

Los Angeles

MAGAZINE

[REVAMP]

Stage Right

The Hollywood Palladium is humming again. That's music to our ears

» The Hollywood Palladium, the streamline moderne concert venue that has hosted such performers as Frank Sinatra and the Ramones, reopens October 15 with a Jay-Z concert after a long-awaited remodel. To hear principal architect Christopher Coe describe it, the job sounds more like an \$18 million, years-long scavenger hunt.

Going, going, gone: Because Coe and his team sought to capture the original 1940 Gordon B. Kaufman design (below), they searched for clues about what it once looked like. "We were holding our breath when we peeled off everything," he says. A forensic paint analysis, for example, revealed that the exterior was originally green, blue, and cream, while the color of a piece of blue glass lodged in a wall—all that was left of the original facade—inspired the shade of the building's new skin. One casualty, however, was the iconic Hollywood regency-style sign—a '60s-era addition. We're all for historical accuracy, but sometimes it can be a bummer.



1940



2008

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