

COASTAL ALLUSIONS



ART MASTER PLAN FOR THE BEACH AND BLUFF AREAS
CITY OF LONG BEACH, CALIFORNIA

TERRY BRAUNSTEIN & CRAIG CREE STONE, ARTISTS

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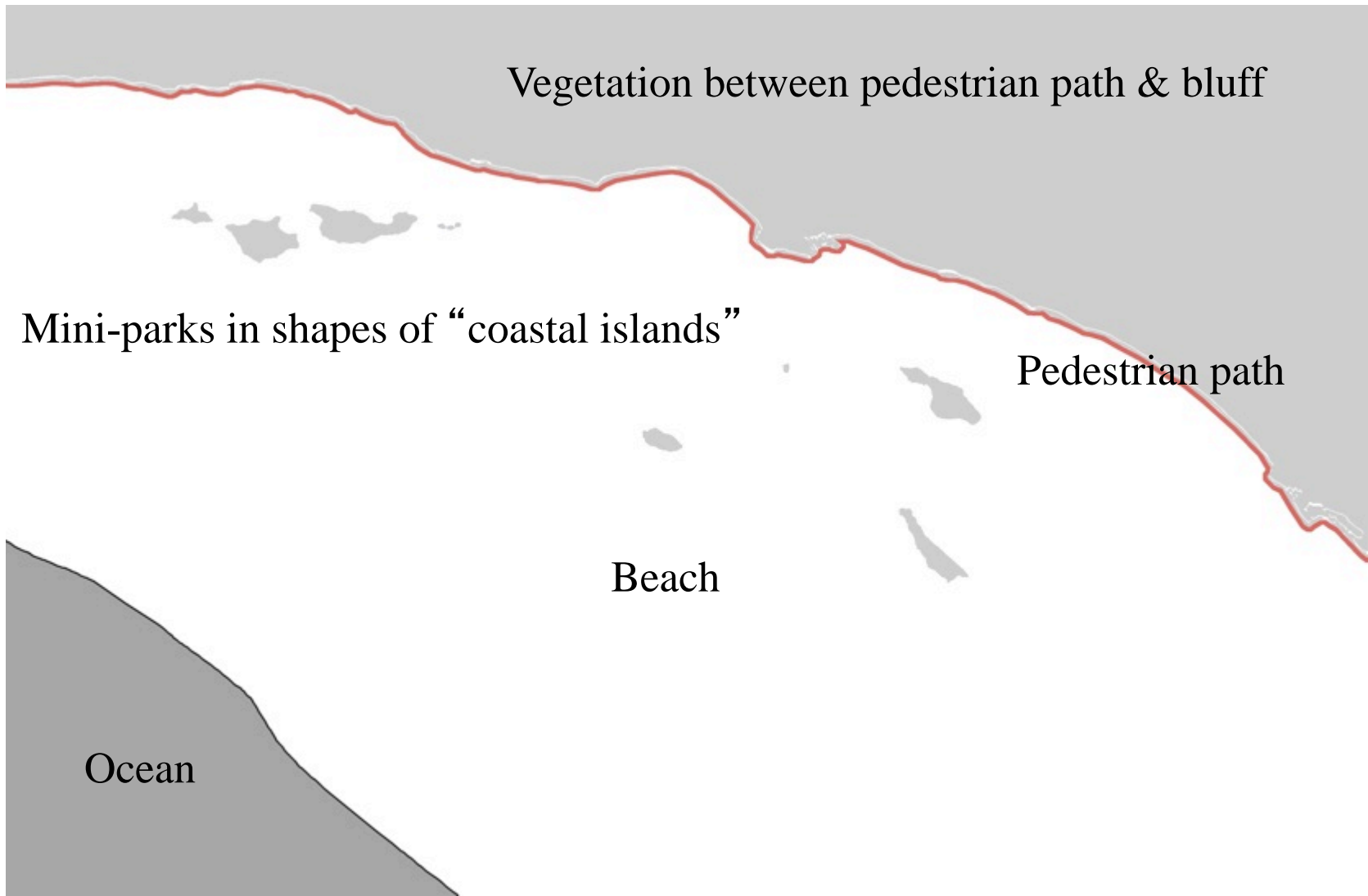
CREATING A DISTINCTIVE AND ATTRACTIVE BEACH AND BLUFF

The objectives of the Art Master Plan “coastal design”

- Promote increased beach use
- Provide visitors with a unique and memorable experience
- Enhance the area with educational and visually intriguing designs

THE “COASTAL DESIGN” IS THE THEME FOR THE ART MASTER PLAN

- The outline of the pedestrian path is based on the coastlines of Southern California and Northern Baja
- Native vegetation is placed between the pedestrian path and the bluff
- Mini-parks are situated near the pedestrian and bike paths in the shape of “coastal islands”








The outline of the Southern California and Northern Baja coastlines will form the pedestrian path

THE ART MASTER PLAN

Presented in Six Sections
from Alamitos Avenue to 54th Place



KEY:

-  Pedestrian Path
-  Bike Path
-  Native Vegetation Between Bluff and Pedestrian Path
-  "Coastal Islands" (Mini-parks)
-  Fire-rings



Key:



Pedestrian Path



Bike Path



Native Vegetation
Between Bluff &
Pedestrian Path



“Coastal Islands”
(Mini-parks)



Fire-rings



Art Master Plan -- Section #1



Key:



Pedestrian Path



Bike Path



Native Vegetation
Between Bluff &
Pedestrian Path



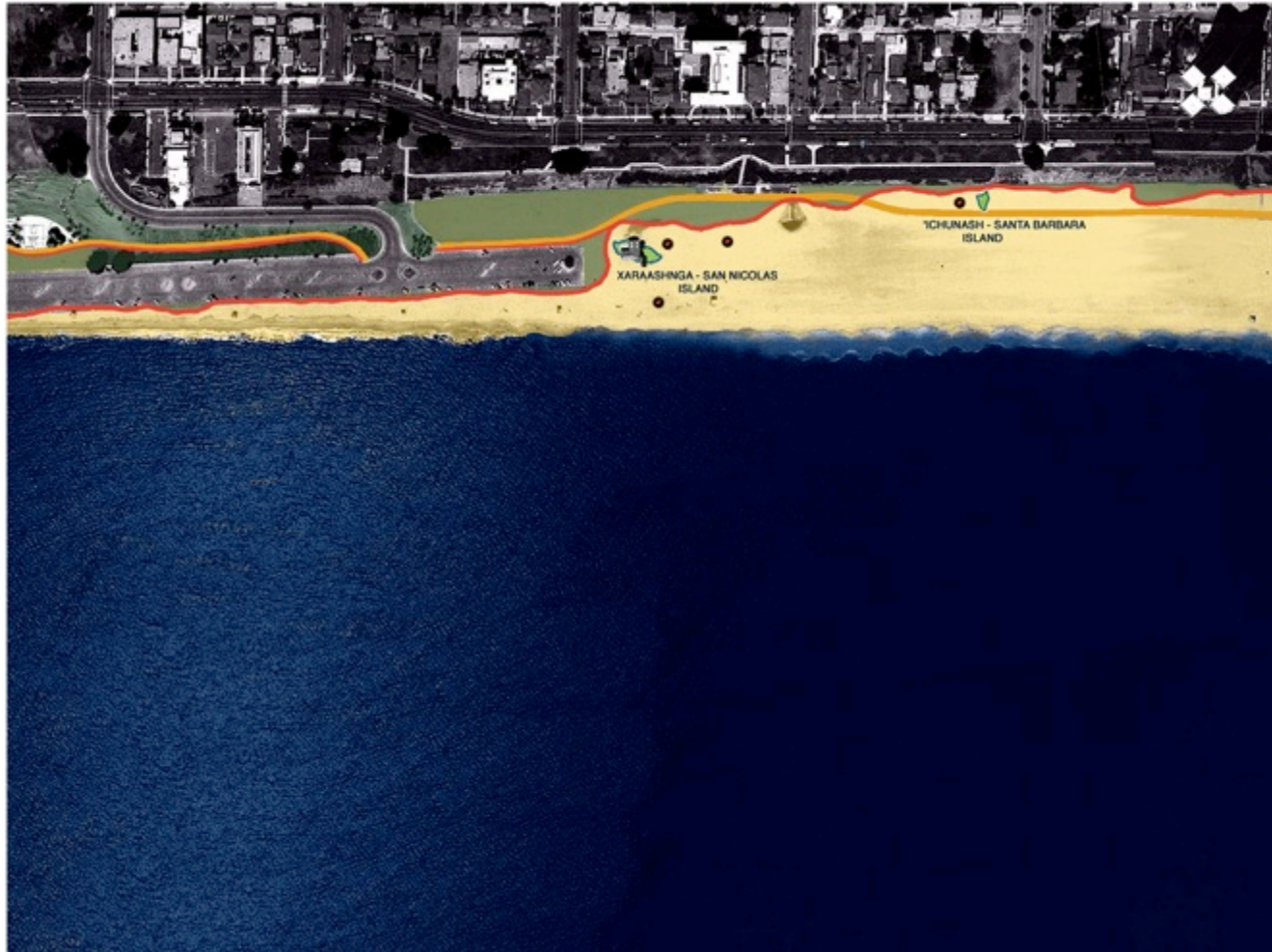
“Coastal Islands”
(Mini-parks)



Fire-rings



Art Master Plan -- Section #2



Key:



Pedestrian Path



Bike Path



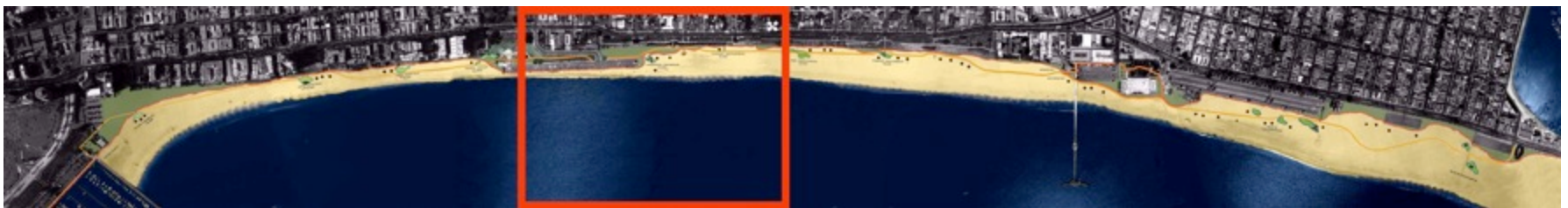
Native Vegetation
Between Bluff &
Pedestrian Path



“Coastal Islands”
(Mini-parks)



Fire-rings



Art Master Plan -- Section #3



Key:



Pedestrian Path



Bike Path



Native Vegetation
Between Bluff &
Pedestrian Path



“Coastal Islands”
(Mini-parks)



Fire-rings



Art Master Plan -- Section #4



Key:



Pedestrian Path



Bike Path



Native Vegetation
Between Bluff &
Pedestrian Path



“Coastal Islands”
(Mini-parks)



Fire-rings



Art Master Plan -- Section #5



Key:



Pedestrian Path



Bike Path



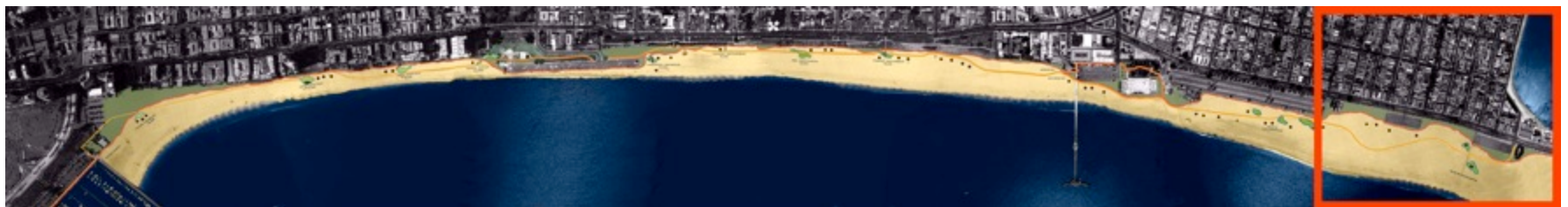
Native Vegetation
Between Bluff &
Pedestrian Path



"Coastal Islands"
(Mini-parks)



Fire-rings



Art Master Plan -- Section #6

THE “COASTAL DESIGN” IS RICH IN HISTORICAL, EDUCATIONAL AND VISUALLY INTRIGUING MATERIAL

- Native American Maritime history of Long Beach
- Long Beach around the turn of the 19th Century
- Long Beach in the 1930' s, 1940' s and later
- Contemporary signage/icons and artworks incorporating optical illusions

EXAMPLES OF IMAGES AND OBJECTS FROM THE NATIVE AMERICAN MARITIME HISTORY OF LONG BEACH



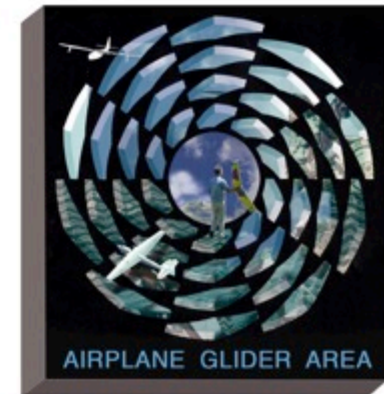
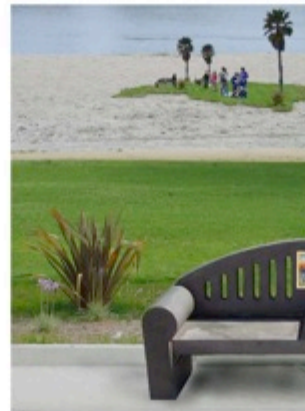
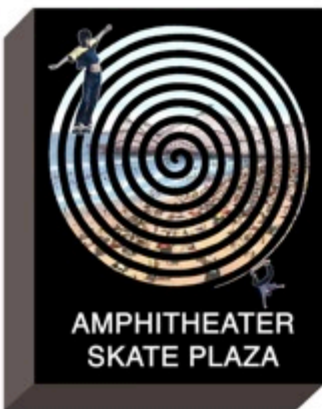
The Master Plan includes a Tiat (plank canoe) storage & launching facility.



Examples of images of Long Beach history from around the turn of the 19th Century are incorporated into artworks throughout the design



Examples of images of Long Beach history from the 1930' s, 1940' s
and later used in artworks and signage/icons

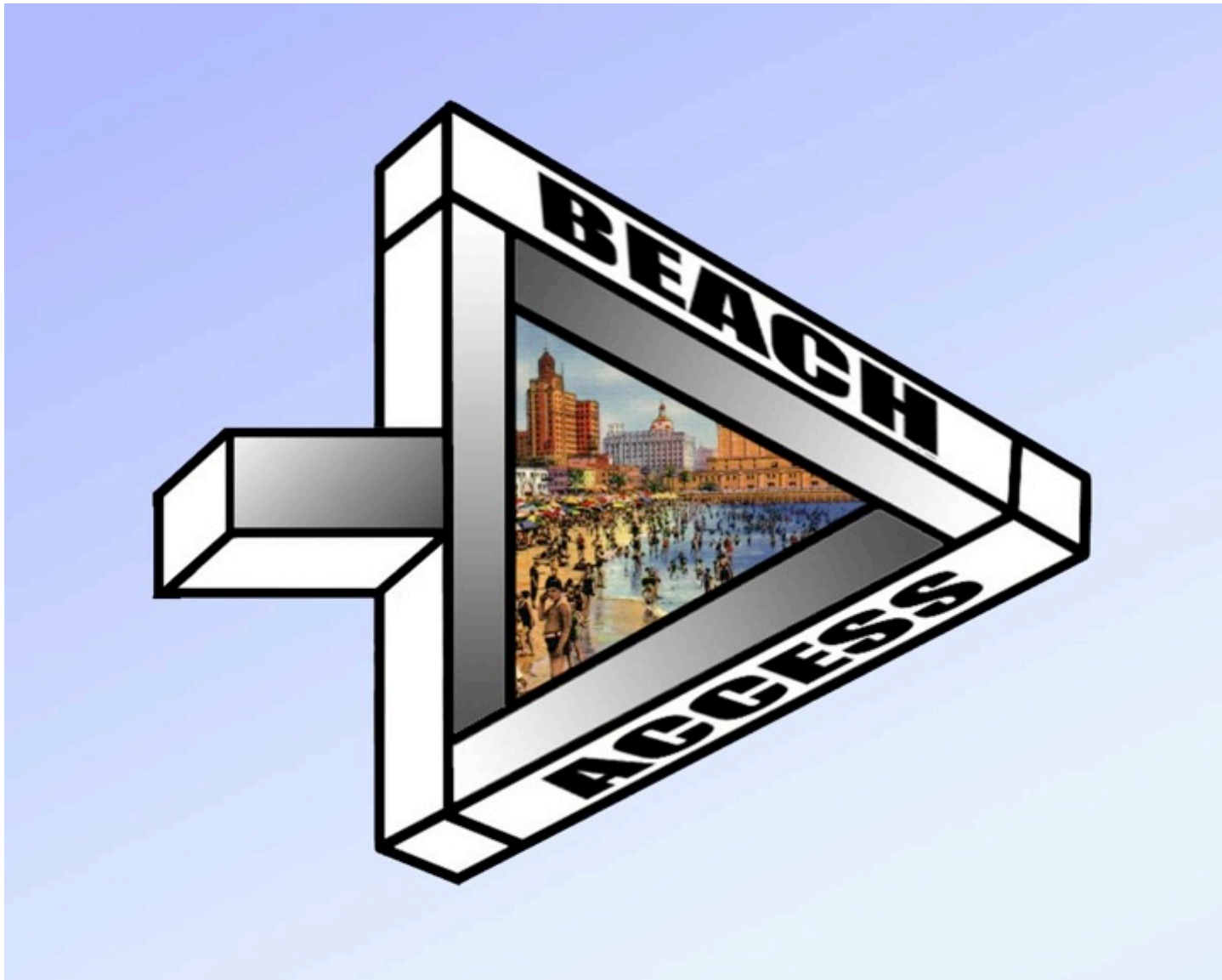


Historical inspirations for signage and benches enhance the beachgoer's experiences

**PROHIBITED ACTIVITY
ICONS**



Encouraging positive social behavior with artwork and signage-icons incorporating historical images with optical illusions

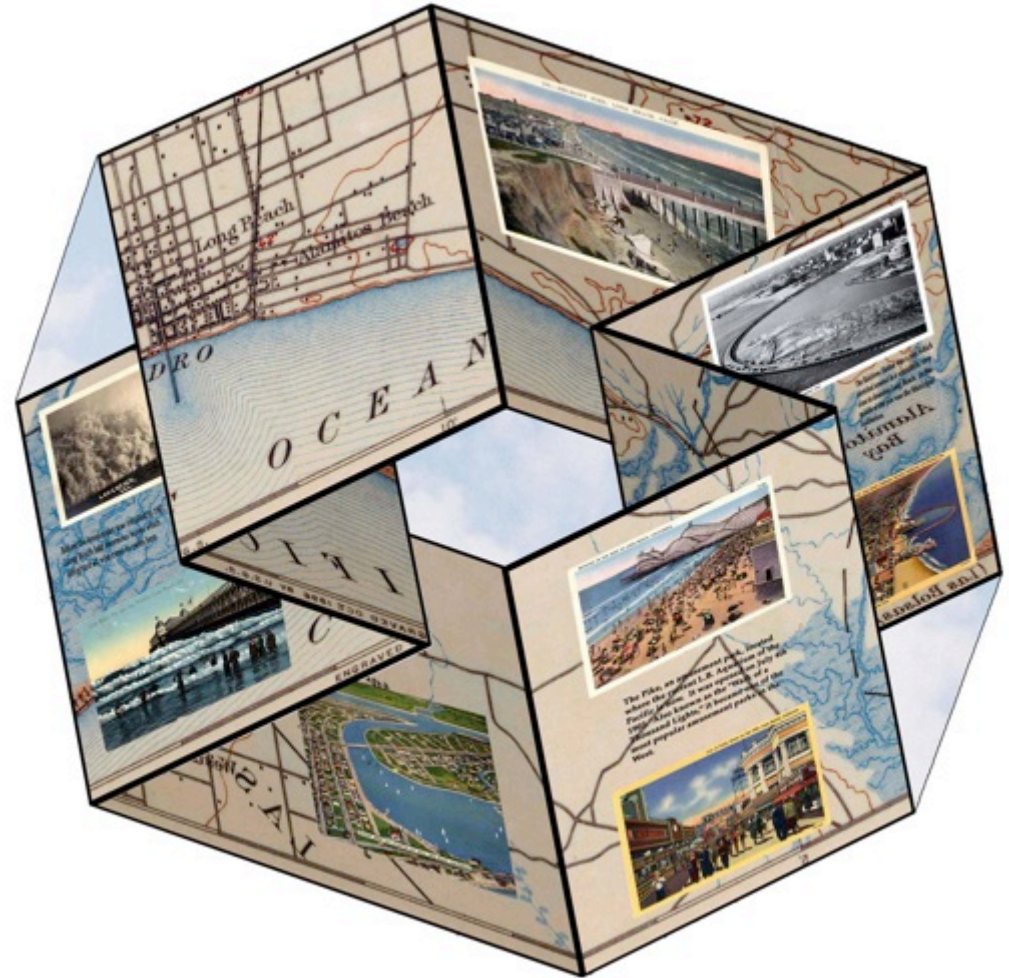


Way-finding Icons
use historical imagery and optical illusions

EXAMPLES OF SIGNAGE/ICONS INCORPORATING HISTORICAL IMAGERY AND OPTICAL ILLUSIONS

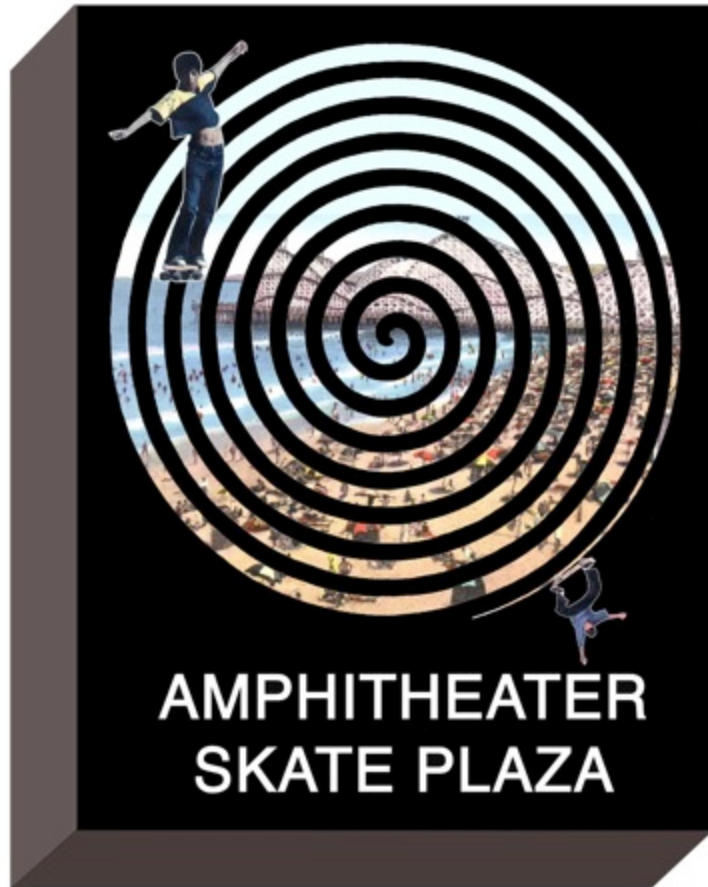


High Interest Area Icons inform beachgoers of special activity areas



Educational Icons help viewers to understand more about Long Beach

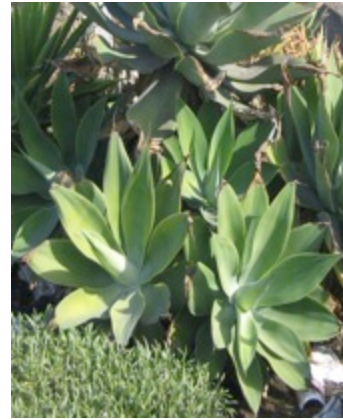
**EXAMPLES OF ARTWORKS TO CREATE VISUALLY
INTRIGUING EXPERIENCES**



Signage/Icon
with optical illusion



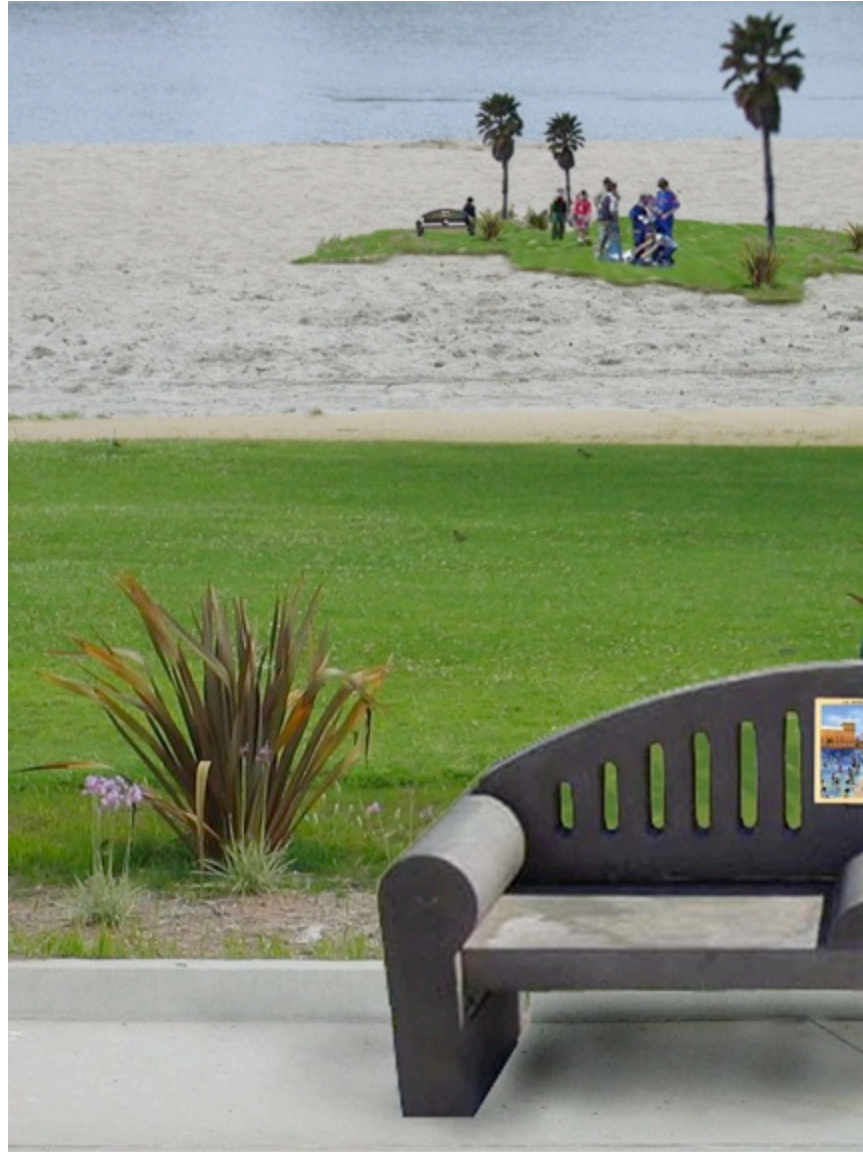
Stained concrete images in
model plane flying area



Vegetation will be located in the areas between the pedestrian path and the bluff



Example of pedestrian path with native vegetation

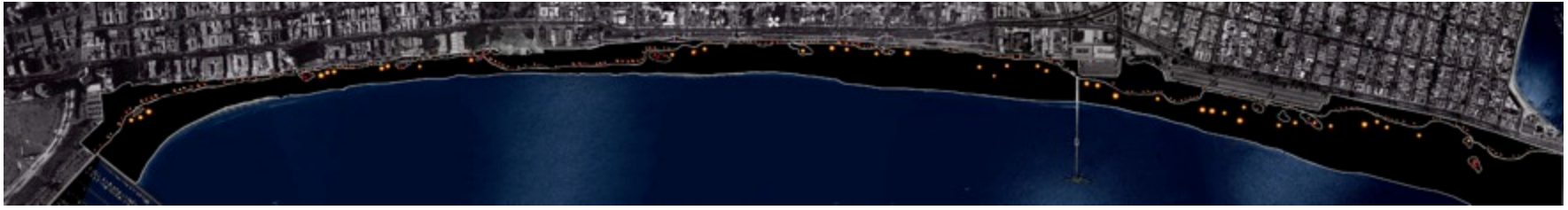


Mini-parks will be located near the pedestrian and bike paths
in the shape of “coastal islands”

EVENING LIGHTING IS USED TO ENHANCE THE “COASTAL DESIGN”

- At night the pedestrian path will be illuminated to emphasize the “coastal design”
- The placement of lighting will parallel the patterns of light along the coast of California
- Fire-rings will be placed along the pedestrian path to encourage beach use
- The inclusion of fire-rings was inspired by the signal fires that early explorers saw upon approaching the “Bay of Smokes” (Long Beach Harbor)

EVENING LIGHTING ENHANCEMENT



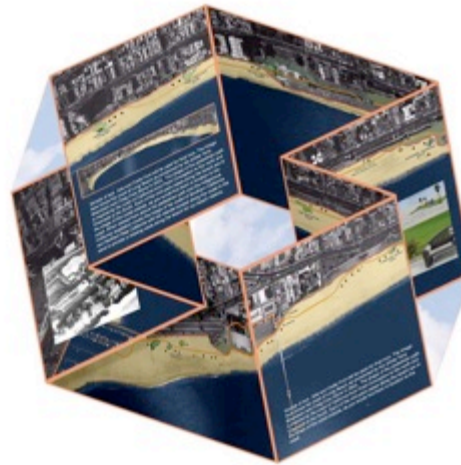
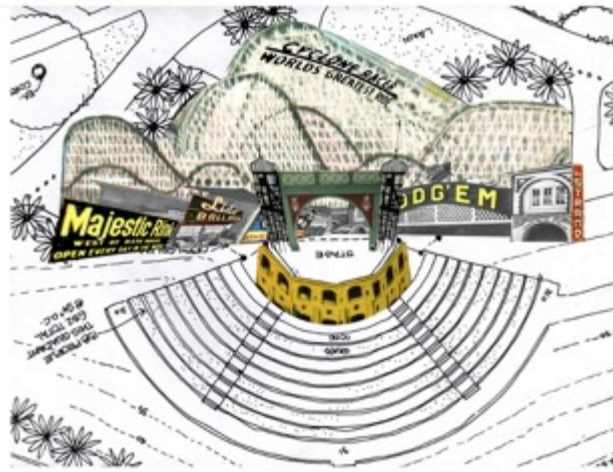
Fire rings will be placed along the pedestrian path to encourage beach use



Inspiration for Coastal Lighting Plan came from images of the Pike at night



Close-up view of beach area showing lighting plan



Visually intriguing design and historical elements create an exciting beach experience

The Art Master Plan “Coastal Design” meets the challenge to create a truly memorable and unique beach experience in Long Beach



“If the doors of perception were cleansed, everything would appear to man (humankind) as it is. . . . infinite.”

William Blake

The artists Craig Cree Stone and Terry Braunstein have both been exploring the nature of perception in their work for the past 20 years.