

TAKE ME HOME L.A.

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An evening of Los Angeles-based art, design, and performance celebrating the grand opening of the Maxfield Building, 819 S Santee St
Fashion District, Downtown LA

Thursday, June 23, 2016 - 5-10pm

What does it mean to call Los Angeles home? For many, it's a generator of boundless possibilities. A meandering landscape where new ideas originate in unsuspecting spaces. In this wide-stretched home, creation is the primary tenant. Los Angeles offers a siren calling to paint here, sew here, sing here, build here, evoke the past of here and envision the future of here.

Calling L.A. home comes with an implicit responsibility to grapple with its unruliness. Profound questions often arise of this mobility-restrictive urban system, of social injustices past and present that have scorched our streets, of how to best distribute a limited amount of resources in a desert ecosystem still expanding in size and scope.

In celebration of the grand opening of The Maxfield Lofts, 96 new homes in a historic Art deco highrise in LA's Fashion District, we invite Los Angeles to see these new lofts by experiencing the greater home that surrounds us. On the evening of Friday, June 24, we will hand over the keys to locally-based art, design, fashion, and cultural entities like yours. The event will activate yet-to-be-inhabited loft units on the top three to four floors of the building. We're inviting neighbors far and wide to come inside and experience the many creative industries that are reflective of *our own home* - the intersection of several Downtown LA communities, based in the Fashion District, one of the most culturally unique, complex, dynamic neighborhoods of Los Angeles.

We'd love you to be the first to call one of these units home on the evening of Thursday, June 23, 2016. We welcome you use the space to display your craft, sell your work, perform, and most of all, showcase what calling Los Angeles home means to you.

Participation is free. Attendance is free and open to the public. We expect over 1000 attendees throughout the evening. There will be a bar, light refreshments, and live music. Attendees will be

provided floor plans noting each activation. The lofts are being curated by Ari Simon of Get Down Town with support from Daniya Mussina of CreativesDTLA, in partnership with Capital Foresight, owners of the Maxfield Lofts.

The Maxfield Lofts, designed in 1924 by John M. Cooper, opened as the home of Maxfield & Company, a wholesale textile and dry goods company who relocated to Los Angeles from the Midwest to increase their business and impact. Built in elegant Art deco style, it is designated as a Historic Cultural Monument in the City of Los Angeles. It is located at 819 S Santee St.

Thanks to the Los Angeles Fashion District BID for their promotional support.

For more information, please contact Ari Simon - ari@getdowntown.la or (609) 731-7834