

WORK ZONE CAM

Work Zone Cam Construction Camera Technology Drives Documentation of Petersen Automotive Museum

Time-Lapse Movie Showcases Impressive Transformation from Start to Finish Line

Los Angeles, CA, December 4, 2015 – Two decades after The Petersen Automotive Museum in Los Angeles opened its doors to the public, the museum is celebrating its 21st anniversary with a complete redesign. Work Zone Cam, a popular supplier of digital SLR construction cameras, is marking this major event with the release of its new time-lapse movie, highlighting construction progress for the striking new building.

Chosen for its high-quality imagery and reliable service, the Museum selected Work Zone Cam to capture each stage of the \$125 million redesign from two unique perspectives. From September 2014 to December 2015, car enthusiasts were invited to track this unique transformation with street-level and aerial views of the progress, which were made available online on a public web page. More than 30,000 high definition megapixel images were captured over 15 months, which were professionally hand-edited into a cinematic time-lapse movie, zooming from start to finish in just 60 seconds.

“There was no better solution than to use Work Zone Cam’s time lapse photography to capture the wonderment of our building’s construction,” said Adam Langsbard, Chief Marketing Officer for the Petersen Automotive Museum. “Given its incredibly unique architecture, we expect people to have a natural curiosity about how the building was assembled, especially the stainless steel ‘ribbons’ that make up the bold exterior design. The video puts months of construction all together in an entertaining and informative two minute video for our fans and followers.”

The reflective steel ribbon façade was designed by architectural firm Kohn Pedersen Fox and pays homage to the body and curves of vintage automobiles. The eye-catching red and steel exterior will be lit from within, which serves as a nod to the 80’s trend of putting neon colored lights on a car’s undercarriage. The renovated interior will include 22 new galleries totaling over 100,000-square-feet and boasts interactive technology, including racing simulators. The museum is home to many famous cars, including the 1992 Batmobile from ‘Batman Returns’, 1966 Ford Thunderbird used in ‘Thelma & Louise’ and the Ferrari 309 GTS Targa used by Tom Selleck in Magnum, P.I. One of the new featured galleries will showcase a revolving selection of BMW’s Art Cars, designed by world-renowned artists, including Roy Lichtenstein, Andy Warhol and Jeff Koons.

Watch Work Zone Cam’s time-lapse movie of The Petersen Automotive Museum at www.youtube.com/workzonecam.

ABOUT WORK ZONE CAM

Founded by webcam specialists, Work Zone Cam provides a professional, reliable and easy to use time-lapse camera solution. Work Zone Cam follows a simple approach of empowering their customers with the best Do-it-Yourself construction camera and delivering a basic, no-frills service to keep prices low. With applications in the construction, retail, healthcare, education and design-build industries, the rugged construction camera is designed for extended outdoor use. Backed by award-winning technology that is licensed from EarthCam – the industry leader, Work Zone Cam systems are wireless, all-weather digital SLR cameras that are ideal for documenting projects and producing HD quality time-lapse movies.

Some of the projects documented by Work Zone Cam include: Orlando Citrus Bowl, MNDOT roadwork, Chicago O’Hare Modernization Program, Edward Andrews Homes and The BEACH at the National Building Museum.

Learn more about the Work Zone Cam solution at www.workzonecam.com.

