

Piero Golia lights up West Hollywood, but only when he's in town

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Extreme conceptualist [Piero Golia](#), an Italian artist based in Los Angeles, has installed a new public art project on top of the **Standard Hotel** in West Hollywood. The project, titled [Luminous Sphere](#), is the result of a collaboration between Golia, [LA>ART's Public Art Initiative](#) and the **Los Angeles Public Domain**, and was in part financed by Jumex heir and art collector **Eugenio Lopez**.

Measuring 5 feet in height, the globe is placed so that it can be seen from as far as two miles away, and is set to light up only when Golia is in town. But for those who aren't familiar with the artist and his personal touch to the public installation, Golia has hope that his *Luminous Sphere* will at least trigger a moment of curiosity about what it is and what it could mean as drivers make their way down Sunset Boulevard.

Luminous Sphere joins a growing list of public art initiatives in Los Angeles, most notably among them Chris Burden's *Urban Light* between BCAM and LACMA on Wilshire.

Photo courtesy of LA Curbed.

