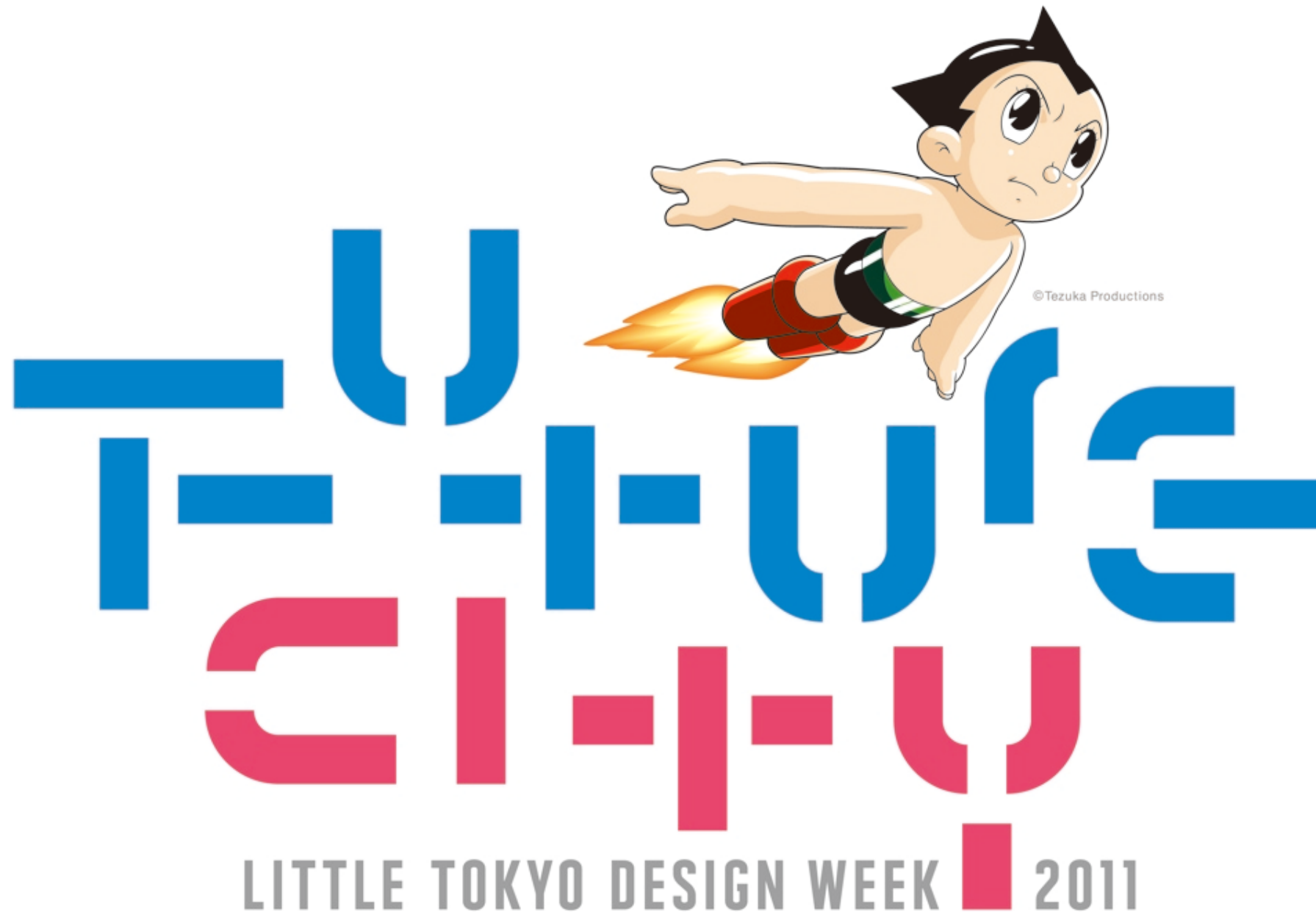
Community Recommendations

- *Repeat the formula - it worked!*
- *More often*
- *Expand footprint to Bamboo Lane and Plaza*
- *Begin earlier in the day and expand family-friendly activities*
- *More cultural offerings*
- *Connect Gold Line to CSN*

CSN 2011
coming soon...



Little Tokyo Design Week: Future City



July 13 - 17, 2011



*Little Tokyo Design Week: Future City celebrates the power and energy of cutting edge **design** and **technology** now emerging from Japan and its intersection with current trends materializing in Los Angeles.*

www.ltdesignweek.com

July 13 - 17, 2011

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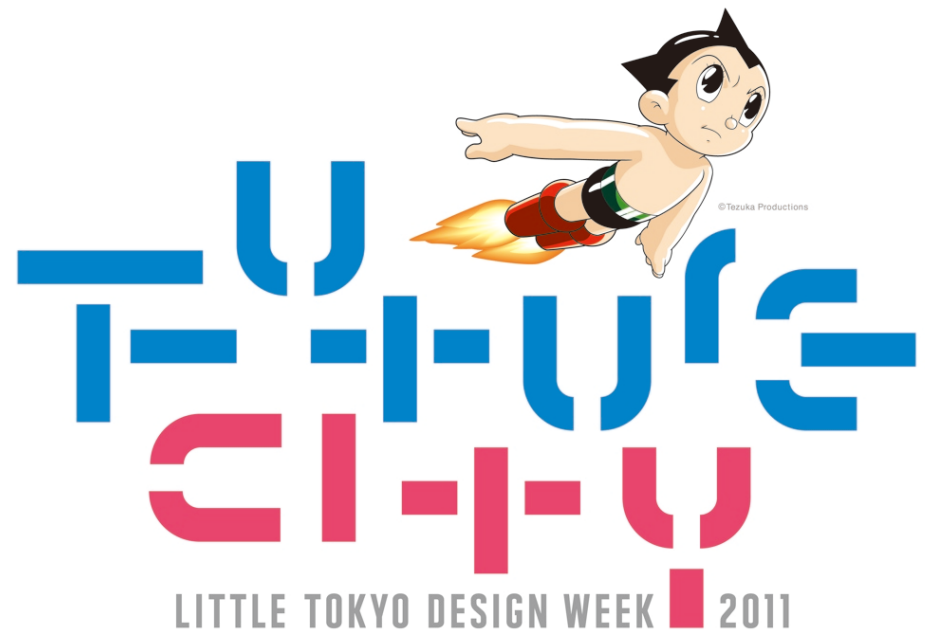
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Future City Collaboration

Hitoshi Abe

*Chair, UCLA Dept. of Architecture
Principal, Atelier Hitoshi Abe*

Jon Kaji

President, Kaji & Associates/Nikkei Center

Little Tokyo Design Week Steering Committee

produced by: Community Arts Resources



*Design's ability to move us towards a more **sustainable** and **creative** urban lifestyle is at the heart of this five-day festival.*



Future City Elements:

- *Museum Exhibitions*
- *Container Galleries*
- *Student Exhibits*
- *Public Dialogue*
- *Public Events*
- *Food and Retail*













CHINATOWN
Summer
NIGHTS

FOO CHOW
RESTAURANT

15% off total purchase.

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LOS ANGELES, CA 90012
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GOOD TILL 08/31/10

CHINATOWN
Summer
NIGHTS

HOP WOO BARBEQUE
SEAFOOD RESTAURANT

25% off total purchase.

845 N. BROADWAY
LOS ANGELES, CA 90012
P. 213-617-3038

GOOD TILL 12/31/10

CHINATOWN
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FULL HOUSE
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10% off total purchase.
Valid between 11 am & 1 am.

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LOS ANGELES, CA 90012
P. 213-617-8382

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CHINATOWN
Summer
NIGHTS

NEW DRAGON
SEAFOOD RESTAURANT

20% off dinner only, from 5 pm to 10 pm. Dine-in
and Take-out, \$25 minimum purchase. Cannot be
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CHINATOWN
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GOLDEN CITY
RESTAURANT

10% off dinner only
with free dessert.

960 N. HILL STREET
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P. 213-253-2660

NO EXPIRATION

CHINATOWN
Summer
NIGHTS

OOGA
BOOGA

Free Ooga Booga pin with visit. One
per customer. Only available during
Chinatown Summer Nights.

943 N. BROADWAY
LOS ANGELES, CA 90012
P. 213-617-1105

GOOD TILL 08/28/10

CHINATOWN
Summer
NIGHTS

GOLDEN DRAGON
RESTAURANT

25% off dinner only, 3 pm - 10 pm,
not including banquets, or combined
with other special offers.

960 N. BROADWAY
LOS ANGELES, CA 90012
P. 213-626-2039

GOOD TILL 11/15/10

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Summer
NIGHTS

QUEEE SUSHI STATION
& PORTUGUESE CUISINE

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lunch and dinner.

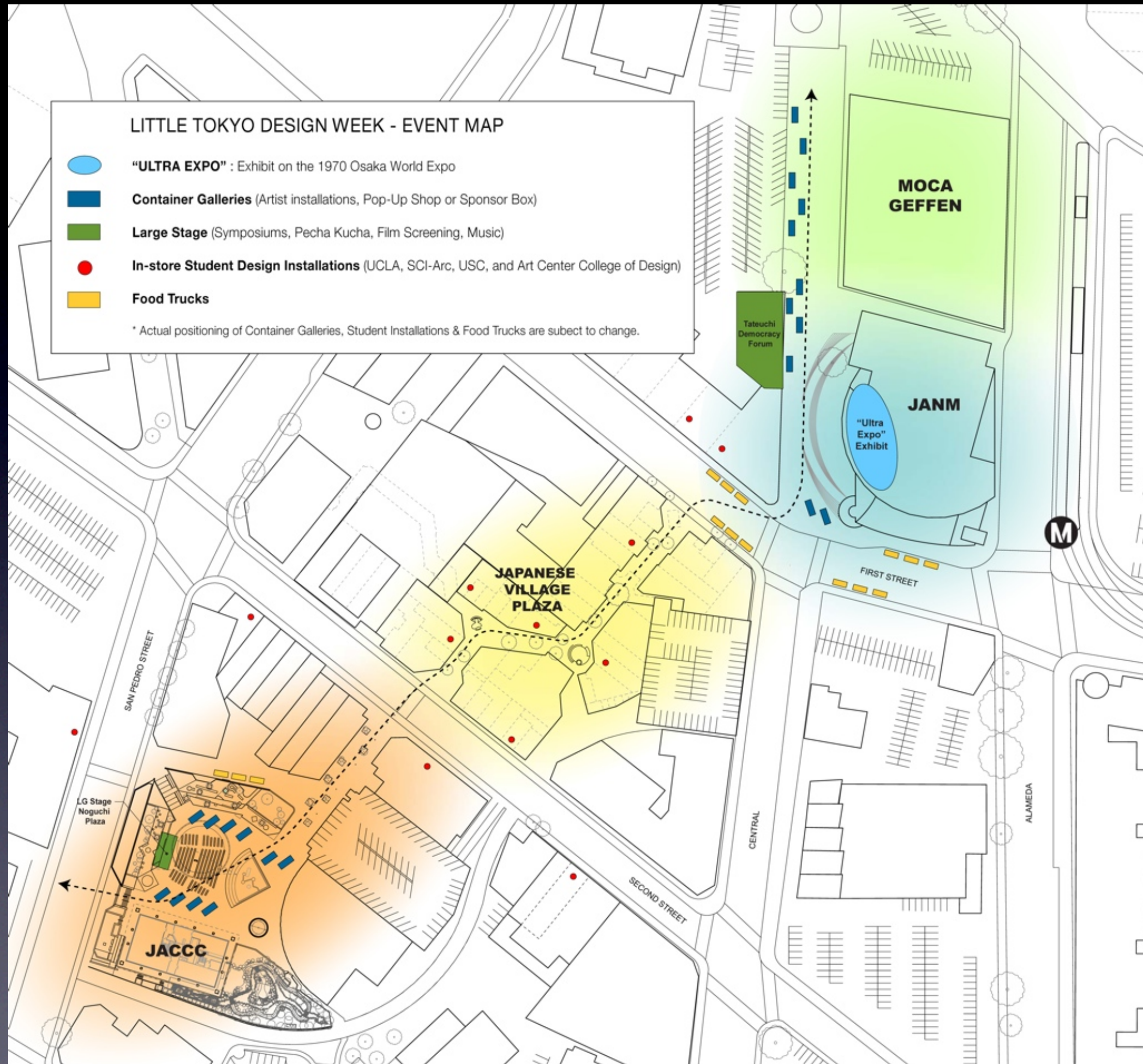
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GOOD TILL 09/30/10

LITTLE TOKYO DESIGN WEEK - EVENT MAP

-  **"ULTRA EXPO"** : Exhibit on the 1970 Osaka World Expo
-  **Container Galleries** (Artist installations, Pop-Up Shop or Sponsor Box)
-  **Large Stage** (Symposiums, Pecha Kucha, Film Screening, Music)
-  **In-store Student Design Installations** (UCLA, SCI-Arc, USC, and Art Center College of Design)
-  **Food Trucks**

* Actual positioning of Container Galleries, Student Installations & Food Trucks are subject to change.



Little Tokyo Design Week: Future City



July 13 - 17, 2011

www.ltdesignweek.com

SpaceFinderLA

*This **free** online resource for the creative community and the general public provides an online searchable database of **creative spaces** in the County of Los Angeles.*

SPACE FINDER **LA**

www.spacefinderla.org

SPACE FINDER LA

CREATIVE PLACES FOR CREATIVE PEOPLE

[Log in](#) , [Sign up](#) or [List your space](#)

Directory

Welcome to SpaceFinderLA!

SpaceFinderLA is a free, online database of cultural facilities and venues available for rent in Los Angeles County. SpaceFinderLA will be launched to the public in summer 2011, and will be promoted as the "go to" resource for space rentals.

Please [register now](#) to be sure that your spaces are included!

SpaceFinderLA is a project of:

LA **STAGE**

Find Spaces

Search by name

I Need a Space for..

- ☒ Any
- ☐ Rehearsals
- ☐ Performances
- ☐ Class/Instruction
- ☐ Auditions
- ☐ Showings/Showcases
- ☐ Photo/Film/Video Shoots
- ☐ Special Events/Parties
- ☐ Recording

"Connecting Visitors to Cultural Events & Organization"

LA's Cultural Heritage Connections Conference
5.13.11



SPACE FINDER LA

Aaron Paley
Community Arts Resources

www.carsla.net