



## Variety heading to high-rise digs

*Mag moves offices as part of expansion*

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As part of its ongoing expansion, *Variety* is moving its Los Angeles offices to a high-rise on Wilshire Boulevard that will be dubbed the Variety Building.

The publication will take over the top two floors in the 30-story building at 5900 Wilshire. The entire L.A. division of Reed Business Information, including Marketcast and the Home Entertainment Group, also will be moving, taking over an additional 1½ floors. The moves will be completed by the end of the year.

The space will be designed by top architectural firm Gensler.

Neil Stiles, president and publisher of *Variety*, said, "We are very pleased with the new space. It will be far more contemporary and suit the changing needs of the business."

The high-rise, directly across the street from the Los Angeles County Museum of Art, is owned by the Ratkovich Co., which purchased the 1971 building for \$102.5 million in 2005.

Ratkovich is in the midst of a \$34 million renovation of the site, including upgrades to its infrastructure (elevators, air-conditioning, heating, etc.), a redesign of the lobbies on each floor, and the addition of restaurants.

The building was the brainchild of William Pereira, who also designed such sites as LACMA, CBS Television City and the Transamerica Pyramid in San Francisco.

Read the full article at:

<http://www.variety.com/article/VR1117987105.html>

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