

Global Real Estate News

Blau Journal

Providing a VOICE for Industry Professionals

New Urban West unveils Creative Office Project on Santa Monica Expo Line





1301 Colorado, With Design by Ehrlich Architects and Pop-up Murals by ArtCenter College of Design, Will Debut at Expo Line's May 20 Opening.

May 3, 2016 – [New Urban West](#) has announced 1301 Colorado, a marquis-caliber, creative office project along Santa Monica's new Metro Expo Line. The project is a rare, free-standing, single-tenant building in Silicon Beach. The developer will unveil 1301 Colorado May 20, concurrently with the historic opening of Expo Line expansion to Santa Monica. New Urban West purchased the approximately 14,000 SF, 1960s-era building in early 2015 and worked with world-renowned [Ehrlich Architects](#) to transform it into creative space. To celebrate the launch, New Urban West is collaborating with [ArtCenter College of Design](#) to create a bold, "East meets West" via Expo Line-themed pop-up mural on the exterior.

"In today's market, this raw industrial space practically demanded to be re-imagined by one of the industry's leading architecture firms," said Jason Han, a partner leading the marketing effort at New Urban West. "Ehrlich Architects' redesign goes beyond adaptive reuse to the heart of Silicon Beach style, including soaring ceilings, natural light on the interior, bike and surfboard storage, mezzanine space, exposed original wood structural span system, warm steel finishes and reclaimed concrete floor. This is the identity and vibe craved by technology, entertainment and design companies looking to highlight their brand and attract talent. The unveiling is all the more exciting because the collaboration with ArtCenter celebrates the best of Silicon Beach."

Highlighting the property's creative rebirth and Expo-adjacent setting (a three-minute bike ride or a five-minute walk from the 17th Street station), New Urban West is partnering with ArtCenter to concurrently unveil murals, which will remain installed for two weeks. [Brian Rea](#), artist and illustrator of The New York Times Modern Love column, and Clive Piercy, principal at renowned design agency [Air Conditioned](#) – both on ArtCenter faculty – will create works to transform 1301 Colorado with (one mural measuring) 150-foot-long, 24-foot-high (add the 2nd mural space dimensions here). This installation is an extension of ArtCenter's widely heralded 2015 [OUTSIDEIN](#) exhibition of international muralists.

“The May 20 unveiling celebrates the historic opening of seven new Metro stations,” said Han. “For the first time since 1953 when the Santa Monica Pacific Electric Air Line was abandoned, trains will once again link Downtown Los Angeles and many other eastside communities with the Westside. We are thrilled to have Brian Rea and Clive Piercy interpret this connection in a pop-up exhibition. It will be enjoyed by tens of thousands of Angelenos each day who ride past it on the Expo Line during the two-week period.”

About 1301 Colorado

2015 AIA National Firm Award winner Ehrlich Architects has created a transformational environment responding to the transformational companies of Silicon Beach.

The LEED-targeted space includes: Indoor/outdoor terraces, western-facing glass rollup doors, 17-foot ceilings, polished concrete floors, dark fiber connectivity, operable skylights, subterranean parking with valet option and elevator, drought-tolerant landscaping, and a mezzanine overlooking the expansive, column-free floorplan and dedicated space to park bikes and surfboards.

1301 Colorado is a three-minute bike ride or five-minute walk from the new Expo Line station at 17th Street. Centered in Santa Monica’s tech corridor, it is surrounded by dozens of leading creative and media firms, including filmmakers, television networks, musicians and production companies. It is directly across the street from Santa Monica’s Memorial Park, with lighted tennis courts, lighted soccer and baseball fields, a state-of-the-art skateboard park, indoor gym, basketball and volleyball courts.

<http://www.blaujournal.com/new-urban-west-unveils-creative-office-project-on-santa-monica-expo-line/>