

## LA Unscripted | June 24th, 2022

From hot spots and hidden gems to lots of local flavor It's your guide to soak out the unscripted way And tonight we're dining where legends have made music We're live on air folks Hello everyone and welcome to L A unscripted I'm de and this is Grand Master recorders of very cool restaurant and club house inside a former recording studio and not just any recording studio because you name the artist and I guarantee you they walk through the doors here Stevie Wonder David for when the red hot chili peppers and even back to Johnny Mathis The history here is way This is a 15,000 square foot property that is the old recording studio It's a restaurant fine dining Italian and also a rooftop that looks up at the Hollywood sign So it's a one stop shop kind of place This building has been many things over the years It was actually a silent theater in the thirties and forties But effectively what drew me to this property was the Grandmaster Recorders operated as a studio in Hollywood from 1971 till 2016 Over the course of that 71 to 2016 A lot of things happen in here Um Bowie Blondie Chili peppers Kanye West who fired it recorded records here I literally think I had this exact model boom box and then here's some cassette tapes Oh my God I had Van Halen I had triumph By the way millennials Do you even know what these are This was the actual studio Studio 71 is its name because it was founded in 1971 So we thought we'd pay homage to that So what was this room right here So this was the control room So behind us here was the main studio desk So this room is amazing concrete walls which are designed to you know retain the sound and to sit there and think that late registration for Kanye was done here or the chili peppers are their first kind of record It's it's pretty amazing to think that that caliber of talent recorded here as you guys were making your renovations Was there anything cool that you came across There was a lot of things in the venue we discovered during the renovation things like there was a bathtub that was on the second level and apparently Deborah Harry used to make frequent use of it when she was in here doing stuff with Blondie and also apparently in the mezzanine which is now the bathrooms Kanye West used to camp out and do like days lock in when he was getting creative even heard Dave Groll talk about the back room which was his favorite drum on the planet This room onto our left which is a smaller room even if they didn't record the album here come back and record the drum piece Favorite room on the planet Pretty hard to like resist the charm and the and the story that was Grandmaster recorders And so we had to take that

legacy and reinvigorate it into what it is today Uh The restaurant really is a full dining experience We don't use the word fine dining It's more fun dining New world Italian is what we call it This is one of our most popular spontini which is snacks Caviar Cannoli creme fresh Oh wow Six beautiful pastas Whole roasted duck We do like pizzas They we call them skateboards or sata So this is the skateboard pizza This is perfect for just me and welcome to Grandmaster Rooftop Wow One of the best views of the Hollywood sign in the city Grandmaster record is it does go block to block So it does go from Kowanga all the way through to IV And with that means we can accommodate a lot of people We're actually in the New Vinyl District in High Hollywood and it's important that we're here because there's so much going on here and it used to be you go to downtown you go to West Hollywood you stay there Hollywood wasn't really a thing It's actually that place that you can come as a destination And it feels to me Hollywood's into the hotspot again and there's more coming and you know people are loving all this nostalgia in their lives these days and this place definitely scratches an itch Now if speakeasies are your thing we got that for you to just down the road from here in Hollywood It's bathtub Gin can kind of take a little step give a little hip hop show The first shoulder his shoulder actually started 12 years ago in New York And I was a huge fan of the 19 twenties and thirties during the prohibition time And I wanted to kind of bring that to the forefront at that point At that time there were weren't many bars that embraced the 19 twenties Smooth right Oh My gosh smooth and delicious here in L A We we wanted to embrace the house parties that go on here in L A and in the 19 twenties we we wanted to make it feel like you're going into a secret floor of someone's house Hence that we have all movable furniture We have live burlesque shows here Um We have live jazz bands um here in L A we have a saxophonist that plays in unison with the DJ So we're not a stage performance It's a floor performance So the burlesque dancers actually intermingle with the customers and walk around and come to your table So it's a little more interactive Hi my name is Tito Bonito I am the host Oh thank you I am the host of burlesque show that we have here every Tuesday night We do striptease theater which is basically the art of burlesque Here We have a really fun interactive burlesque experience where people can safely enjoy a striptease show Maybe get out of their comfort zones a little bit so sexy Oh my God I could just watch her all day as a child I was a competitive dancer and cheerleader As I got older I moved out here when I was 18 I started exploring a little bit more and I discovered burlesque and

fell in love That's what you don't do We have a full kitchen we have an amazing dinner uh full menu in both places We like to be known as you know the place to come to for our knowledge about gin and and to enjoy a good gin cocktail that you might not get somewhere else I love that We're actually learning to make the perfect gin and tonic because I never make them Right So it's like 1 to 2 So here here um one third is gin Two thirds is tonic I'm going to put in three Juniper Berries Gin is the main ingredient in All Gin is Juniper I didn't know that Cheers my love Cheers Cheers OK You know what Wow It's almost floral People love it I'm amazed at how many people come and and what they say how wow we don't have anything like this in L A or we need more of this in L A and it feels so comfortable and you know we we love the the look and the feel of this place I we love the corner location Um So it has a lot of visibility for the cafe but at the same time it hides the speakeasy upstairs So no one knows we're up here So you know you kind of get the best of both worlds You guys know I say this all the time I love this job because we meet so many cool people just like we did at bathtub Gin And you guys know we love a good costume here at L A unscripted and now Tik Tok star Chris Allen and how one of her costumes got her 20 million likes I started tiktok actively in March of 2020 right As the pandemic was like kicking off in the full swing it was a chance for me to really be creative and fun I think my most viral video of all time was the one in which I recreated some scenes from 13 going on 30 They loved it It reached like 20 million views and it was just wild My favorite thing about tiktok is how it really feels like a community and tiktok is where we all come to just be human and it feels like one big inside joke between millions of people because we're all laughing at the same stuff I've been wanting to make the perfect cup of coffee at home So I called over a friend to show me how to talk has changed my life in pretty much every way from meeting new and interesting people to creating all sorts of business opportunities Tik Tok is now where all the eyeballs are So there's the opportunity to sell ad space there as well You know the reality is I spend 24 hours a day uh thinking about tiktok when I'm not actively creating I'm thinking of things in tiktok terms Part of me wants to be her but then part of me wants to be her I think the best thing you can do as a creator is to just really listen to your audience because they will tell you what they want to see more of Then you just give them what they want to see and we will be right back with a really cool new hotel that's very fitting with the musical flavor of this place that's coming up Welcome back to L A unscripted from Grand Master recorders in Hollywood

and their giant disco ball which happens to be from dancing with the stars right now Olivia is inside another really cool musical place you can check into for a rock in good time Are you ready to get ziggy with it at the musically inspired Ziggy Hotel when you listen to a song certain certain artists with their music it'll take you back in time So we don't want to be able to do that here So by playing different types of music different genres if you're you know 12 years old or if you're 30 years old or or you know 50 years old it's gonna take you back So it's like a time capsule So that's what we wanna um show the World Hotel Ziggy is a hotel where we allow artists to express themselves We have guests from all over the world that come here to vibe to enjoy the culture of Ziggy We're not the typical hotel where you check in and see we're a little more laid back even though I'm wearing a suit we have tattoos we want everyone to to be free We're a boutique hotel So it means that we're a small hotel We have 100 and eight rooms we have rooms that are overlooking the pool which is considered a pool view We have rooms that are alongside the pool which has a door that opens up to the pool area So essentially if we're having a pool party on Saturday we rent those room out as cabana rooms So we have two major suites We call them the rock star suite So they're they're pretty much like studio studio suites and we have a media room for the artists that perform here Um We have regular studio rooms here on the fourth floor there's about five of them So we have different room types throughout the hotel Again that caters to a different vibe We want an activated space that has you know live music on Thursdays Fridays Saturdays and Sundays Um pretty much we have a calendar on our website that displays all the live music that we're gonna have here Um We have artists that are up and coming artists that that are trying to make it in the business and we have some that are well known Um So you know we give a chance to to to to all artists and creators The food is great So the locals love our pizza Uh You have everything from Italian fusion to just like traditional American and then little twists of Asian fusion So it's a lot of mixtures Our pizzas are the most popular for sure I mean on on a given day we can sell up to like 20 to 30 pizzas All right chef we're making a pizza What is the first step First step is you Thank you gotta stay clean I love it That that Samore Should you Uh Pizza Cheers because that's the greatest part Here's the pizza the pizza Thank you Olivia and will be back with an incredible traveling art exhibit That's all courtesy of One amazing couple will be right back Hey unscripted I'm young an instructor with Equinox and today I'm going to give you a few tips on how to build lean muscle sculpting the entire body We're

going to start with a few moves from the Equinox signature program Coal Sculpt Now I love this format because it goes to the music So maybe find your favorite thing on a playlist And let's get started We're going to keep the toes parallel and just slightly shift your weight over to the left foot We're gonna bring the arms and the leg away from the center of the body Nice and easy Now balance is really important in fitness So you wanna take your time keep that core engaged and just lift and lower Now if you're feeling spicy you can take that leg behind you at the curtsy lunge and come right back up this way we target the glutes hamstrings and that entire lower body while working the shoulders All you have to do is repeat that on the other side you can use equipment or not It's totally up to you Keep moving Elliot scripted We absolutely have live performances in here Small acoustic numbers rock bands We've had some DJ performances It's something in the studio that's it's set up perfectly for it It was designed for that So you never know what night if you pull up there might be something special on Always programming here in in particular in the studio Welcome back to L A scripted from Grandmaster Records Now some of America's most beloved black musical artists of all recorded here Like Shock on James Brown The Pointer sisters and Kanye West are among the many right now though Jasmine Simps takes you inside the Black art world and one couples incredible collection In 2013 we had over 12 million people see the Kinsey Collection at Epcot So we have chosen to try to do things in a little different way because we believe that the museum audience is changing The Kinsey African American art and history collection is a traveling museum exhibition founded over 50 years ago as a private collection started by my mother and father uh but has taken shape as a public traveling exhibition over the last 15 years It was important for Sofi Stadium in Hollywood Park to partner with the Kinsey family because of the the roots that they have in Inglewood The Kinsey's are are you're essentially talking about black royalty here in Los Angeles It's hard to put into words how amazing it feels to bring an exhibition first of its kind to sofa stadium in this incredible entertainment venue We're more than just football We are entertainment we are culture When you come through entry seven you start getting the the feeling of of what you're in for once you reach level two what we've done here is present uh an exhibition that chronicles the past present and informs the future through the lens of historical reference points as well as two and three dimensional fine art This is a sculpture by a black woman named May Howard Jackson This is 18 99 She attended the Phil Philadelphia School of Art Nobody knows about her And she's not the

only one Let's just pause for a second because this is your parents' personal collection My parents were always collecting art I couldn't believe that someone could own it You know what I mean Could own these things but it was part of a quest to preserve and protect this history Uh I used to be a park ranger at Grand Canyon So we started conducting pine cone dried grasses We didn't have any money So we collected the things that were accessible but it was well in the seventies when we started actually collecting Uh uh Ernie Barnes was our first uh painter We started collecting He is the artist behind that painting on good times Am I Right Yes Good times And the sugar Shack He just had Marvin Gay's album just done some extraordinary thing and he was a football player My favorite piece is artist Lane portrait of Shirley and I on our 35th anniversary I mean it's just knocked my socks off It's kind of like a full circle moment Really Because we moved to California in 1967 from Florida bought our first house in 1970 right in Inglewood about a mile from here Actually we're just proud uh because none of this was something that we woke up and said we wanted to do Uh and and the response of people coming to so far stadium to see This has just been remarkable This exhibition is for everyone It is meant to inspire and motivate uh and really spark something that hopefully you know visitors will will wanna go further and and explore more Thank you Jasmine What a collection go see it before it's gone All I got to do something really fun This week I got to present an award at a very unique award show I think L A is the premier advertising trade association for Southern California We're the largest in the country we've been around in one form or another for about 100 years So this evening it's the best of the best It's the showcase for some of the most amazing creative work that has been done in our industry that happens here in Southern California So we're excited to recognize not just the work but some of the people tell me about some of the awards that you're giving away tonight We've got best automotive campaign We have best cause marketing We've got salesperson of the year we've got agency partner of the year Those all speak to community you know you work with clients but they become colleagues and friends after a while So we want to celebrate all of that Well Aaron Walton is a very good friend of mine and one night we were out to dinner we were cracking up and we were just laughing and he's like hey would you want to host the Think L A Awards And I was thinking about all the commercials that influenced me growing up And I'm like yeah that's not so far away from you know something that that is completely interesting to me You think of the idea I'm just blown away by how commercials today

crack me up They're thought provoking They're entertaining And it's like it's what I do in the shortest form you can possibly do You've got 30 seconds to grab people's attention one way or another tonight You know this is when they honor all those who did And I was just like yeah I'll be a part of it You know it's fun It is fun and there's like 700 people here Yeah he said 300 I'm a little scared too I have to do an award also as a celebrity Very familiar with the red carpet Do you think you could teach me how to do a red carpet Because I don't know honey you are so asking the wrong person I mean I don't know how to pose People say you put a leg in front leg in front and then look down and then up Is that was that what we do Oh my goodness Thank you so much You good to see you It's such an honor to present the partner of the year award given to a company in the media creative data research and ad tech marketing space who is consistently innovative flexible and dedicated The finalists are these people and the winner is Parker of the Year LG A solution This city has such access to such unique perspectives and the advertising industry truthfully has been very not inclusive And I think L A as a city really embraces this way to really be the leader for what we want the advertising industry to continue to be Are you guys that is all the time we have for tonight Thank you so much for joining us I am going to go touch all the places all the famous musicians have touched and then I'm going to be a pop star Goodbye everyone