



# awards walk

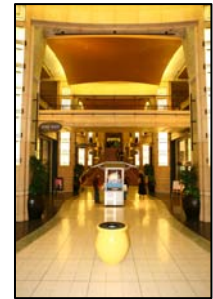


## hollywood & highland center information

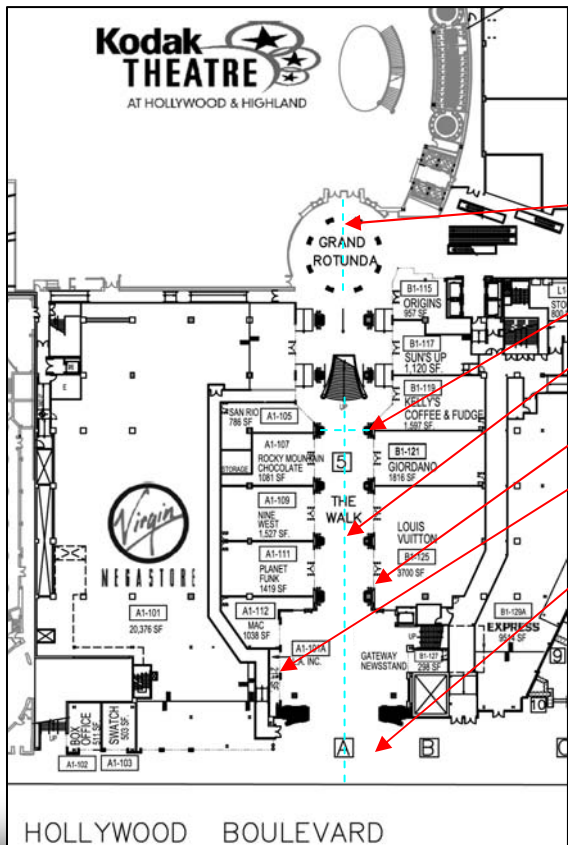
Featuring iconic architecture and imaginative design based on the 1916 film Intolerance and basking in the shadow of the famed Hollywood sign; Hollywood & Highland center boasts an array of upscale retail outlets, endless dining and entertainment opportunities, a variety of special event locations, unmatched 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.

## awards walk information



For the ultimate Hollywood experience, an event in the world-famous Kodak Theatre with a grand red carpet entrance is a must. Guests are dropped on the infamous Hollywood Blvd. where a red carpet and velvet rope walkway awaits along the Hollywood Walk of Fame lined with its famous celebrity stars. The carpet extends down Hollywood Awards Walk to the world-renowned Kodak Theatre. Guests may experience the exhilaration of walking the path where their favorite stars have celebrated achievements in film as they make their way to the Kodak Theatre staircase. As host to the Academy Awards®, Daytime Emmy® Awards, American Idol® Finals, Victoria's Secret® Fashion Show and numerous other star-studded celebrity events; the Kodak Theatre and Awards Walk provide an unmatched Hollywood backdrop.



### diagram

- Awards Walk 1<sup>st</sup> Level Rotunda area is 53' long from Kodak Theatre entrance to outside columns
- Awards Walk is 19' in width between decorative planters (narrowest point)
- Awards Walk is 208' from Hollywood Blvd. Curb Lane to the base of the Kodak Staircase
- Academy Awards® Best Picture Winning Films are highlighted via backlit placards down Awards Walk
- Hollywood Visitor Information Center operated by LA INC. The Los Angeles Convention & Visitors Bureau
- Direct feed onto Hollywood Blvd. and Hollywood Walk of Fame



## awards walk

### full property

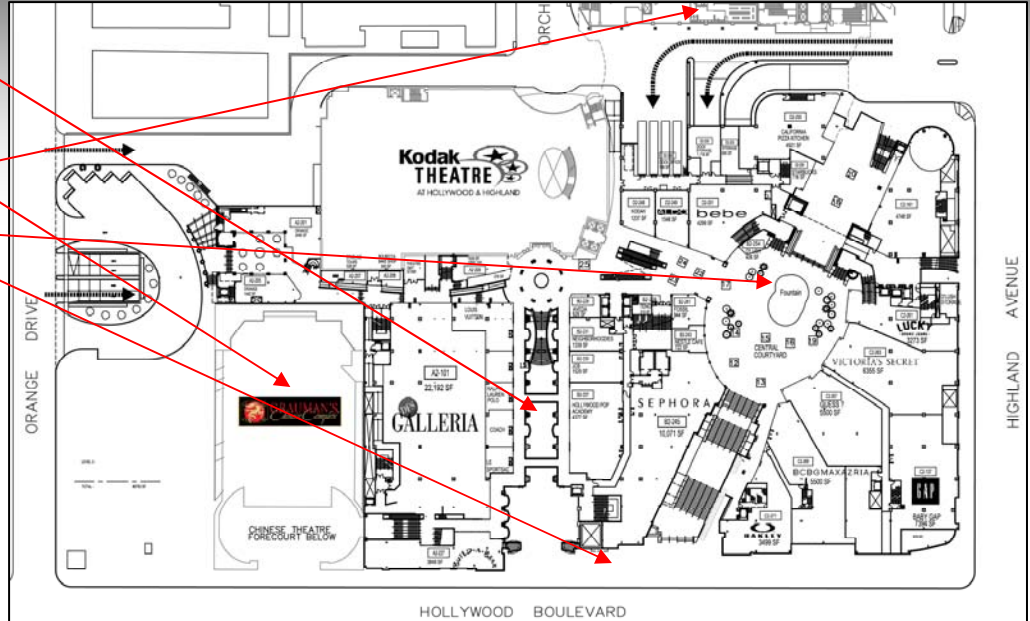
Awards Walk serves as the entrance to the world-famous Kodak Theatre on the west side of the property

Renaissance Hollywood Hotel

Grauman's Chinese Theatre

Central Courtyard

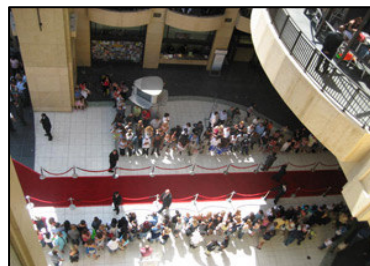
Hollywood Walk of Fame



### event photos



Memoirs of a Geisha Premiere



American Idol® Finale Red Carpet



Germany's Next Top Model Filming



ESPY Awards



AFI Lifetime Achievement Awards



Victoria's Secret Fashion Show