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Environetics® Creates a Modern Showcase Reflecting Classic Hollywood Style with Innovative Vision at Level 1 Entertainment Headquarters

Clean, simple design throughout the workspace exudes a sleek, modern interpretation of the company's brand.

LOS ANGELES, Calif., January 13, 2009 – On the heels of its rapid ascent to one of Los Angeles' leading film production companies, Level 1 Entertainment secured space for its new headquarters in the MGM Tower, in the heart of the prestigious Century City business district. With a blank slate, the company seized the opportunity to fashion a work environment that, while functional, was a subtle but clear extension of its brand. To bring this vision to life, Level 1 retained Environetics, a full-service interior architectural design and space-planning firm known for creating workplace environments that encourage creativity, provide unique opportunities to excel, and emphasize a strong work-life balance.

“Level 1 wanted to blend cutting-edge design with a professional corporate look and feel that reflected the ideals, vision and commitment it brings to its screenwriters, producers, actors, and influencers throughout the film industry,” said Environetics' Senior Designer Kam Kamran. “In much the same way the company takes words from a script, develops them and brings them to life on the screen, Environetics took its workplace vision, shaped it and brought it to life in their headquarters.”

From the reception area through each of the six offices, two conference rooms, four workstations and the lunch room, the Environetics team blended textures, colors, designs, shapes, and lighting to create a professional, yet creative brand image. The inspiration for much of the design in the 2,979 square-foot space was the company's logo, which features the icon “L1” set on the image of a filmstrip.

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Environetics Designs Level 1 Entertainment's Headquarters 2-2-2

The focal point of the reception area is a large glass image of the logo positioned over a grouping of sofas, upholstered in a neutral fabric, and glass and metal tables. A Caesar Stone block with a lightly patterned surface serves as the reception desk and adds a star-like sparkle to the reception area. The interior design features interpretive filmstrip elements throughout the space in a subtle manner. A large, etched filmstrip pattern spans the exterior glass conference room walls, providing privacy while allowing light into the room. Blue carpet tiles with an innate square pattern reflect an alternating filmstrip-style motif. These are bordered by light-colored tiles that act as a walkway to the executive areas.

Rich, dark wood gives a sense of opulence and professionalism in the conference rooms and executive offices. The blue from the logo was used throughout the office as an accent color on soffits and accent walls. The larger conference room is equipped with a state-of-the-art audio-visual system, which allows the room to be used for screening films produced by the company. Mecho-shades were used on the windows to keep the sun out without blocking the expansive view of Los Angeles afforded from the 26th floor of the MGM Tower Building. Environetics used indirect fluorescent and ambient lighting throughout the office suite as the best solution for a computer-intensive work environment.

"This project is proof that with the right team, you can create amazing designs within a strict budget," added Kamran. "We identified key elements and colors inherent in Level 1's logo and corporate brand and found creative ways to weave them into all aspects of the design using fabric, color, and special treatments to communicate the brand in a restrained but consistent manner."

About Level 1 Entertainment

Level 1 Entertainment, a Los Angeles-based film production company, was founded in 2003 by producer Bill Todman, Jr. and billionaire Edward Milstein, with Paul Schwake signing on as the company's chief operating officer later in the year. The company released its first film, *Grandma's Boy*, in 2006 through 20th Century Fox and in collaboration with Happy Madison Productions. The company is working on 2009's *Star Trek* in collaboration with Paramount Pictures and Bad Robot Productions and with Happy Madison on the upcoming comedy *Strange Wilderness*, which also will be distributed by Paramount Pictures. In addition, Level 1 co-produced the 2007 thriller *Rendition* with New Line Cinema.

About Environetics

Environetics is a full-service interior architectural design and space-planning firm that specializes in creating unique work environments that improve employee productivity and enhance brand image. Environetics' diverse staff consists of space planners, architects, interior designers, graphic and industrial designers,



estimators and CAD drafters, all collaborating to identify client space needs and deliver interior plans for maximum effectiveness, efficiency and design. For more information, contact Environetics at (310) 287-2180 or via the web at www.Environetics.com.

(30)