

# THE VELASLAVASAY PANORAMA

Dear Appreciators of Art and Life,

Los Angeles, CA

The Velaslavasay Panorama (VP) is a small museum, theatre and garden established in Los Angeles during the year 2000. Specializing in immersive installations and entertainment popular before the invention of cinema, our main exhibit is the contemporary 360-degree panorama painting brought to life with an animated light and sound cycle.

The VP is located in the West Adams neighborhood of LA, an historically underserved district in terms of the arts. We established ourselves as a cultural outlet in a community that disproportionately lacks public green spaces and small-scale arts organizations, and we welcome the public on a donation-based level to keep our site open for all members of the community and Greater Los Angeles Area.

As the only 360-degree panorama west of the Mississippi River and the only contemporary painted panorama museum in the US, the VP provides the public with a special opportunity to engage with imagination, immersivity and history. Our last major exhibit, the *Effulgence of the North*, a scene of the Arctic landscape complete with an aurora borealis, was seen by over 30,000 people, and we expect our upcoming exhibit *Shengjing Panorama* to exceed that level of audience comprised by our immediate community as well as visitors who travel from around the globe.



<https://youtu.be/BicLKASByGI>

*Shengjing Panorama* 《盛京全景图》 is the first ever China-US collaborative panorama. Painted in 2015 by the most skilled panorama artists of our time, from Shenyang's Luxun Academy of Fine Arts, *Shengjing Panorama* depicts the historical city of Shenyang, China (then called Shengjing, meaning 'Rising Capital') from 1910 - 1930, an era of great cultural opening just after the conclusion of Chinese Dynastic Rule and the building of the South Manchuria Railway. This time period coincides with the silent film heyday of the Union Theatre (our building, built in 1910) in LA which sat directly in front of a Yellow Car Rail line, part of the now defunct Los Angeles Inter-Urban Railway. During these three decades, hordes of businessmen and optimistic visionaries from various cultures clamored to both Shengjing and LA to seek fortune. There, Russo-French architecture, Japanese investment and Chinese craftsmanship and materials mingled to create a unique cityscape featuring the first train stations, embassy buildings and civic infrastructure, much of which is now being lost to large-scale developments like those in LA. Today, the buildings that

remain sit in the Guandong Movie Park, preserved as film sets for period pieces - an inverse to how Hollywood set pieces were repurposed into the architecture of LA's New Chinatown.

For the past five years, VP Founder, Director and Lead Painter of *Effulgence of the North* Sara Velas has been researching and developing *Shengjing Panorama* - this time enlisting the collaboration of master panorama painters Li Wu, Yan Yang and Zhou Fuxian through translated email exchanges and multiple visits to Shenyang. Co-Curator Ruby Carlson, who has been involved in the institution for over 10 years, now leads the project's guide pamphlet and interpretive written materials. Andrea Cao, a recent graduate of USC School of Cinematic Arts' Interactive Media program was recruited as a Getty Multicultural Undergraduate Intern and remains on the project, assisting in the development of interpretive exhibits & leading coordination with our lighting designer. Painter and Sculptor Guan Rong, who has previously worked on numerous major VP projects, now acts as a Chinese community liaison and consultant, helping with outreach and translating on trips to Shenyang.

With the painting installed, the VP's next steps are to design and sculpt a faux terrain and design and install a narrative lighting and sound cycle. Using wood, plaster, paint and railroad model materials, a miniature Shengjing will be built to surround and extend the daily city life towards the viewer. Sculptural scenes include the first train system, crumbling city walls, models of unique architecture, and the people and nature living throughout them. Director Sara Velas will be sculpting with help from our former Getty intern Sara Bautista, miniaturist Bridget Marrin and artist Ava Salzman. Our Lighting Designer, Chu-Hsuan Chang, will be using Eos via Nomad and a color-shifting wash of LEDs to evoke the 'golden hour' of prosperity, diversity and exchange before the 'sunset' of the Japanese Invasion of 1931 - recalling the Roaring 20s before the Great Depression. Spotlights will guide viewers to landmarks within the painting's 30-square-mile area, taking viewers on a tour of the city. Our sound collaborator, Moritz Fehr of Berlin, is working on an immersive soundscape incorporating sounds recorded at historically-relevant LA landmarks and regionally-appropriate musical sounds recorded with sheng (Chinese mouth organ) virtuoso Wu Wei.



*Postcards featuring Mukden Station (Shenyang) & La Grande Station (Los Angeles)*

*Shengjing Panorama* is the centerpiece of the VP's operations and will inform our educational interpretive exhibits as well as our regular programming for the next five years. Throughout the year, the VP curates and hosts monthly events for the public which present traditional folk arts, independent cinema, artist lectures, and performances of music and dance. Our programming is structured to embolden people with limited resources to present and encounter art projects that match our creative mission efficiently, keeping ticket prices low but production value high. Based on discussions with participants, we engage a wide audience ranging from artists, architects, and history buffs to community members such as working class families, students and scholars from local universities. As such, we strive for accessibility, publishing our written materials in multiple languages, presenting performances such as Chinese Opera with English and Chinese translations as well as sign language interpretation, and regularly collaborating with the Luis Buñuel Film Institute to screen Spanish-language films, as our immediate neighborhood is predominantly Spanish-speaking. For the past three years, over 90% of our events have sold out, and demand for our programs has begun to exceed our theatre capacity. We encourage visitors to contact us with event proposals and are asked regularly if the V.P. is open to collaborations.

With *Shengjing Panorama*, we will engage the culturally Chinese population living in and around LA. This includes those who grew up in Chinese-American communities in LA, first generation immigrants, tourists from China and people who would like to reconnect with their Chinese heritage. As a transcultural institution, we provide a possible entryway for those who may have trouble identifying themselves ancestrally due to their American melting-pot upbringing. We also regularly collaborate on educational programming with students and faculty from local high schools and colleges such as Gertz-Ressler High School, Loyola High School, La Cañada High School, USC, UCLA, UCSB, Occidental College and CalArts. From these schools, we hire high school and college interns who show specific interest in pre-cinematic arts and history with yearly support from the Getty Foundation's Multicultural Undergraduate Internship Program and Federal Workstudy. And as we have the unique opportunity of creating contemporary panoramas, we are currently utilizing this development period to provide local students who visit regularly for class trips with a rare glimpse into the research, crafts and elements behind the first fully-immersive artform - a direct predecessor of today's virtual reality.

Such a complex and international project as *Shengjing Panorama* calls for steady fundraising efforts from our team. As of November 18, 2018, we have raised \$25,911 or 53% of our \$48,888 [Shengjing Panorama fund](#) goal. This goal is the barebones minimum budget required to actualize the project. And due to the long development period and increasing operational costs, general operating support for our rent, utilities and insurance is also greatly needed. Any help at all would allow us to continue the creative development of this landmark panorama exhibit. As a non-profit organization run mostly by volunteers, we are always striving for efficient use of our limited resources and appreciate any aid we receive.

Attached is an expanded image packet illustrating the Velaslavasay Panorama's exhibits and recent events, along with a budget breakdown and technical diagrams for the installation of *Shengjing Panorama*. Please let us know if you have any further questions, suggestions or would like to come over for a visit.

Thank you for your time and consideration,  
The Velaslavasay Panorama



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*Shopping Street, Shenyang 1920s*



*Shopping Street, Shengjing Panorama*

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Welcome  
《盛京全景图》  
SHENGJING PANORAMA

*A LANDMARK 360° COLLABORATION BETWEEN THE VELASLAVASAY PANORAMA  
& EXPERTS OF CHINESE PANORAMIC PAINTING*



For the past half-decade, the Velaslavasay Panorama has been working towards bringing beautiful Shengjing to Los Angeles. Welcome 《盛京全景图》! Painted by masters 李武 Li Wu, 晏阳 Yan Yang, and 周福先 Zhou Fuxian, “Shengjing Panorama” depicts a city in China during the years 1910–1930. With a detailed three-dimensional terrain and an exquisitely rendered civic vista, visitors will be transported to a golden region of diverse architecture, religion and culture unlike any other.

THE VELASLAVASAY  
**PANORAMA**

## SHENGJING PANORAMA





## COLLABORATION IN SHENYANG, CHINA

Velaslavasay Panorama friendship exchange project in collaboration with artists & professors from the Luxun Academy of Fine Art and the Tiexi School for the Deaf





## SHENYANG - 1910-1930 NORTHEAST CHINA

### *SHENYANG - THE ECONOMIC & INDUSTRIAL CAPITAL OF NORTHEAST CHINA*

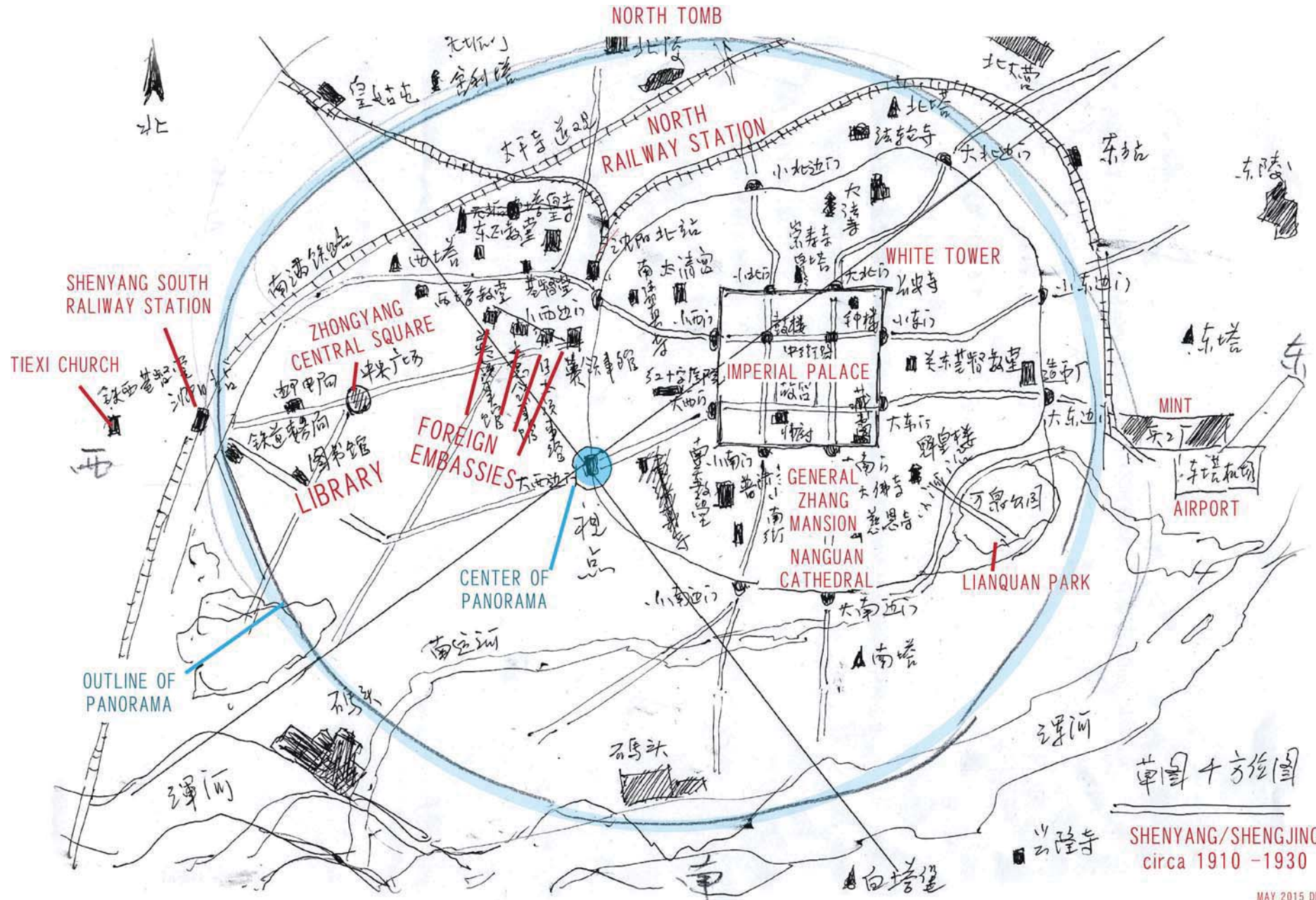


The original capital city of the Qing Dynasty in the early 17th Century, Shenyang has been the industrial, economic and cultural capital of Northeast China (Dongbei) for centuries. Over the years the city has been known as Hou City, Shengjing, Shenyang, Fengtien and Mukden. “Shengjing Panorama” 《盛京全景图》 depicts the unique architecture and international cultural exchange in an era of great change for China and the world.





# SHENGJING PANORAMA BIRD'S EYE VIEW





## 3D TERRAIN & DYNAMIC LIGHT CYCLE

Examples of three-dimensional terrains from panoramas in China and from the previous Velaslavasay 360-exhibit “Effulgence of the North”





## PAINTERS OF SHENGJING PANORAMA



**LI WU 李武**

### Painter of “Shengjing Panorama”

- Lead Designer/Shenyang Coordinator for *Shengjing Panorama*
- Graduate Instructor for Large- Format Painting at the Lu Xun Academy
- Served as the Lead Painter and Designer of six 360- degree panoramas & 14 half- circle panoramas in China, including *Splendid Central Plains*, which holds the Guinness World Record for largest painting in the world
- Books of his work include *Colors in Oil Painting* and *Collection of Landscapes*
- Work in the collection of the National Museum of China, Kong Fansen Memorial Museum of Shandong Province , Liaohe Museum, Harbin Martyr’s Memorial Museum, Huangma Memorial Museum of Hong’an, among others
- Received the First National Mural Exhibition Award of Excellence for the half- circle panoramic work *The Final Battle: Three Campaigns* created in collaboration with Yan Yang and Zhou Fuxian

**YAN YANG 晏阳**

### Painter of “Shengjing Panorama”

- Professor of Graduate Studies at Lu Xun Academy of Fine Art
- Expert in Traditional Chinese Painting and Oil Painting
- Researcher and Supervisor at the Art Education Center
- Member of Chinese Arts Council and the International Panorama Council
- An integral painter on six 360- degree panoramas in China including *Splendid Central Plains* and eight half- circle panoramas
- Commissioned and original works in museums throughout China
- Based in Shenyang, China



**ZHOU FUXIAN 周福先**

### Painter of “Shengjing Panorama”

- Professor at Lu Xun Academy of Fine Arts, received B.A. there in Oil Painting
- Graduate studies at Central Art Academy in Beijing and at the St. Petersburg Imperial Academy of Arts in Russia
- Art Professor and Researcher at Liaoning Education Academy
- Painter on four 360- degree panoramas including *Splendid Central Plains* and the *Jinggangshan Revolutionary Battle Panorama*
- Has worked on dozens of half- circle panoramas
- Shenyang native and history researcher & enthusiast

## KEY PARTICIPANTS SHENGJING PANORAMA



### **RUBY CARLSON** **Curatorial & Enrichment**

- Key collaborator with the Velaslavasay Panorama since 2008
- Events Curator & Writer
- For three years served as the Secretary-General of the International Panorama Council - a group dedicated to the promotion & preservation to the panoramic art form
- Studied Anthropology & Linguistics at The George Washington University & UCLA
- Freelance Cinematographer for fine art & independent cinema
- A member and collaborator at P.L.A.C.E. self-lead study of lacanian psychoanalysis
- Native Los Angeleno

### **GUAN RONG** **Chinese Liasion, Educator & Sculptor**

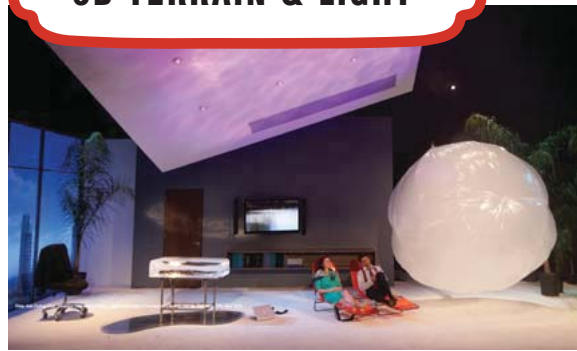
- Key collaborator with the Velaslavasay Panorama since 2007
- Educator & founder of “One House Arts” arts education in Temple City
- Key Liasion with the Shenyang groups of painters, traveled together with Sara Velas on several research trips for the past 5 years
- Studied art & sculpture at the Art Institute of Chicago and CalArts
- Based in Los Angeles for the past 15 years, collaborating with area groups and institutions such as KCHUNG, Human Resources and the Hammer Museum
- Born in Tianjin, China, fluent in Mandarin

### **SARA VELAS** **Artistic Director**

- Founded the Velaslavasay Panorama in 2000 on Hollywood Boulevard
- Relocated project to West Adams/University Park in 2004
- Former President of the International Panorama Council, current member of Executive Board of the IPC
- Dedicated architectural preservationist with affiliations with the Los Angeles Conservancy Modern Committee and the West Adams Heritage Association
- *Shengjing Panorama* is an extension of a two-year curatorial fellowship awarded to her by the Andy Warhol Foundation for research in China
- 1999 BFA in Painting from Washington University in St. Louis
- Awards from Hollywood Arts Council, California Community Foundation, etc.
- Native Los Angeleno, born in Panorama City



## KEY PARTICIPANTS 3D TERRAIN & LIGHT



### ANDREA CAO Curatorial Development & Lighting Assistant

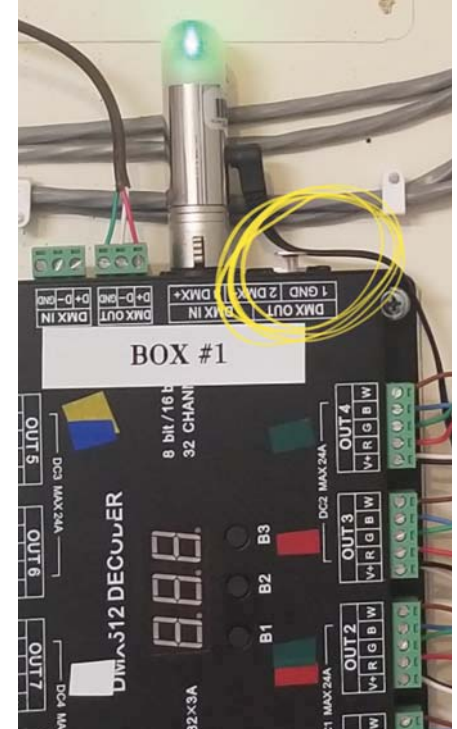
- USC School of Cinematic Arts graduate, Trustee Scholar, Magna Cum Laude
- BA in Interactive Media and Games, Theatre minor
- Executive Board Member and Graphic Designer of Student Coalition for Asian Pacific Empowerment
- Former Philanthropy chair of Delta Kappa Alpha Cinematic Arts Fraternity
- Vice President of Philanthropy of Delta Omicron Zeta Leadership Fraternity
- Currently facilitates community service relationship between the professional USC fraternities and the Velaslavasay Panorama
- Two-time alumna of Getty Multicultural Undergraduate Internship program

### RASTRA CONTRERRAS Engineer & Strategic Development

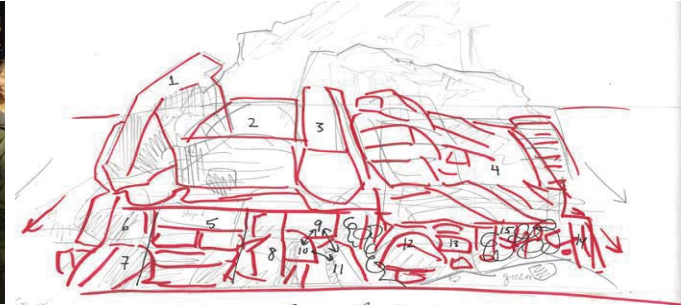
- Internationally recognized artist, sculptor & builder
- Collaborator of the Velaslavasay Panorama since 2003
- Specializes in unique architectural environments and has worked extensively with the Center for Land Use Interpretation, Museum of Jurassic Technology, Automata Arts, 51 Third Street in Troy, New York and Hodgepodge Peaceful Lodge in Montrose, Colorado
- Experienced with plaster work, plumbing, concrete, electrical (regular & low voltage), carpentry
- Grand Moving Mirror moving panorama engineer

### CHU-HSUAN CHANG Lighting Designer

- BFA in Directing from Nation Sun Yat San University in Taiwan
- MFA in Lighting Design from CalArts
- Specializes in lighting design for theater and dance productions, along with installations, events, and architecture
- Recently collaborated with Andrea Cao while working together on Asher Hartman's play *Sorry Atlantis!* at Machine Project
- From Taiwan, now based in Los Angeles
- Works internationally - Taiwan, Brazil, Iceland



## KEY PARTICIPANTS 3D TERRAIN & SOUND



### MORITZ FEHR Sound Design

- Tokyo National University of the Arts & Bauhaus University, Media Arts Ph.D
- From Berlin, Germany
- Spatial sound installation & experimental videos exhibited at international venues including Continuous Drift (Dublin), Isabella Stewart Gardner Museum (Boston), Ethnological Museum (Berlin), Museum of Jurassic Technology (Culver City), Kunstverein Hildesheim (Germany), Arko Art Center (Seoul), Altoetting Jerusalem 1902 Panorama (Bavaria)
- Collaborated with Sara Velas on *Effulgence of the North* 360-degree panorama on view at the Velaslavasay Panorama 2007-2017
- Using ambisonic recordings from Los Angeles, sampled sound, contemporary & archival field recordings from Shenyang and the Berlin Ethnographic museum to create a multichannel spatial installation for *Shengjing Panorama*

### WU WEI Sheng (Chinese Mouth Organ) Virtuoso

- Professor at Shanghai Music Conservatory
- DAAD Scholarship to attend Hans Eisler Music Academy in Berlin, Germany
- Performed as a soloist with the Berlin Philharmonic Orchestra, Los Angeles Phil. Orchestra, Radio France Phil. Orchestra, Seoul Phil. Orchestra & more
- Winner of the “Musica Vitale Competition Germany” in 1996 & 2002, the 2004 “Global Root” German world music prize and the Edinburgh International Festival’s “Herald Angels Award” in 2011
- Working with Moritz Fehr to record regionally-appropriate musical sound sources for *Shengjing Panorama*

### AVA SALZMAN Terrain Design & Creation

- Senior at La Cañada Highschool
- Artist with diverse skill set focused on pen-and-ink drawing and illustration in the form of graphic novels, recently self-published the graphic novel *Otto*
- Singer-songwriter with 10 years of guitar experience
- Independent learner, interdisciplinary interests from science & humanities

### SARA BAUTISTA Terrain Prototyping & Development

- 2018 Scripps College graduate, American Studies - Cum Laude
- Native San Franciscan, history researcher and archivist
- Artist/healer developing ‘Common Rite’ oracle deck from miniature dioramas

### BRIDGET MARRIN Miniaturist & Diorama Consultant

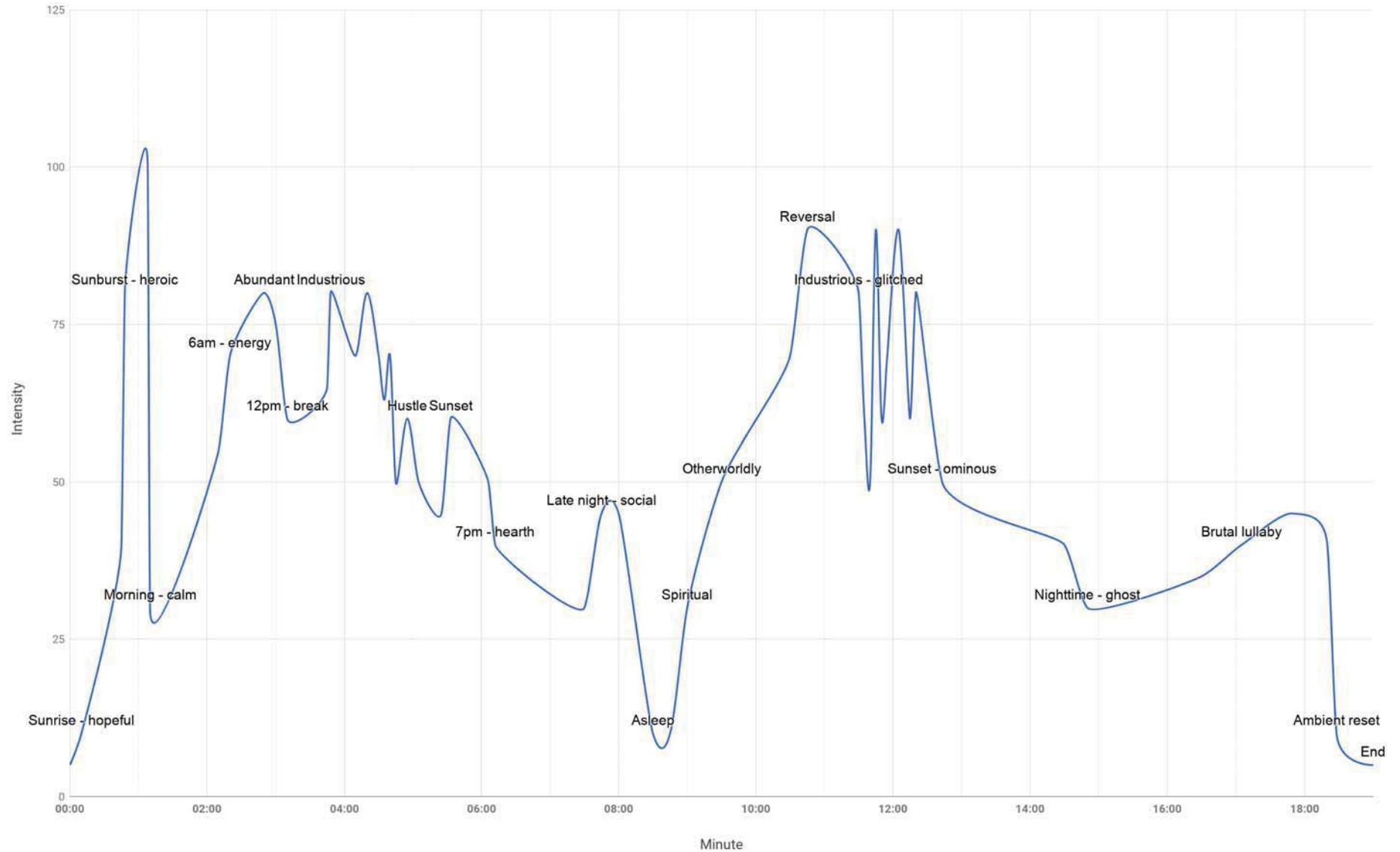
- Artist, filmmaker & highly model maker working with wood, plexiglass, metal, crystals, rocks and yarn
- Creator of Trailer model exhibition at the Museum of Jurassic Technology
- Creating architectural models of LA & Shenyang Train stations

### JOSEPH JIN Digital Surveying & Terrain Design

- CalArts, Scenic Design BFA and China Central Academy of Fine Arts
- From Changchun, China based in LA
- Scenic and concept designer for theater, film and immersive entertainment



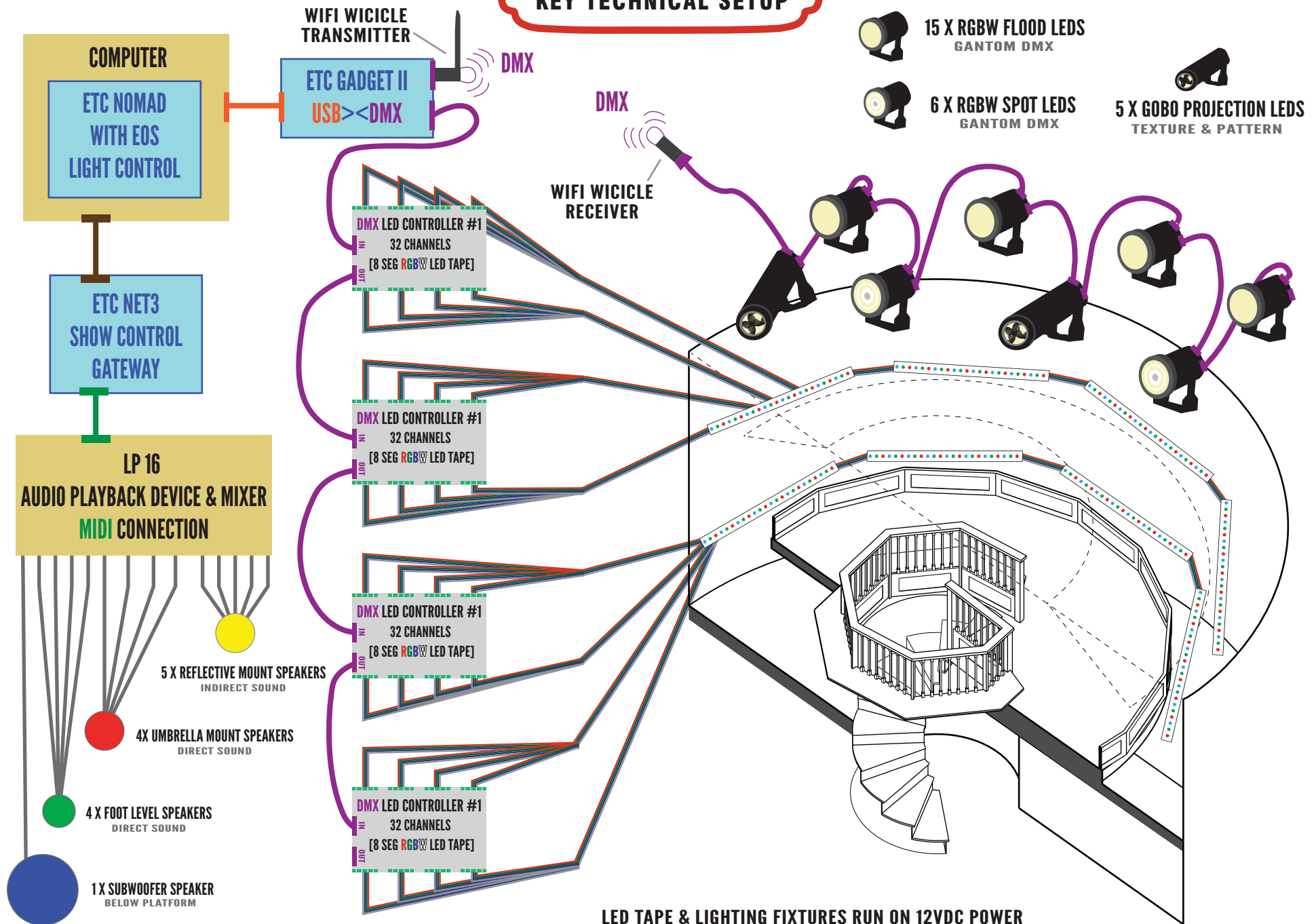
## SHENGJING PANORAMA DRAMATIC ARC



*DRAMATIC ARC & TIMELINE*

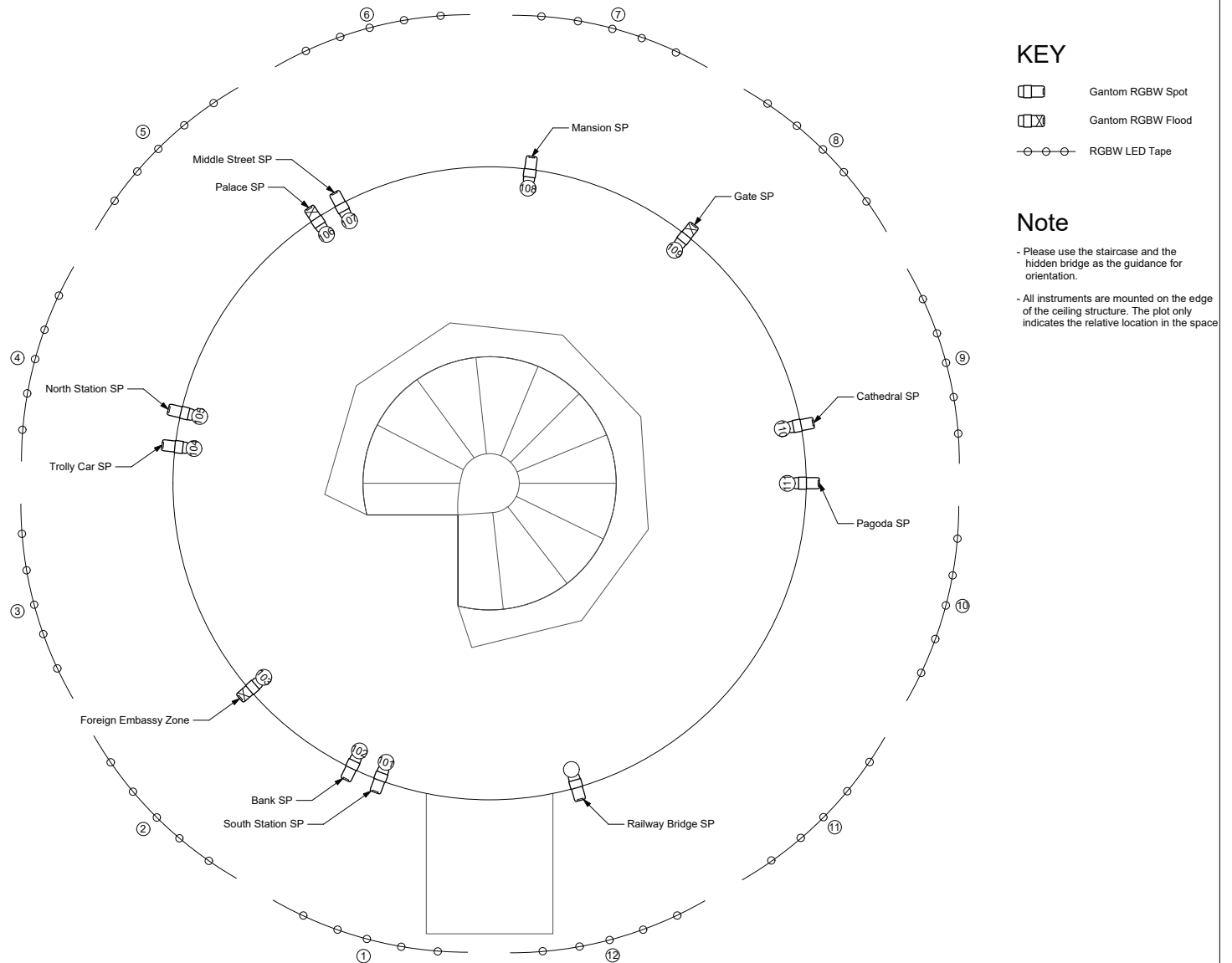
18 Minutes dramatic light cycle followed by 2-4 minutes open viewing  
TOTAL CYCLE TIME: 20-22 Minutes

# SHENGJING PANORAMA KEY TECHNICAL SETUP





# LIGHTING PLOT PLAN CHU-HSUAN CHANG







**SHENGJING PANORAMA  
PHASE III BUDGET**

*Welcome*

《盛京全景图》

SHENGJING PANORAMA

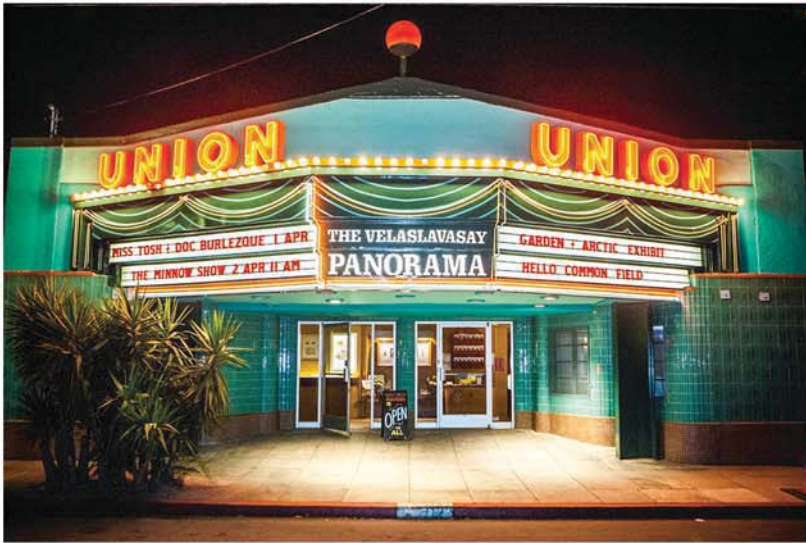
THE VELASLAVASAY  
**PANORAMA**

1122 WEST 24TH STREET  
LOS ANGELES, CA 90007

| <i>SHENGJING PANORAMA BUDGET</i>   |               |
|--|---------------|
| Phase III : Installation & Terrain Creation  |               |
| EXPENSE  |               |
| Exhibit Creation Materials: Sculpting material, wood, plaster, paint, drywall, model supplies    | 13,800        |
| Technical Equipment: DMX Lighting & LEDs, multi-channel speaker hub, playback devices & software | 12,080        |
| Artists Honoraria & Project Coordination/Curation  | 12,008        |
| Other Production Costs: Printing/research/translation/fabrication                                | 11,000        |
|  |               |
| EXPENSE TOTAL  | \$48,888      |
| INCOME   |               |
| LAST ARCTIC SHOW: Event proceeds Sept. 9, 2017   | 1,570         |
| “Shengjing Panorama” Fund: Contributions as of November 18, 2018                                 | <u>24,341</u> |
| INCOME TOTAL THUS FAR  | 25,911        |
|  |               |
| REMAINING TO RAISE   | \$22,977      |

THE VELASLAVASAY  
**PANORAMA**

## ON THE VELASLAVASAY PANORAMA



Expanding on the illustrious history of the Great Panorama Paintings of the 18th and 19th centuries, The Velaslavasay Panorama of Los Angeles presents the only 360-degree painting west of the Mississippi River. Located in an historic cinema hall built in 1910, the garden grounds and exhibits of The Velaslavasay Panorama are open to the public weekly and its theatre is host to a unique variety of folkloric traditions, illustrated lectures and visual entertainments, including those popular before the invention of cinema.

VELASLAVASAY PANORAMA  
1122 W. 24th St, Los Angeles, CA 90007

**[WWW.PANORAMAONVIEW.ORG](http://WWW.PANORAMAONVIEW.ORG)**



## RECENT ACTIVITES: AN OVERVIEW

In the past year, the Velaslavasay Panorama has participated in a variety of activites and produced many programs including the following:

- *Miss Tosh and the Department of Curiosities* Cabaret Show
- *The Minnow Show* in three installments
- *The Stepford Wives* - Screening with Actress Paula Prentiss
- USC Visual Studies Research Institute Symposium
- Research trip for *Shengjing Panorama* painting in Shenyang
- *The Border Peepshow* at three locations
- *The Last Arctic Show*
- 2017 International Panorama Conference
- Dia de los Muertos 24th Street Festival
- The Common Field Convening
- Slovak & Czech Heritage Gathering
- The Cristo Del Arbol Festival
- New Year of the Earth Dog celebration
- Bob Baker Day 2018
- A revival of the *Grand Moving Mirror of California* at the Exploratorium
- & many, many class visits!



THE VELASLAVASAY  
**PANORAMA**



## THE LAST ARCTIC SHOW! AN EFFULGENCE GOODBYE



Preceding the de-installation of the *Effulgence of the North*, the Velaslavasay Panorama opened to the public for one final weekend and held a retirement celebration titled *The Last Arctic Show*. Each performer in the 15-act variety show was given exactly 5 minutes of stage time - no more and no less. Acts ranged from the classic to confounding, including dancing, comedy, cooking, music, magic, and more! As they say, “your 5 minutes goes and the curtains close!”





## A BORDER PEEPSHOW



*The Border Peepshow* depicts scenes of the San Diego/Tijuana border from 1887, 1927, 1967, and 2017, drawing on historic and contemporary photographs of the region to illuminate the shifting story of a once culturally and ecologically connected terrain. As a collaboration with *Parkeology*, a public art program that excavates histories from urban parks, the Peepshows debuted in Balboa Park, San Diego at the Plaza de Panama, as a public exhibit in June 2017 and was accompanied by trolley tours of the Tijuana-San Diego border. *The Border Peepshow* then traveled to Los Angeles to be shown on the Velaslavasay Panorama stage and Germany with a brief appearance at the Berlin Wall and an exhibition at nGBK from August to October.

