The Los Angeles River bisects my city from Valley to Sea. Corseted in concrete and scribbled on, driven over, dredged, dumped in and left for dead, the River prevails. We film in it, we fight over it, and meanwhile, fish are jumping and the birds return.

Perfect symbol of an imperfect city, the Los Angeles River is a kaleidoscope of shattered ideas, arguments and best intentions. According to Urban Dictionary, phoom means “the explosion of something.” That something is our River.

In this micro-mini film the letters of Los Angeles River reconfigure themselves into a new series of words. Turn by turn, this explosion of words creates a poem. Just as, turn by kaleidoscopic turn, our re-imagined River will emerge.

Los Angeles River
live ever on

arrive live
o angel giver

love or loveless
never lose

a loving lesson:
live on

a long gone
river rises

phoom!