

SAN DIEGO
The City of Life

Life Buildings Addendum



The Life Tower

Washington Mutual Tower - 707 Broadway

(View from the east that exhibits a commanding presence over downtown, Highway 5 and Golden Hill)

www.CityofLife.com



The Life Buildings

Herein we are presenting schematic *City of Life* art design proposals for three unique buildings in downtown San Diego, as well as the Commuter Terminal at Lindbergh Field.

If the respected owners of these buildings decide to embrace the proposed *City of Life* designs, not only will they be helping San Diego immeasurably by providing a vital visual platform for the *City of Life* branding, they will also be helping themselves in a broad sense by creatively enhancing their buildings to be the most important visual focal points in San Diego.

San Diego - Seizing the Future

By nearly all measures, except one, San Diego has reached the threshold of becoming a Tier I World Class City. The one area where San Diego currently falls short is that it does NOT have an iconic visual image and brand to project to the world.

How Do We Successfully Establish an Iconic Visual Image and Brand for San Diego?

- First and foremost, we must agree the time has come for San Diego to embrace a “visionary” branding plan that employs a new catchphrase along with complimentary iconic visual imagery. However, we seek something far more expansive and elusive than just a slogan and logo. We are seeking to embrace San Diego's STATE OF MIND...as depicted in word and form.
- Recognizing that most cities are unable to compete with the likes of New York, Shanghai or Dubai with respect to monumental scale architecture and statuary, we instead must pursue an alternate path in order to make our mark. We need to embrace art-based iconic visual imagery, a strategy that corporations have successfully embraced. (e.g. Coca-Cola, Nike, Starbucks, Walt Disney)
- Corporate visual imagery (logos) are almost always static creations that are used for products, letterhead, advertising, etc., and as such, most have limited shelf lives before becoming stale. In light of this, we must go beyond the standard corporate branding strategy and embrace a “living logo”, one that can be continuously adapted to our varying needs.

How the '*Celebration of Life*' Art Series Fits Our Needs

The '*Celebration of Life*' art series is not merely a logo, it is a living artistic interpretation of San Diego's STATE OF MIND. As evidenced by the numerous examples in the *City of Life* proposal, the Life Sciences Addendum, and the Life Buildings Addendum, the '*Celebration*' imagery is exceptionally unique in that it can be incorporated into unlimited venues. No matter what the blue figures (backed by yellow and red) are doing, their very presence will trumpet SAN DIEGO to all who see them. Try to think of another logo, corporate or not, that is as malleable and universal to diverse needs as this one is.

Why Now?

By embracing the *City of Life* and its '*Celebration*' imagery, San Diego will quickly soar as the first city that truly defines itself through art-based iconic visual imagery. The benefits will be extraordinary as our unique branding propels our city forward as a powerful magnet for tourism, business, life sciences and higher education. The *City of Life* is the final piece of the puzzle San Diego needs in order to leapfrog over all the other Tier II cities to become the distinct Tier I World Class City it deserves to be.

Great leaps forward happen not by chance, but rather by seizing the day and taking calculated risks.



The City of Life Hotel

Manchester Grand Hyatt San Diego - One Market Place

(View from the southwest that exhibits a prominent presence over San Diego Bay and Coronado)



The City of Life Hotel

Manchester Grand Hyatt San Diego - One Market Place

(View from the northeast that has broad downtown visibility)



The Life Climber

Chamber Building - 110 West C Street

(View from the south that presides over the heavily trafficked First Avenue)



The Flight of Life

Commuter Terminal @ Lindbergh Field - North Harbor Drive

(View from the southeast that is highly visible to traffic going to Lindbergh Field and Point Loma)



The Life Tower

Washington Mutual Tower - 707 Broadway

(View from the west that exhibits a commanding presence over the Gaslamp Quarter, Horton Plaza, and the entire stretch of Broadway from the foot of San Diego Bay to Golden Hill)

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