

LOS ANGELES

YOU ARE HERE

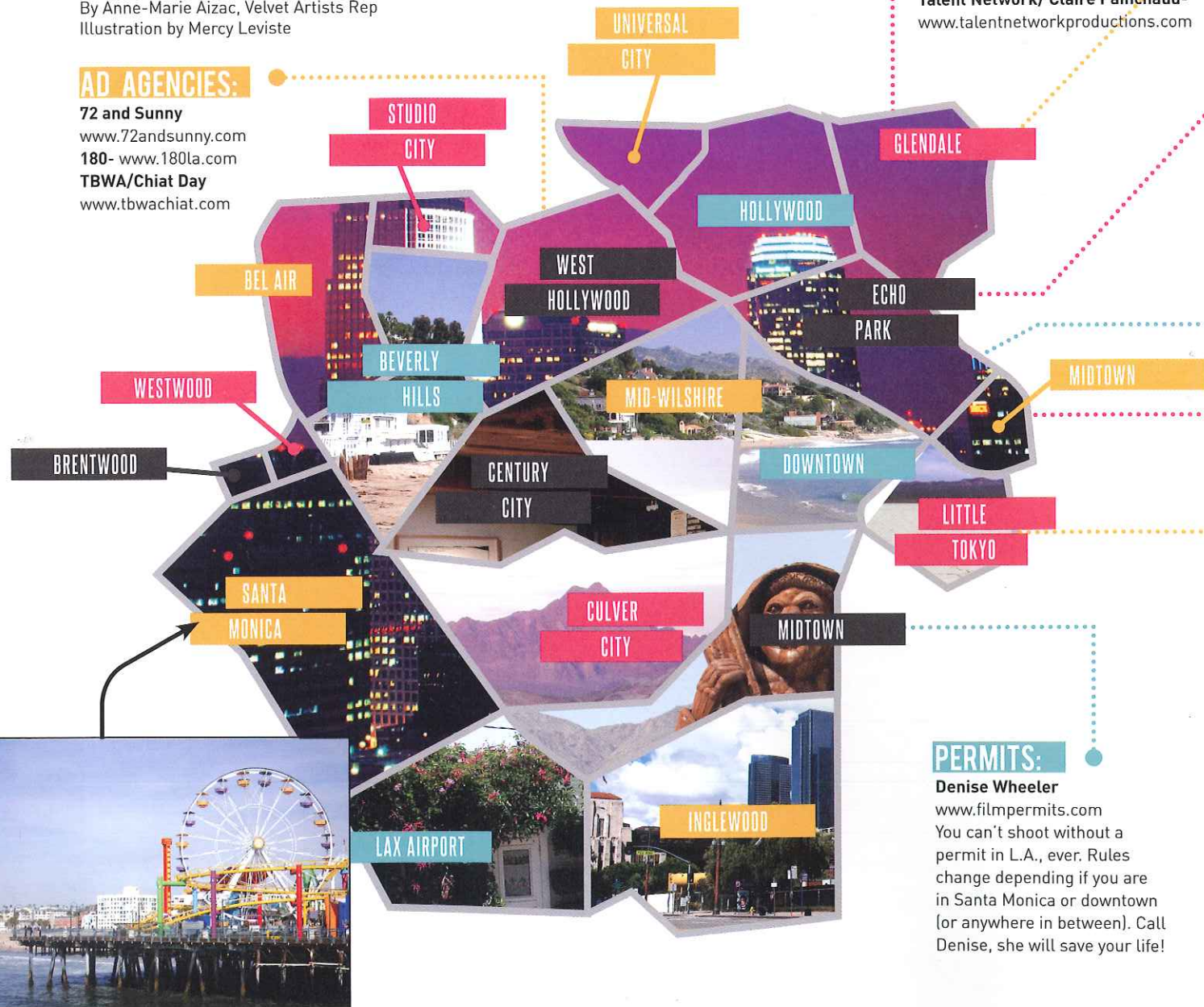
Welcome to LAX! You might think of us as the home of the Kardashians, Muscle Beach, or Lindsay Lohan's playground, but if you take a closer look you will find so much more. This city boasts the biggest concentration of photo galleries in the U.S., mid-century locations galore, endless beaches, deserts, mountains, and 3,000+ hours a year of complete sunshine and ideal temperatures—all of which makes it a sure bet when it comes to shooting on locations.

Once you land it's up to you to decide if you connect more with the "dude mood" of Venice, the Intelligensia crowd of Silver Lake, or the Boho chic of Malibu. For productions, definitely swing by downtown Culver City—an ex-muffler shop part of town recently refashioned as the hub for cool studios, laidback gastro pubs, and home of Velvet Artists Reps. Stop by and you will find us busy connecting great creative minds.

By Anne-Marie Aizac, Velvet Artists Rep
Illustration by Mercy Leviste

AD AGENCIES:

72 and Sunny
www.72andsunny.com
180- www.180la.com
TBWA/Chiat Day
www.tbwachiat.com



PROP RENTAL:

The Hand Prop Room- www.hpr.com
Endlessly roam through the alleys of HPR, among 50's memorabilia, taxidermy wolves, and SWAT team costumes. Even if you have a prop stylist doing the job for you, come along for the ride.

PRODUCTION COMPANIES:

Emilie Muller
www.emiliemullerproduction.com
QAS/ Scott Pratt- www.qaspro.com
Talent Network/ Claire Painchaud- www.talentnetworkproductions.com

PERMITS:

Denise Wheeler
www.filmpermits.com
You can't shoot without a permit in L.A., ever. Rules change depending if you are in Santa Monica or downtown (or anywhere in between). Call Denise, she will save your life!



BAR:

Paradise Cove- www.paradisecovelmalibu.com
After a shoot at El Matador Beach, hop in your RV and head for Paradise Cove Beach Café. Feet in the sand, cocktail in hand, watch dolphins surf the waves. You will finally understand why a Parisian girl like me moved to L.A. fifteen years ago and decided to stay here forever.

CASTING DIRECTORS:

Eastside Studios/ Doug- www.eastsidestudiosla.com
Rodeo Casting/ Britt- www.rodeocasting.com
Talent Network/ Claire Painchaud
www.talentnetworkproductions.com

EQUIPMENT RENTAL:

PRS- 323.467.1212 (no website)
Samy's- www.samys.com
The Edge- www.theedgegrip.com

LOCATION IDEAS:

Beaches: El Matador (Malibu), Paradise Cove Pier (Malibu), Santa Monica Pier (Santa Monica).
Desert: Anza Borrego State Park, Baker, Borrego Springs, El Mirage Dry Lake, Farm: Paddison Farm (Norwalk)
Mid-Century Architecture: Goldstein house (represented by Meyler & Co)
Movie Lot: Sony Pictures Studios (Culver City)

LOCATION SCOUTS AND LOCATION RENTALS:

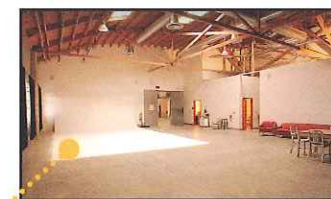
Bryan Grossmann- 323.228.5486
Ink & Oranges/ Will Taylor- www.inkandoranges.com
Meyler & Co- www.meylerandco.com

MAGAZINES:

Angeleno Magazine- www.modernluxury.com/angeleno
Flaunt- www.flaunt.com
L.A Confidential- www.la-confidential-magazine.com

PHOTOGRAPHERS REPS:

Velvet Artists Reps- www.velvetartists.com
Your layout calls for a summery feel but from the 32nd floor of your office building you can only see gray skies? It's time for a trip to 72-degrees and sunny L.A.! The local photographers and Euro commuters from this agency can bring your vision to life, whether highly conceptual (Gregor Collienne, Garrigosa Studio, CJ Burton), fashion-forward (Bonnie Holland, Chad Blockley), or lifestyle (Debra LaCoppola, Randy Schwartz).



STUDIOS:

5th and Sunset- www.5thandsunsetla.com
Lightspace- www.lightspacestudiola.com
Milk- www.milkstudios.com
Skinkle- www.skinklestudio.com
Smashbox- www.smashboxstudios.com

STYLIST & STYLISTS REPS:

Hair & Make up artist/ Prisca- www.prisca.com
Wardrobe stylist/ Daria Maneche- www.dariamaneche.com
AIM Artists/ Charnelle- www.aimartist.com
Exclusive Artists- www.eamgmt.com
Zenobia/ Keith- www.zenobia.com