Albert Heape PR 535 Midterm 10/12/2021

## The Academy Museum of Motion Pictures is a golden FLOP!

You've spent enough time in Los Angeles looking for parking, you need to draw the line at the Academy Museum of Motion Pictures. The only immersive aspect of this horrendous museum is the way you'll think you're in *Groundhog Day* when you circle the same parking lot 50 times looking for a spot. Its inconvenient location, inadequate reservation system, time-wasting parking situation, and mediocre food make this Oscars museum deserve a Razzie.

The star-studded board of trustees was able to raise almost a half-*billion* dollars in funding, but not even business genius and chairman of the museum Bob Iger thought of developing the museum's own parking lot. As a result, parking, like the Academy's vote-counting that led to the infamous best picture mistake of 2017, is outsourced. The museum supposedly hosted 2,400 visitors on its opening day yet only has access to 544 parking spaces across two different parking buildings around a 5-minute walk away. Although, when one of these two buildings takes their parking spaces back a few nights a month for special events, the parking then moves to a third garage even further away. If this situation hasn't infuriated you enough already, try showing up 30 minutes late to your reservation after scouring the area for a spot. You will be denied entry with no refund. How fun!

"I don't know what was more confusing, the ending of *Inception* or figuring out where to park at the Academy Museum of Motion Pictures," said Kach Medina, travel blogger of Two Monkeys Travel Group.

I know what you're thinking. "Who cares! I'll just walk." Great idea, until you check your ticket and realize where the new museum is located. The same museum celebrating Hollywood history is a one-hour and ten-minute walk from Hollywood Boulevard. It's a shorter walk from Beverly Hills, which must explain how they got their funding. Although the museum wants to promote its accessibility with free admission for those under the age of 17, one must question how exactly a teenager is supposed to get to the museum with no car and the museum being far away from Los Angeles' public transportation train line, the LA Metro. The answer is they can't.

To add insult to injury, the combination of the high demand for tickets with Los Angeles County's strict Covid-19 protocols means you now have a better chance at *winning* an Academy Award than visiting the organization's museum. To enter, you must have an advanced reservation. You make these reservations through the Academy's website which brings you to their reservation calendar. This reservation calendar probably looks like most of the museum's featured actors' calendars. It's completely booked. Say by a stroke of luck you do manage to find an opening and book it; you better be free. There are no ticket cancellations or modifications whatsoever. And again, if you show up over 30 minutes past your reservation time, you will not be allowed in and not offered a refund.

Now, you've wished upon a star and a Disney miracle has granted you entry to the museum. After spending hours looking through the exhibits, you would probably want to sit down, relax, and grab a bite to eat. Fanny's, its sole eatery, is only open until 2 pm. If you have an early reservation for the museum and can even order from Fanny's, be prepared to see your wallet cry as you pay upwards of \$20 for dry, boring sandwiches and overpriced cocktails and coffee.

One Yelp reviewer remarked, "In all, we paid \$30 for a tasteless burrito that took 45 minutes to make and a cold cup of coffee which was quite disappointing."

With all the famous food in movie history, why on Earth would they go with a club sandwich and breakfast burrito for their menu? When I'm exploring and immersing myself in movie history, I want to eat Remy's ratatouille or drink Harry Potter's butterbeer and Luke Skywalker's blue milk. I don't want a \$10 cappuccino and \$20 burrito. This takes you out of the moment and reminds you you're not in a movie but in a museum you spent too much to enter and took too long to get to. I'm calling on you to stay far away from the Academy Museum of Motion Pictures. Even if it contains your worst enemy's final horcrux, plans to an evil space station, Marsellus Wallace's briefcase, or all six infinity stones, I promise you it's not worth the trouble. Go on YouTube and find the behind-the-scenes of a movie you like. It's pretty much the same experience without the money, time, and headache.