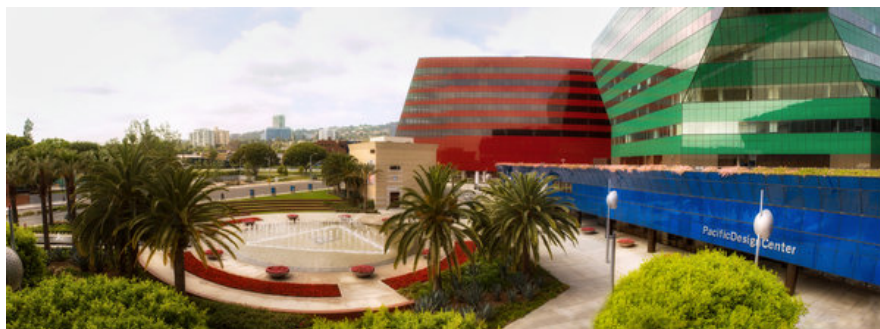


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In the Belly of the Blue Whale



Andy Romanoff

By **STEVEN KURUTZ**

Published: November 13, 2013

More than a year ago, Andy Romanoff, a photographer, was invited to show at a gallery in the Pacific Design Center and became fascinated by the massive Cesar Pelli-designed complex, which opened in 1975 in West Hollywood. “I think everybody in L.A. knows the Blue Whale,” Mr. Romanoff said, using the center’s nickname. “But very few people know the inside. There’s a Wolfgang Puck restaurant, a gym — it’s this secret city.”

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Andy Romanoff

Mr. Romanoff was given full access to the center and spent six months shooting its many furniture and art galleries. More than 200 of those images, including a portrait of a longtime concierge at the center, left, will be featured in “Seeing the PDC,” a show that opens on Nov. 14 in the building.

Now that the project is over, Mr. Romanoff said, what he may miss most is the temporary studio he was given inside the center. “Just sitting there in the quiet and making pictures about that place was wonderful,” he said.

Information: [andyromanoff.zenfolio.com](#).

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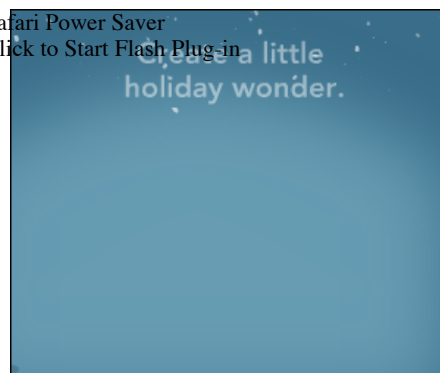
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