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EVENT REPORT

FilmL.A. Has Theatrical, Colorful Relaunch

An organization committed to keeping the entertainment industry in Los Angeles would naturally have a bright, splashy party.

The former **Entertainment Industry Development Corporation** recently reinvented itself with a punchy new name, **FilmL.A.**—along with a new logo and a new staff. And when the organization's president, **Steve MacDonald**, hosted a party for entertainment industry guests to announce its revitalized mission to keep the film industry in Los Angeles, the result was a colorful and theatrical production.

FilmL.A. party

Los Angeles Center Studios
Wednesday, 02.22.06, 7 PM onward

Event Production **Mark Flaisher Entertainment**
Lighting **Kinetic Lighting** ★★ ★
Rentals **Party Rental Ltd.** ★★ ★

MacDonald tapped **Mark Flaisher Entertainment** to produce the party at **Los Angeles Center Studios**—a logical choice, since the venue is FilmL.A.'s new home. Flaisher based the decor on the organization's bright green and blue logo, and brought in **Kinetic Lighting** to handle the audio, video, and lighting for the party. Kinetic used a **Finelite projector** to cast a giant FilmL.A. logo on the outside of the venue, and smaller projections from gobos dotted the interior walls.

Kinetic's lighting effects gave the space the look of a modern nightclub. The main party space featured movie projections on the walls and a 40-foot-long bar with changing lighting. "The [venue] used to be puke green, but the studios painted it white and then Kinetic Lighting did their programming magic," Flaisher said. "A huge wall of color changed the mood in the room, and combined with the beat of the music the result was magical."

Los Angeles Center Studios' catering director, **Jennifer Wachter**, oversaw the party's Asian-inspired menu, which included spicy chicken wraps, cumin coconut chicken skewers, potstickers, and veggie spring rolls.

Mayor **Antonio Villaraigosa** gave the keynote address about the importance of keeping film in LA.

—**Alesandra Dubin**

Photos: *James Sequenzia*

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For FilmL.A.'s party at Los Angeles Center Studios, giant projection of the organization's new logo decorated the entrance.



Kinetic fitted a 40-foot-long bar with color-changing lighting.



The space had the look of a clean, modern nightclub.

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