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DESTINATION:
West Hollywood

UNIQUE EVENT VENUES, NEW HOTELS,
TEAMBUILDING IDEAS, HOT RESTAURANTS + MORE



QR Codes >> WHAT ARE
THEY AND HOW CAN THEY
HELP YOU PLAN SMARTER?

OUR GUIDE
TO THE
CHIC HOTELS,
HIP EATERIES
AND COOL
FUNCTION
SPACES THAT
ARE ALL
PART OF THIS
HAPPENING
SCENE.

WEST HOLLYWOOD'S STAR SHINES **Bright**

Take an area less than two square miles, cram in nearly 2,000 hotel rooms, 50,000 square feet of meeting space, 130 restaurants, 300 shops, 30 spas and health clubs and you have one vibrant, dynamic community. Add in sightings of today's hottest celebs and you have the inimitable West Hollywood, a star-studded destination for your next meeting or event.

BY TERESA KENNEY



PHOTOS COURTESY OF: WEST HOLLYWOOD MARKETING AND VISITORS BUREAU.

The Mondrian Los Angeles has gone from shabby chic to full-on va-va-voom.



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www.thehollywoodmuseum.com

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MUSEUM OF CONTEMPORARY ART
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www.moca.org

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[DISTRICTS]

The only true walkable city in the Los Angeles area, West Hollywood has three distinct districts, ranging from the unabashedly funky to the downright fabulous.

THE SUNSET STRIP

With giant billboards rivaling New York City's Times Square, the Sunset Strip—a.k.a. Sunset Boulevard—extends from Hollywood to Beverly Hills. The Strip has some of the hottest nightclubs including The Roxy Theatre and Whisky A Go-Go (where The Doors got their start). Busiest on weekend nights, Sunday afternoons is the best time to explore the streets. Meeting attendees can download a self-guided walking tour of the Strip from www.visitwesthollywood.com (click on Podcasts & Social Media). The tour takes you past landmarks like Mel's Drive-In and the intersection where the Garden of Alla—a famous apartment complex—once stood. Along the way take a tour of the Hollywood Museum in the Max Factor Building with four floors of movie props and memorabilia. After hours, check out some up-and-coming or headlining talent at The Comedy Store or the Laugh Factory.

THE BOULEVARD

Approximately one-third of West Hollywood's 39,000 full-time residents are gay or lesbian and the city also has the largest Russian-speaking population in the Los Angeles area. The two cultures come together on the pedestrian-friendly Santa Monica Boulevard—or simply "The Boulevard" as it's also known. On the Boulevard's west end, visitors will find the largest concentration of gay clubs in the

city, as well as bookstores, sidewalk cafes and a party like atmosphere. Further east, you'll find yourself immersed in Russian restaurants and delis. Some of the city's newest hot spots are sprouting up here, including Voda Spa and Voda Café both of which can be rented out, allowing groups to rejuvenate in a European, Russian or Asian style sauna and scrub room. On Mondays, groups can stop by the Helen Albert Certified Farmers Market to sample some fresh fare, straight from the farm.

THE AVENUES OF ART & DESIGN

Claiming to have "more designer furniture showrooms, art galleries, gourmet restaurants, fashion boutiques and luxury retailers than any other neighborhood in the country," the Avenues of Art & Design district encompasses Melrose Avenue, Beverly Boulevard and Robertson Boulevard. The neighborhood is home to the Pacific Design Center (PDC) with 150 showrooms and 2,100 interior product lines open exclusively to design professionals. After a day spent shopping at the neighborhood's high-end shops, groups can head to the PDC where Wolfgang Puck has two restaurants—WP and Red Seven. Either can be reserved for large groups and serve parties of up to 300 seated or 2,000 at a standing indoor/outdoor reception. Follow up your meal with a docent-led group tour of the architecture and design exhibits of the Museum of Contemporary Art.



PHOTOS COURTESY OF: WEST HOLLYWOOD MARKETING AND VISITORS BUREAU.

The Museum of Contemporary Art is in the Avenues of Art & Design district.



[RESTAURANTS]

Some of the real stars in West Hollywood are the exceptional flavors of the city's distinctive restaurants.

MIRABELLE

The Mirabelle is truly Oscar-worthy—Halle Berry chose to hold her celebration party here after winning Best Actress for her performance in *Monster's Ball*. Featuring a Mediterranean-inspired menu, the restaurant has a newly renovated private upstairs dining room with a patio and bar that seats 30 for a banquet and 60 for a reception. The main room can also be reserved for a banquet of 120 or a reception of 150.

AGO

Investors in this authentic Italian restaurant include Hollywood heavy-hitters like Robert De Niro, Miramax's Weinstein brothers and directors Tony and Ridley Scott. The restaurant's design is reminiscent of a quaint, out-of-the-way, Italian seaside café with terra cotta floors, rustic country doors and hanging vines and offers a private Wine Room with seating for 50.

THE PALM

A West Hollywood favorite, The Palm has been serving their famous Porterhouse steaks and jumbo Nova Scotia lobsters since it opened its doors in 1975. The restaurant has a comfortable old-school, club feel and caricatures of the famous who have eaten there line the walls. A private dining room will accommodate up to 40 guests for a seated dinner. Custom menus are available and there are no room reservation fees

SONA

Named "Restaurant of the Year" by the *Angeleño* magazine, Sona features a modern French, seasonally inspired menu focusing on organic and free-range artisanal products. The restaurant has private dining for up to 25 guests in the Cava Room or the entire restaurant can be reserved for parties of up to 90 for a sit-down meal and 150 for cocktail celebrations.

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www.agorestaurant.com

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www.mirabelleonsunset.com

SONA
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www.epicureanschool.com

GRAND CRUS WINE TOURS
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www.skyepartners.com

HOUSE OF BLUES
SUNSET STRIP
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PACIFIC DESIGN CENTER
310.657.0800
www.thepacificdesigncenter.com

PERSONA STUDIOS
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SCHINDLER HOUSE
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www.mak-schindler-house.php



[HOTELS]

From old Hollywood glamour to bold high design, the luxury hotels of West Hollywood promise a blockbuster experience.

ANDAZ WEST HOLLYWOOD

The Andaz West Hollywood is the newest hotel to open its doors in West Hollywood. Located in the heart of the Sunset Strip, the 257-room hotel features wireless Internet access in guest rooms and social spaces, an on-site lounge and restaurant, 24-hour room service, dry cleaning and laundry service, a heated rooftop pool, complimentary non-alcoholic mini-bar and a 24-hour fitness center. Events for 150 can be held on the rooftop deck—this is West Hollywood after all, why hold an event inside?

THE LONDON WEST HOLLYWOOD

With famed Chef Gordon Ramsay directing your event's or meeting's catering how can you go wrong? Boasting 200 open-floor suites and 15,823 square feet of meeting and event space including a 3,960-square-foot ballroom, the London's amenities include concierge services, complimentary wireless Internet, self-service business center, in-room din-

ing, heated outdoor pool, fitness center, beauty salon and Gordon Ramsay at The London West Hollywood restaurant and bar. With a pre-function, dedicated reception area for up to 200, the hotel can accommodate up to 200 for business meetings, 300 for banquets and 650 for receptions.

SUNSET MARQUIS HOTEL AND VILLAS

Claiming to have "more tattoos per guest than any other leading hotel," the Sunset Marquis Hotel and Villas is the rock and roll hotel of choice—legendary bands like the Rolling Stones stay here when they're in town and Alanis Morissette and Madonna have both used the hotel's on-site recording studio. The Sunset Marquis offers 102 suites and 52 villas set in a 5-acre private, garden paradise. Amenities include 24-hour concierge, two restaurants, two heated outdoor pools, high-speed Internet access, a fitness center, and laundry and dry cleaning facilities. Perfect for more intimate affairs, the hotel can accommodate up to 40 for a meeting or 200 for a reception.

PHOTO COURTESY OF: THE LONDON WEST HOLLYWOOD.

THE SUNSET TOWER HOTEL

Built in the late '20s, this 74-suite, art deco hotel was once an apartment building that served as the home for the likes of John Wayne, gangster Bugsy Siegel and Marilyn Monroe. Renovated into a luxury hotel, it now features 24-hour concierge, in-room dining, same-day laundry and dry-cleaning service, a salon and spa, a business center and private dining facilities. Groups can hold a reception for up to 150 in the Townhouse Suite with 20-foot ceilings and planted terrace or enjoy a banquet for 200 or reception for 500 in the indoor/outdoor space of The Terrace.

MONDRIAN

Newly redesigned, the Mondrian Los Angeles has gone from shabby chic to full-on va-va-voom. The 237-suite hotel offers luxury meeting accommodations for up to 50 people and reception space for 550. Amenities include high-speed Internet access, 24-hour room service, a heated outdoor pool, full service concierge and business center. Audio-visual equipment including flat-panel monitors, smart boards, electronic flip charts and portable computers are available upon request. The hotel's acclaimed restaurant Asia de Cuba at Mondrian can also accommodate sit down dinners for 300 guests or cocktail receptions for 450.

[TEAMBUILDING]

Because West Hollywood is a small community wrapped in the larger city of Los Angeles, meeting planners can take advantage of working one-on-one with the West Hollywood Marketing and Visitor's Bureau to create a completely one-of-a-kind meeting experience after hours or during downtimes. "We can help you get past the red velvet rope—whether it's a behind-the-scenes tour of a venue like the House of Blues or the Comedy Store. We'll design a memorable event for you," says Bill Hynes, executive vice president of sales for the West Hollywood Marketing and Visitor's Bureau.

SPYSCHOOL

Encourage your meeting attendees to bond—James Bond, that is—at Absolution's SpySchool. Your group will learn from professionals how to take out an assailant, climb up a wall, rappel off a 30-foot cliff or completely change their looks through the magic of makeup and wigs—all valuable skills when it comes to budget meetings. Of course, they'll also learn how to negotiate effectively, work as a team, and trust their intuition. Coordinating customized classes for groups as small as four and as large as 250, the actual locations of the trainings are kept top secret, just as any respectful espionage school should be.

GRAND CRUS WINE TOURS

Head to the wineries of Santa Barbara County, courtesy of Grand Crus Wine Tours, the premier wine tour company in Los Angeles. Grand Crus offers tailor-made full day excursions. A typical tour starts out at 9 a.m., returning to Los Angeles by 6 p.m., and includes a catered lunch at one of the wineries. You'll go behind the scenes of some of the well-known wineries and boutique labels—some of which aren't open to the public. For those who don't have the time for a full-day event, the company also offers wine tastings at your venue or hotel.

SUNSET PLAZA

This open-air collection of shops and restaurants is a great spot to see celebrities dining al fresco or shopping at high-end boutiques. You might just find yourself enjoying a salad or browsing the racks next to the likes of Eva Longoria, Ashley Simpson or Dave Navarro.

URTH CAFFÉ

Located on the Avenues of Art and Design, you could very well catch a glimpse of the stars of HBO's *Entourage* here. In addition to organic coffee, the shop also carries a healthy menu of soups, salads and sandwiches. So grab a spot on the patio and enjoy your meal as you watch the stars go by.

THE VIPER ROOM

This is where the Pussycat Dolls got their start and they're now returning to their roots with a show every Friday and Saturday night. You never know who is going to take the stage with them—everyone from Christina Applegate to Gwen Stefani has performed with this burlesque troupe turned recording group.

VILLA LOUNGE

You'll feel like an A-lister in this posh, yet eccentrically decorated hot spot. Best time to come is later at night, where you can enjoy the DJ and perhaps catch a glimpse of celebs like Drew Barrymore and Christina Aguilera.

Check out those being seen on the West Hollywood scene at www.one-point-nine.blogspot.com.

The House of Blues on the Sunset Strip does rockin' private parties.



[UNIQUE VENUES]

From the truly grand to the intimately unique, West Hollywood's venues allow meeting and event planners to think strategically. Genevieve Morrill, CEO of Persona Studios, a project management and consulting firm in West Hollywood, says the self-proclaimed "Creative City" excels at producing resourceful and innovative meetings and events. "When making a bid, we might package a 100-room hotel with the Pacific Design Center or the House of Blues," says Morrill. "It allows people to really get out and see the city, rather than just be stuck in one room at one venue all day long."

PACIFIC DESIGN CENTER

In addition to its designer showrooms, the 1.2 million-square-foot campus of the Pacific Design Center has more than 47,000 square feet of event space, including a 385-seat theater, 200-seat conference room, atrium, hall, outdoor plaza, lobby and board room. The venue accommodates groups ranging from a business meeting for 10 to an outdoor reception of more than 2,500. After the meeting—or to break up an afternoon of sessions—groups can take a guided tour of the Center's showrooms with a design pro. By booking a private tour, your guests can even make purchases with the help of their guide.

HOUSE OF BLUES SUNSET STRIP


Make your meeting attendees feel like rock stars by booking space at the House of Blues. Featuring one of the largest collection of African American folk art in the country, the whole venue can be reserved for corporate and private events as well as private rooms for intimate outings. The space can hold up to 1,400 for a reception, and can be set up for meetings, banquets and classroom seating. You can also book a banquet at the House of Blues' The Porch Restaurant which can hold up to 400 in the restaurant, 100 in the veranda and 150 on the patio. As a special treat that's guaranteed to energize your group, meeting planners can

arrange for a private Gospel Brunch for groups of 20 or more, featuring a rousing performance by local or national gospel singers along with a southern-inspired menu.

R.M. SCHINDLER HOUSE/STUDIO

Architect Rudolph M. Schindler was a major figure in the history of architecture's modern movement. He designed this venue for himself as a private residence and working studio. Nationally and internationally recognized as a landmark in the modern movement, the one-story house features an open floor plan and adjacent garden and can host meetings of up to 180 people for receptions.

THE LOT STUDIOS

Allow your groups to get a taste of old Hollywood at The Lot. Formerly known as Pickford-Fairbanks, Sam Goldwyn Studios, United Artist and most recently Warner Hollywood Studios, it was on these soundstages that such memorable films like *Some Like it Hot* and *West Side Story* were filmed. The venue features seven sound stages, as well as a conference room that seats up to 28, a 5,500-square-foot commissary, a 7,000-square-foot patio, the new 33,000-square-foot rooftop with 360-degree views of Hollywood and 600 parking spaces. Planners can take advantage of The Lot's production services as well as on-site catering by Global Cuisine. 

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