

Historic Consultants, Inc. sponsors USC exhibit in Irvine-Byrne building

Sunday, 10 November 2002

L.A. Conservancy Loft Tour 2002

For the Los Angeles Conservancy's loft tour this year, National Preservation Partners was able to display the exciting USC project "Branding Broadway", which was recently featured in the LA Downtown News. Through efforts of Historic Consultants, Inc., a local firm specializing in historic rehabilitation, exhibition space in the historic Irvine-Byrne Building was available.

Under the direction of Gregory Thomas of USC, students developed ideas and concepts for "Branding Broadway" as a destination. The students' posters were on display along with historic information on Downtown LA by National Preservation Partners.

Here some of the branding concepts developed by the students: