



VOX POP FILMS FINDS A VOICE IN DTLA

November 1978:

I'm eight years old, visiting my dad at the Canadian Consulate General on Hope and Sixth in downtown L.A. A far cry from minus 40 degrees (that's Celsius) in Ottawa. "Wow, dad. Why is that building boarded up?" "Can we get that roast beef sandwich at the LA Athletic Club again?" (Before I knew about Cole's).

August 2011:

Thirty years after walking through Pershing Square with my dad, I've moved from NYC to LA with my husband and business partner in Vox Pop Films, Guy Mossman. "Hey babe, let's go to Perch for Happy Hour," he says. I Barely recognize the renovated square, complete with dog park and swanky rooftop restaurants.

We've found a perfect home for our production company in this urban center of 14 million. Vox Pop Films specializes in documentaries and commercials with a documentary vibe (voxopfilms.tv). We're in the Spring Arts Tower, the old Crocker Bank building, now home to artists, fashion designers and the odd fashionista. The Old Bank District reminds us a little of Tribeca where we started Vox Pop a few years ago. On any given day, there's a film crew turning the Groundfloor Café into a NY coffee shop.

As documentary filmmakers, Guy and I found success in New York but came to LA because, what did Neil Diamond say? "The feeling is 'lay back.' When we moved here last summer, we were actually stopped outside of Buzz. "Welcome to the neighborhood," the cop in the kilt said. ❶

