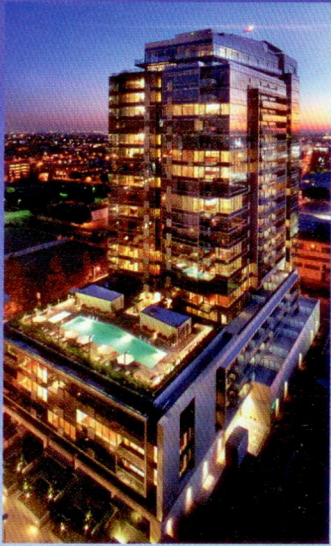
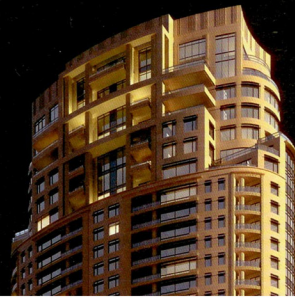


UP IN THE AIR

The appeal of urban, high-rise living is increasing in Los Angeles thanks to the economic climate and some really cool bells and whistles

WINTER REAL ESTATE
special report



It's a Wonderful Day in the Neighborhood

High-rise residents — some drawn to the bustle of the city, others to the exclusivity of penthouse suites — weigh in on the joys of condo living

While the Century and Carlyle are destination condos, the Portland, Ore.-based South Group is bringing the concept of a pedestrian-oriented “neighborhood” to the South Park district of downtown Los Angeles. The neighborhood is formed by a collection of residential buildings, an active pedestrian path that features plazas, fountains and gardens, and a streetscape of sustainable retail shops and services. South Group’s first two condominium towers — Luma and Elleven — are sold out. Its third

and final high-rise, Evo, is more than 70% sold or under contract, with prices ranging from \$400,000-\$3.7 million. Although Evo’s grand opening in October 2008 was affected by the economic downturn — it opened a day before the Lehman Bros. collapse and “we lost a lot of buyers (in the lower price ranges),” says marketing director Rhonda Slavik — like most buildings similarly affected, Evo’s handlers adjusted prices by 20% and sales are now back up and running at 20-30 units per month. (Experts are quick to point out that the highest-end units may stagnate, but they never depreciate.) It’s within walking distance to L.A. Live, the Metro Blue Line station and 40 bus lines. Perhaps more impressive than the concept and size is South Group’s decision to go green. Because of the company’s use of sustainable materials in the construction of the buildings, each have received Leadership in Energy and Environmental Design certification. According to Jack Kyser, senior vp of the Los Angeles Economic Development Corp., Evo and South are “a genuine success story in what is a tough residential real estate market.”

October 16-18, 2009

Vivendi moves closer to NBC Uni sale ▶ 6

SPECIAL REPORT: Winter Real Estate ▶ 7

B.O. Preview: 'Wild' weekend in store for Warners ▶ 32

The Hollywood Reporter

INTERNATIONAL WEEKEND EDITION THR.COM

Hot scribe takes WB by 'Storm'

By Steven Zeitchik

W arner Bros.' 50-year-old, 100-year-old studio has been looking for a new way to connect with the studio's core audience. The studio's new CEO, Michael O'Leary, has been looking for a way to connect with the studio's core audience. The studio's new CEO, Michael O'Leary, has been looking for a way to connect with the studio's core audience.

awards WATCH Spirit nods taking tent to L.A. Live roof

By Steven Zeitchik

The Spirit Awards are taking place at the iconic Los Angeles Convention Center. The awards are taking place at the iconic Los Angeles Convention Center.

Twitter jitters

By Andrew Wallenstein and Matthew Belloni

At Hollywood, check your contract before your next tweet. At Hollywood, check your contract before your next tweet.

FOCUS HOLIDAY STUFFING The studio has plenty in store for moviegoers in this season. ▶ 30