



L.A. IS A CITY OF CITIES  
A SET OF DISCONNECTED  
CENTERS, EACH WITH THEIR  
OWN VITALITY AND IDENTITY.

THERE IS A NEW VISION FOR L.A.

**INTERCONNECTED  
MULTI-MODAL  
SYNERGISTIC**

THE NEW PERSHING SQUARE  
CAN BE EMBLEMATIC OF THIS  
NEW VISION FOR L.A. A PLACE  
WHERE THE DISCONNECTED  
CONNECT. A PLACE WHERE WE  
ARE L.A. IN ALL OUR GLORY.

**VIBRANT  
INFORMAL  
DARING  
OPTIMISTIC  
SMART**



**SQUARE AS: INCUBATOR, INFRASTRUCTURE, DISTRICT, FAMILY ROOM, CATALYST, ATTRACTOR, GARDEN, L.A.**