

[ANGLES ON ARCHITECTURE]

Deconstructivist Goodwill

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Created in 1999 by Santa Monica-based architect William Dale Brantley and his firm aARts Architects, the Goodwill Industries Building at 4575 Hollywood Blvd. is an eye-catcher.

Falling into the historical period known as Deconstructivist Post-Modern architecture, which directly followed Mid-Century Modernism—roughly from the 1970s to 2000—this type of architecture allows the viewer to see the “works” of the building, such as I-beams, insulation, duct work and in this way making them artistic features and not something that is

meant to be covered over and never seen.

At the Goodwill building, left exposed is the insulation in the ceiling and the duct work. There is no dropped ceiling and there are no interior walls in this structure. Industrial halide light fixtures reflect the shiny surface of the insulation drawing your eye to the bright ceiling.

The overhanging roof of corrugated steel provides shade and another visually interesting surface seen underneath. By exposing these industrial materials and drawing attention to them.

Architects and designers must work within the constraints of the city requirements and because this is a commercial corner lot, the requirements were such that there had to be transparency into the building. Clearly, that was accomplished here.

Examples of this style can also be seen in international precedents such as the Pompidou Centre in Paris and the

Lloyd's Bank in London and locally in the home of architect Frank Gehry in Santa Monica.

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