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Los Angeles Lost and Found

Essays on Identity, Place, and Belonging

Margaret Chandra Kerrison

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- Discover ***Los Angeles Lost and Found***—a powerful blend of memoir and cultural insight where Margaret Chandra Kerrison uncovers how LA's ever-changing landscape shapes identity, memory, and meaning
- Tailored for Creatives and Placemakers: Perfect for urban planners, architects, designers, and creative professionals, this book provides fresh inspiration on how environment and narrative intersect to shape culture and identity
- Authoritative Voice in Experience Design: Written by renowned experience designer Margaret Chandra Kerrison, this work draws from her professional background to deliver meaningful insights into placemaking and storytelling in urban environments
- Blends Personal Insight with Professional Relevance: Combines memoir and cultural critique to offer a deeply human perspective on urban transformation—ideal for teams and leaders seeking to align emotional storytelling with physical space
- Explores Narrative Placemaking: Introduces a compelling framework for understanding how stories embedded in streets, architecture, and overlooked spaces contribute to city identity—valuable for professionals aiming to design with intention and meaning
- Relevant to Current Urban Challenges: Addresses the complexities of identity, displacement, and transformation in Los Angeles, resonating with planners and designers navigating similar challenges in global cities
- Visually Engaging and Thoughtfully Written: Includes rich photography and evocative essays that inspire reflection and creative ideation—making it suitable for use in studios, classrooms, and workshops

Los Angeles Lost and Found is a collection of essays and photographs that explores Los Angeles as a city of constant reinvention, where history is often buried beneath layers of change. Experience designer Margaret Chandra Kerrison uses the lens of narrative placemaking to examine how LA's physical spaces—its streets, neighbourhoods, and landmarks—shape both individual and collective identity.

What sets this collection apart is Kerrison's deeply personal approach. She weaves her own story into the fabric of the city's landscape, grounding cultural analysis in lived experience. Her reflections on the recent Los Angeles wildfires are especially poignant, revealing how natural disaster can strip a place down to its essence and reshape the stories we tell about it. Through these moments of vulnerability, she illustrates how loss and resilience are embedded in the urban environment. Blending memoir with observation, Kerrison highlights how overlooked spaces carry emotional weight and cultural memory. In doing so, she invites readers to view Los Angeles not just as a city of spectacle, but as a living, breathing narrative.

Los Angeles Lost and Found is both intimate and expansive, offering a portrait of a city that continues to inspire and challenge those who call it home—or dream of doing so.

Born in Indonesia and raised in Singapore, **Margaret Chandra Kerrison** is a creative consultant and author with over 17 years' experience crafting immersive narratives across media, brands, and experiences. She lives in Los Angeles and has authored three books on immersive storytelling.







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