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An Ed Massey design — a whirlwind of color — greets passersby and invigorates Sunset Boulevard property acquired in July from the Getty Trust.



Chabad of Pacific Palisades Unleashes Hip New Look

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The new Chabad facility, at the foot of the Los Liones National Park and a short walk to the Pacific Ocean, has undergone a transformational face-lift to inaugurate the building in time for the Jewish New Year. Formerly a Getty Trust property, the new center and home for the Palisades Jewish Early Childhood Center (P.J.E.C.C.) is unveiling an Ed Massey designed colorburst on the Sunset Boulevard facade that will greet drivers, joggers, walkers, and Chabad visitors of all ages as they drive to and enter the premises.

The facade's bold design and colorful palette are a first for any Chabad, but Chabad anticipates that the warm colors and hip facade will be inviting to the community at large — and especially to the pre-school families and volunteer teens involved in Chabad's Friendship Circle, a non-sectarian program that matches volunteer teens with autistic and other special needs children.

Chabad's vision is for the former Getty facility to become a community pillar. The facilities' grounds include a natural creek, waterfall, indoor and outdoor recreational and meeting areas, and classrooms — and beginning this week, lots of vibrant color. Rich hues, energy, movement, and imagination characterize the designs and the Chabad building, awakening ones' senses and inviting viewers and passersby to see more.

Massey is no stranger to social impact and public art initiatives having conceived immense civic projects including "Garden in Transit," which transformed the New York City taxi fleet into a giant moving canvas, and last summer's "Summer of Color" project, which turned all 156 Los Angeles County lifeguard towers from Malibu to Palos Verdes into works of art that involved thousands of children and adults in hospitals, schools, and social service programs.

"The new center is all about inspiring the creative side of children. Each child is a cherished individual with the potential to bring so much light and color into this world. We could not have found a better reflection than Ed Massey to share Chabad's message to the world." Rabbi Zushe Cunin the Director of Chabad said.

"We hope the mural will not only inspire our children inside the school but will also beautify the Palisades too. Our hope is that all who pass the building and see the art will awaken the vibrancy and color within themselves and share it with others." Cunin also commented.

P.J.E.C.C. director Barbara Leibovic is excited about the new explosion of color at the new pre-school site, and says, "The murals perfectly compliment our loving and nurturing nature based school. Now the colors of nature and joy harmoniously surround us from the ocean next door on one side and the stunning Los Liones park on the other."

The new facility is also home to our expanding "Friendship Circle" (F.C.) that offers friendship, support and programming for children with special needs and their families. The F.C. will soon launch a new project; "Give a Hand for Friendship" that will give volunteers the opportunity to participate in raising awareness of special needs and the superb programming available for children at the F.C.

The new Chabad Jewish Community Center will be a thriving center that will benefit our community in many ways. Among other programs, it is the home for: The Hebrew School, after school enrichment programs, holiday workshops, Mommy and Me, Parenting workshops, Café Chabad (senior social program) and group and individual study sessions.