

Re/VISION: A Night Of Celebrating New Ideas



Since our office is located in Hollywood, we're aware that you don't always need an excuse to party. But sometimes you have a solid reason to celebrate, and here at STARMEN, we certainly do. After scoring over 12 design awards this year, we wanted to pause and thank the people who made it all possible- our clients and creative team. Their support allows us to do what we love and take risks. To show our appreciation, we hosted a private event for a night of Re/VISION - a chance to celebrate the past and preview our future with the people who matter most.





In addition to honoring our clients and team, we were excited to enjoy our recently remodeled office. During construction, we knocked down the wall to our neighboring suite and created a fresh and open floor plan, complete with a new lobby and lounge area, creative lab and meeting room.

We wanted to complement the historic features of our building by incorporating some classic Hollywood elements into the decor. Since the area has such a rich history and background, we needed to reach out to the people who know this best - the Hollywood Chamber of Commerce. They put us in touch with a company that dug through their archives to unearth the perfect photos for our walls. Originally shot back in 1923, these images were scanned at a high resolution to create custom black and white landscapes. The ariel view of the Hollywoodland sign brings you back in time, and we have no doubt that Harry Chandler, the LA Times publisher who built the sign, would be proud to see his work displayed on our lobby wall. Though the sign was a \$21,000 billboard for Chandler's real estate development and has since evolved in both appearance and meaning, its iconic message will always remain: "This is a place where

magic is possible, where dreams can come true."



As a design agency, we believe love is in the details. Some of our favorite details in the office are ones that adorn the lobby. And most of them are functional, in addition to being unique. The vintage Vista 500 tube radio that sits among our bookshelves provides an ambiance that hasn't been felt for over 50 years. The new acoustic gramophone also radiates tunes as an iPad is nested inside (a great blend of vintage and modern technology). Our 1920s cash register did likely function at one point, but now collects glances, instead of cash, and weighs a lot more than you would guess (that wood is incredibly solid). An old typewriter reminds us that instead of typing away on our smooth iMacs, our relatives once used those bold, bulky keys for communication.

To tie in the classic Hollywood theme with our event, we served Miracle of the Millennium Margaritas and Edison Cooler cocktails. At one point, a life-size Oscar statue made a cameo appearance. And we wanted our guests to feel like stars, so we rolled out the red carpet (literally) and made a custom step and

repeat for a lively photographic backdrop. And who wouldn't feel like royalty dining on ahi tuna appetizers and swan-shaped puff-pastries for dessert?

As STARMEN continues to grow and evolve, we remain grateful to the people who support us. Without them, we wouldn't be where we are today, and for that, they are the true VIPs of our agency.