NEW MEDIA'S DARLING

C.W.'s "Gossip Girl" is drawing high online buzz but low TV ratings.

CALENDAR

AN OASIS IN THE SULF

Dubai has transformed itself into an unlikely world-class destination.

HE'S YOUNG AND GIFTED


CALIFORNIA

SUNDAY EDITION

Los Angeles Times

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Powerful storm gives the region another soaking

Threat of slides grows as officials issue flash flood watch. Searchers recover body of a third avalanche victim.

By Victoria Rum, Marjory Brodie/Bloomberg and Clayton Blackard

The leading more of what forecasters said could be the worst possible scenario for the season blanketed Southern Cali

MOUNTAIN ORDEAL

"I basically abandoned last faith," says Roger Garnet, a missing snowboarder rescued after surviving a frigid night alone in Wrightwood.

Deadly quest for perfect powder

Avalanche fatalities are on the rise. Experts cite an 'extreme sports' mentality and a risky reliance on new gear.

By Tami Abdullajan

DEITY DEVELOPER

Borrego Samson walked into a Westwood movie theater in 1991 and saw the film that changed his life. "Blade Runner," the science-fiction classic, which tells the story of a replicant hunter in Los Angeles where synthetic humans and other androids are the norm. The film inspired Samson to create a towering sign for the United Nations.

L.A. vision: a towering sign

Inspired by "Blade Runner," a developer wants 140-foot-high animation on condoms.

By Dustin Larner

PROTOTYPE: This image of theünde dehored by is the film "Blade Runner" inspired Benny Adler for the design of his condom company's building in downtown Los Angeles.

EYE-CATCHING: "The developers who went downtown do not have the 10-story high-rise building," Adler said. "They're encouraging people to go up, and the level of creativity that people's minds are bringing to the city is amazing."
2. View from inside a building with a media facade.
3. Daytime graphics.
4. Exterior daytime shot media facade.
5. Close up view of media device.

### Astani

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**Bright lights, big city**

Real estate developer Konstantin Astani has proposed a 14-story electronic sign on the Wilshire Condominiums, currently under construction. The sign is the latest effort to bring interactive advertising and colorful lights to Wilshire Boulevard. Astani’s signs would be the tallest in the city, exceeding the digital signs on the Tower Theatre building. The signs could potentially interfere with the visibility of other signs.

The City Council approved a 14-story electronic sign for Wilshire Boulevard in April 2022, with 116 digital signs on the façade of the Wilshire Condominiums. The signs are intended to enhance the visual appeal of the city and attract visitors. The signs would display information about local events and businesses, as well as advertisements for various products and services.

Astani’s signs, however, would be taller than the existing signs on Wilshire Boulevard, raising concerns about their impact on the surrounding area. The City Council has approved the signs, but the final decision will be made by the Los Angeles City Council. The signs are expected to be completed by 2025.