



**MEDIA ALERT**  
**FOR IMMEDIATE RELEASE**

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**City of Los Angeles Department of Cultural Affairs**  
**and**  
**Barnsdall Art Park Foundation**  
**announce**  
**Public Reopening this Summer**  
**of**  
**Frank Lloyd Wright’s**  
**Historic Hollyhock House at Barnsdall Park**

*UNESCO-Nominated Architectural Gem Will Again Shine*

Los Angeles, CA – The City of Los Angeles Department of Cultural Affairs and the Barnsdall Art Park Foundation announce the public reopening this summer of Frank Lloyd Wright’s famed **Hollyhock House**, an iconic architectural masterpiece in the heart of vibrant artistic, cultural, and recreational Barnsdall Park.

A significant part of Los Angeles’ storied architectural history, Hollyhock House, a National Historic Landmark, was one of Frank Lloyd Wright’s magnificent masterpieces marking his first foray into architecture in Los Angeles. Hollyhock House boasts a lyrical and poetic style of architecture “California Romanza,” or “freedom to make one’s own form,” which complements LA’s significance as a trendsetter in the arts and architecture space. Underscoring its importance as one of the world’s architectural gems, Hollyhock House has been placed on the Secretary of the Interior’s Tentative List for World Heritage List nomination.

“We are proud to preserve one of LA’s most iconic landmarks, and, Hollyhock House ties closely to artistic autonomy seen throughout our diverse and dynamic City, which is seen at Barnsdall Park itself, a cultural destination renowned for its exhibitions at the Los Angeles Municipal Art Gallery, classes at its art centers, and programming at Barnsdall Gallery Theatre.” said Jeffrey Herr, DCA’s curator of Hollyhock House.



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The storied history of Hollyhock House begins with Aline Barnsdall, a Pennsylvanian oil heiress interested in producing theatre in her own venue. Purchasing a 36-acre site in Hollywood known as Olive Hill in 1919, Barnsdall commissioned Frank Lloyd Wright to build a theater where she could produce avant-garde plays. Soon after, the project morphed into a performing arts complex that included her residence.

Construction on the project began in 1919 and ended in 1921 when Barnsdall fired Wright citing costs, about 4 times more than the original estimate (\$50,000), as the primary reason for the termination of the contract. At the time, Frank Lloyd Wright was already an established architect, who was concurrently working on the Imperial Hotel, Tokyo, Japan.

A philanthropist, art collector, political radical, and single parent, Aline Barnsdall gifted the land now known as Barnsdall Park and its Frank Lloyd Wright designed structures as a permanent home for the appreciation of art and architecture to the City of Los Angeles in 1927. In doing so, she provided an accessible arts campus to the community that incorporated and preserved the famous Hollyhock House as a crucial component. Aline Barnsdall's pioneering vision gave birth to the California Modernism movement and helped grow the careers of notable architects including Wright, Lautner, and Neutra, all of whom were instrumentally involved in the project.

The house has served various purposes, including a fifteen-year run as the headquarters of the California Art Club beginning in 1927. After a major restoration by the City (1974-76) it became a public museum. It was among the first structures to be designated as a historic-cultural monument by the Los Angeles Cultural Heritage Commission in 1963. In 2007, it became a National Historic Landmark. After many incarnations, Hollyhock House will now be restored to its former glory.

Hollyhock House is the first house of Wright's second period and his first residence in Southern California. Named for Barnsdall's favorite flower, the Hollyhock, the floral motif is incorporated throughout the design of the house. The frieze of abstract hollyhocks provide ornamentation and emphasize the horizontal lines of the architecture. While the home includes a number of exotic architectural styles, it is predominately temple style architecture that dominates its site.



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Signature Frank Lloyd Wright features include: a music room; an inner courtyard; a loggia; a gallery; a library to showcase Aline Barnsdall’s love of literature; a grand living room; unique water features; an entry pergola that visually diminishes to the entrance; art glass windows throughout the house; cast concrete doors that weigh approximately 250 pounds each; as well as furnishings designed exclusively for the house which have since been reproduced, with the exception of some side chairs and an end table.

Hollyhock House marks Wright’s experimentation with a new use of interior space. The house is a combination of interior and exterior living space; all major interior rooms either have an exterior counterpart or direct access to the exterior. His novel approach to interior space influenced Rudolph Schindler, Wright’s project manager for Hollyhock House, and, later, his friend Richard Neutra.

When Hollyhock House opens again for tours in the Summer of 2014, much of the detail lost during the early renovations will be returned to their original splendor. Floors, windows, doors, decorative molding, and long forgotten paint colors are in the process of being recreated. The restoration is an important historical revelation for first time visitors and regulars alike.

**About Barnsdall Art Park Foundation**

**Barnsdall Art Park Foundation** is a 501c(3) nonprofit organization whose mission is to nurture Barnsdall Park as a dynamic and vibrant artistic, cultural, and recreational destination for Los Angeles and the world. For more information, please visit [barnsdall.org](http://barnsdall.org).

**About the City of Los Angeles Department of Cultural Affairs**

The **Department of Cultural Affairs (DCA)** generates and supports high quality arts and cultural experiences for Los Angeles’ 4 million residents and 40 million annual overnight and day visitors. DCA advances the social and economic impact of the arts and ensures access to diverse and enriching cultural activities through: grantmaking, marketing, development, public art, community arts programming, arts education, and building partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA’s projected operating budget and managed portfolio totals \$52 million in fiscal year 2013/14. It consists of: \$13.4 million in City related and indirect cost allocations; \$10.5 million in Transient Occupancy Tax funds; \$9 million in one-time City funding; \$9 million in funds from the Public Works Improvements Arts Program (PWIAP); \$7.5 million from the Private Arts Development Fee Program (ADF); and \$2.4 million raised to date this fiscal year in private and public funds from foundation, corporate, government, and individual donors.



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DCA significantly supports artists and cultural projects through its Public Art Division by administering a portfolio totaling \$16.5 million in PWIAP and ADF funds in FY13/14. Of this amount, typically 15% to 20%, or between \$2.5 and \$3.3 million, is attributable to artists' fees.

DCA's Marketing and Development Division has raised \$26 million over the last 12 fiscal years to re-grant to LA-based artists and arts and cultural organizations, and to support DCA's special programming and facilities. DCA also grants approximately \$2.3 million annually to 268 artists and nonprofit arts and cultural organizations through its long-established Grants Administration Division. Additional special project support of more than \$1.5 million is also awarded annually for a total of approximately \$3.8 million invested each year in LA's creative community.

DCA provides arts and cultural programming through its Community Arts Division, managing numerous neighborhood arts and cultural centers, theaters, historic sites, and educational initiatives. DCA's Marketing and Development Division also markets the City's arts and cultural events through development and collaboration with strategic partners, design and production of creative catalogs, publications, and promotional materials, and management of the [culturela.org](http://culturela.org) website visited by over 3 million people annually.

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*The cultural facilities at Barnsdall Park are managed by DCA.*

*The Barnsdall Art Park Foundation works closely with DCA and other City agencies to provide programming, sustainability efforts, and the realization of capital projects to enhance experiences at the park for visitors.*

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