



## LAUNCH•DRTV IS IN AVENUE SIX STUDIOS WITH ELEVENSKIN AND DEBBIE MATENOPOLOUS

Van Nuys, CA (December 6, 2011) – Launch•DRTV selected Avenue Six Studios as home for their ElevenSkin shoot starring Debbie Matenopolous. Sam Najah and Drew Plotkin served as co-Director/EP's with Director of Photography, Craig Barker.

A short six years ago ElevenSkin's Nicole Oden was a Senior Vice President of Investments at Smith Barney. She displayed phenomenal ability to analyze data and to take actions based on that analysis, resulting in wealth growth for her clients and a nice paycheck for Nicole. Over 12 years in a man's world at Smith Barney, Nicole proved herself an extremely capable businesswoman outperforming most of her counterparts. Nicole has always believed that the most important "accessory" in style, fashion and beauty is flawless skin, and that skin is the "first layer Nicole says, "Feeling and looking good is all about putting into your body what it needs," said Nicole recently. "ElevenSkin puts back into the skin what it loses as it ages. I just want people to feel better about their life. If the results of my ElevenSkin does that for you, then I am happy."

As a full-service service production facility, [Avenue Six Studios](#) was purpose-built to host feature film productions, television movie of the week and series shoots, music video productions, reality shows and commercial shoots. During the course of the studio's growth over the past few years, numerous location scouts and production designers have suggested that a permanent, Main Street backlot be added to the studio's multiple stages and green screen capabilities. In response to their requests, [Avenue Six Studios](#) recently announced the opening of a New York inspired "Main Street" Backlot and has brought New York City to Los Angeles. The permanent New York City style Main Street set on the facility's backlot is now complete, dressed and ready for "ACTION."

Complete with sidewalks, foliage, functioning doorways, stairways, Brooklyn inspired "stoops," interior/exterior lighting, and extensive, true to scale two and a half story facades, the new Avenue Six Main Street location is the perfect location for any movie, film or video production manager in search of an authentic city-scape or urban look. Studio Head Paul Reitzin noted, "Our attention to detail on this new Avenue Six Main Street location has been a focal point of the project. We think we have been precise on every level of construction in the execution of our vision. It is perfect for any cityscape shoot."

The extremely life-like outdoor set is a welcome addition to the 25,000 square foot [Avenue Six Studios](#) complex which includes: The East Stage which provides over 6,500 square feet of shooting space and features light wood laminate flooring, its own production offices and a spacious dressing room with two stylist stations; The 4,000 square foot North Stage is a soundstage with newly refinished concrete floors featuring a 28' x 18' green screen cyclorama. This stage was used by Comedy Central Productions, Warner Brothers and most recently was used by Funny or Die Productions for "The Little Drummer Boy" starring Will Ferrell and John C. Reilly; The South Stage which consists of an entrance lobby/reception area, office sets, and a break-room style kitchen area and the raised conference room which features three glass panel walls and a fully-working projection screen and sound system. The conference room can be seen in commercials and films for companies such as Bud Light and Spike TV by Motiv Films, Direct TV, All Pictures Media, Comedy Central Productions and Funny or Die Productions.

Avenue Six also features in-house lighting facilities including translights, providing everything needed for any interior and/or exterior shoot. Avenue Six competes with the best studios in the city for convenience and location. The production facility continues to expand its industry fan-base with a host of "big-name" projects having been lensed at the popular location, recent named "One of LA's Finest." For further information visit [www.avenuesixstudios.com](http://www.avenuesixstudios.com).

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