COLLOQUIUM XII
The Business of Fun: The Role of Theme Parks in Shaping Los Angeles

From Disneyland to Marineland, from Pacific Ocean Park to Lion Country Safari, the Los Angeles region has had a rich history with amusement parks. But did you know that their influence goes beyond fun and money making to shaping where and how we live today? That is the focus of an enlightening and entertaining symposium sponsored by the Los Angeles Region Planning History Group.

WHEN: Saturday, November 21, 2015
9 am – 2 pm

WHERE: Huntington Library
1151 Oxford Rd
San Marino, CA 91108
The Business of Fun: The Role of Theme Parks in Shaping Los Angeles

Los Angeles has always been different by design. The region’s development pattern was low and wide. As a result, people could enjoy something they could rarely find elsewhere - private space. Why go to the park when the park was your backyard?

However, people being people like to gather and seek entertainment. Just like the cities in the East, many of the earliest trolley lines in Los Angeles lead directly to entertainment facilities at the end of the line. From Huntington Beach to Mt. Lowe, for a nickel the public could easily access these far away destinations.

As Los Angeles gained worldwide prominence due to the movie industry, a new kind of public space was created that reflected the needs of the regions low-scale development pattern. The region has historically lacked adequate public park space. Filling this vacuum have been entrepreneurs that created attractions that would go on to define our landscape. “You have to pay for the public life,” architect Charles Moore once said of the region. Gay’s Lion Farm in El Monte, the Ostrich Farm in South Pasadena, and the Zoo at Universal City are just a small example. Los Angeles even turned the cemetery into a well-known tourist attraction - Forest Lawn.

Then it became a business. A big business. The demand for amusement was so strong that cities blossomed because of their presence. From Anaheim (Disneyland) to Valencia (Magic Mountain), Irvine (Lion Country Safari) to Venice (Pacific Ocean Park), Fairfax District (The Grove) to Hollywood (City Walk), our physical and cultural identity have been linked to these entertainment places.

How and why did this happen? Where are the echoes of the past still felt today? What is the future of public spaces that include entertainment?

SPEAKERS:
Greg Fischer, CEO, LA 1781, Inc.; Eric Lynxwiler, Popular host of LA’s Neon Cruise; Greg Goldin, Author of “Los Angeles Never Built”, Architect critic for Los Angeles Magazine; and Sam Gennawey, Author of “Walt Disney and the Promise of Progress City” and “The Disneyland Story: The Unofficial Guide”

REGISTRATION:
Event is $50; for students with valid student IDs, $35. Fee includes Continental Breakfast and Lunch. Seating is limited. Registration opens October 19, 2015.

Please confirm your attendance to: Alice Lepis, Secretary alepis@prodigy.net (preferred) or at 818.769.4179 on or before Noon, Wednesday, November 18, 2015.

PAYMENT OPTIONS
Pay by Pay Pal, accessible through our website at www.larphpg.org; or by check payable to: “Los Angeles Region Planning History Group” with completed LARPHG Registration Form sent to:
Los Angeles Region Planning History Group
c/o Alice Lepis, Secretary
11227 Acama Street
North Hollywood, CA 91602

Please include a copy of your student ID if you are registering as a student.
REGISTRATION FORM

RESERVATIONS

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You may pay either of two ways:

1. Pay Pal which is accessible through the LARPHG website: www.larphg.org; (or)
2. Check payable to: "Los Angeles Region Planning History Group with completed registration form sent to:

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