



## central courtyard



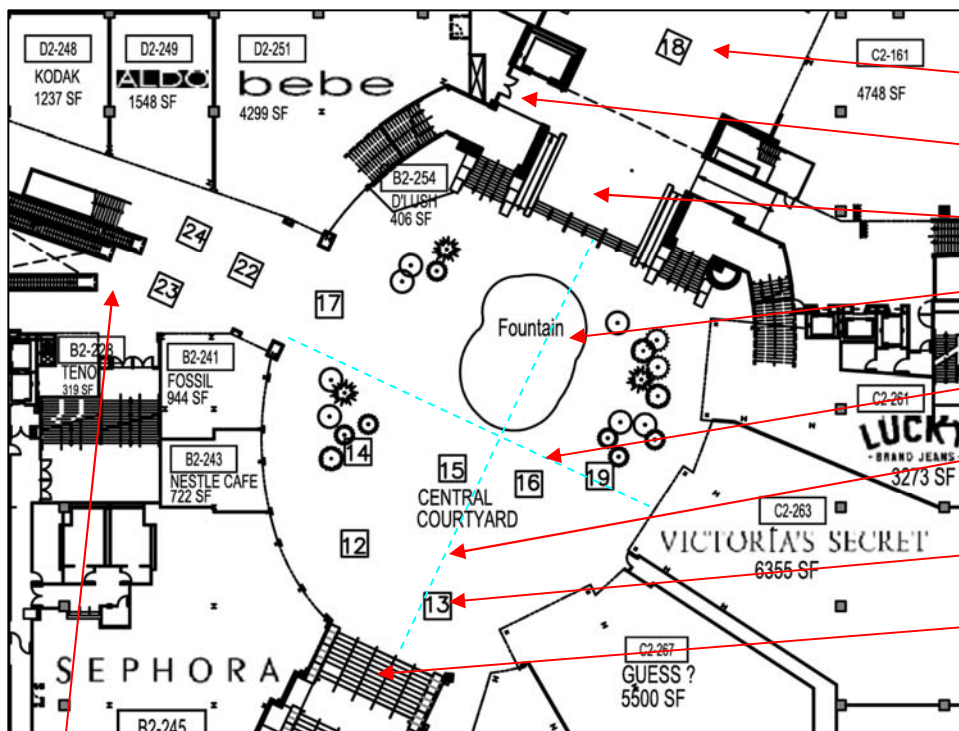
### hollywood & highland center information

Featuring iconic architecture and imaginative design based on the 1916 film *Intolerance* and basking in the shadow of the famed Hollywood sign; Hollywood & Highland center boasts an array of upscale retail outlets, endless dining and entertainment opportunities, a variety of special event locations, unmatched nightlife and the world-famous Kodak Theatre (home to the Academy Awards®, American Idol® Finals, Daytime Emmy® Awards and numerous other star-studded productions). As one of LA's most popular tourist destinations and the focal point of Hollywood's 'rebirth', Hollywood & Highland attracts 18 million visitors each year and greets 150,000 vehicles traveling along Hollywood Blvd. and Highland Ave. daily.

Average pedestrian traffic for the center ranges from 60,000-75,000 daily during off-peak months with 80,000 to 95,000 daily visits during awards season, summer and holiday months. Located adjacent to the award-winning Renaissance Hollywood Hotel; the Center plays host to over 500 major events and conventions per year and serves as a gateway to the MTA Red Line underground subway and nearby attractions such as the popular Hollywood Roosevelt Hotel, Grauman's Chinese Theatre, Disney's El Capitan Theatre, numerous museums, restaurants and the historic Pantages and Egyptian Theatres.

### central courtyard information

The Central Courtyard is a 19,000 square foot open air space located in the heart of the center. Inspired by the 1916 D.W. Griffith film "*Intolerance*", the space is ringed by 50 foot columns holding enormous elephant statues and capped by a colossal 12-story arch located above the natural 20'x34' stage area. The arch is outfitted with concert stage lighting and ample power to accommodate an event of any size. The courtyard is wifi capable and offers 400 strands of fiber optic cable to accommodate simultaneous worldwide broadcasts, virtual guest attendance or the conferencing of your event.



### diagram

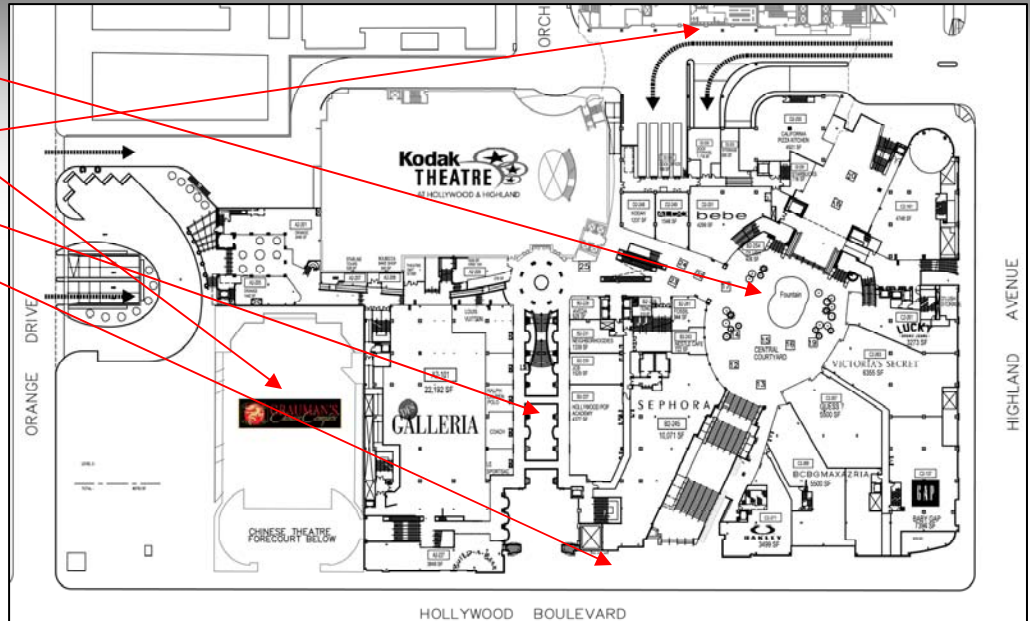
- Connected to Hollywood Plaza with a direct view of the famous Hollywood Sign
- Easy access to loading dock (on the same level) via hallway
- Natural stage area for concerts or displays (20' deep x 34' wide) with Hollywood Sign in the background
- Built-in fountain is flush with the ground and may be turned off to create additional event space.
- Courtyard width is 125' from corridor to Victoria's Secret doorway (east to west)
- Courtyard length is 140' from the bottom step of the natural stage area to the top stair of the Grand Staircase (north to south)
- Retail Kiosks may be bought out and removed for a daily fee to create additional event space.
- Grand Staircase leads down to Hollywood Blvd. and the historic Hollywood Walk of Fame.

The Central Courtyard is located on Level 2 of the Center and has direct access to the Kodak Theatre Level 2 entrance as well as stairs, escalators and elevators in the Central Corridor to the Level 3 & 4 shops and the entrance to the Renaissance Hollywood Hotel on Level 3.



## central courtyard

- full property**
- Central Courtyard is located on Level 2 just east of the Kodak Theatre
- Renaissance Hollywood Hotel
- Grauman's Chinese Theatre
- Awards Walk (leading to Kodak Theatre entrance)
- Hollywood Walk of Fame



## event photos



International Pow Wow Tourism Event



Daytime Emmys Fan Zone



FOX News American Idol Live Broadcasts



Bravo WORKOUT Promotion



Allure Magazine Pop Up Party



CA Speedway Day in LA



Nike FC Barcelona Promotion



Ocean Spray Bogs Across America