

BIG DIGS

Large-capacity venues welcome events with long guest lists

BY KELLY WARDLE

SITE: Los Angeles Center Studios

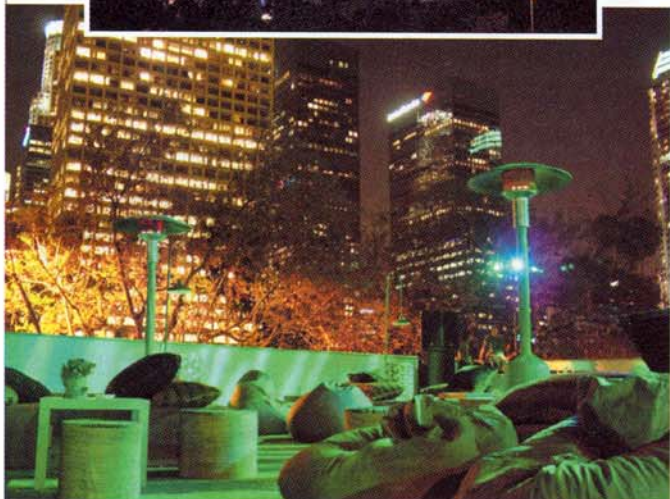
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BRIEF HISTORY: Located in downtown Los Angeles, the studio campus covers 20 acres, including state-of-the-art sound stages that have been used for movies such as "Charlie's Angels" and "Legally Blonde 2." The site is popular for car displays, product launches, large-scale corporate events and fund-raisers.

EVENT AREAS: Indoor and outdoor space including four blocks of city streets, the Beaudry and Tower buildings, and sound stages give the venue a total guest capacity of 10,000; the Beaudry Building features a 400-seat theater and two outdoor patios offering views of the L.A. skyline; the renovated Tower building features black terrazzo floors and glass and aluminum walls.



SPECIAL SPACE: The six 18,000-square-foot sound stages have ceilings ranging in height from 35 feet to 43 feet and can each accommodate 750 people for seated events and 1,000 for receptions.

EVENT CLIENTS: NBA Players Association All-Star gala; Magic Johnson's "A Midsummer Night's Magic" charity event; Sony PlayStation; Activision; Maxim.

"Our location is virtually a blank canvas, with a variety of indoor and outdoor venues. I've noticed that people want innovative lounge-type settings ... unique design elements and creative lighting play a huge role in setting the tone of the event."

—Erica Chambers, director, special events ▶