



An innovative wellness studio that first launched in Venice almost a decade ago. A high-end clothing boutique whose Israeli-born designer first set up shop in New York City. An art gallery and collective that continues to emerge as an incubator of international and local talent alike.

To the untrained eye, such a diverse array of retail tenants may seem something like unusual or even...out of character. But to those who live, work, create, shop, and work out in the ever-evolving District, the eclectic collection of five vibrant new businesses here feels like something else.

Business as usual. And further evidence of the area's growth into a must-see, be-here-now hotspot. Not just in Hollywood proper, but throughout Los Angeles and the nation's collective cultural consciousness.

The Hollywood Media District isn't a mere trend or blip on the radar. It's a vibrant, proud, and diverse area with deep roots in the history and development of Southern California and the United States. And the growth, development, and infusion of new talent and vision here is setting the stage for the kind of comeback and star turn that can only happen in Hollywood.

The Hollywood Media District BID (Business Improvement District) has made significant strides in enhancing the district's physical appeal and functionality. Recent BID enhancements include re-landscaping the seven medians on North Highland Avenue; replacement of 60 trash receptacles throughout the District; and the doubling of cleaning service capabilities with Sweeping Corp. of America. Notable property improvement initiatives for the third quarter include additional N Highland median landscaping, park bench restorations, utilitarian and flood lighting installations in areas of critical need, and pedestrian walkway renovations on N Highland Ave. providing a safe and inviting atmosphere for everyone.

Following is a closer look at Make Room art gallery and the four additional new boundary-expanding and conversation-sparking businesses in the District.

"The opening of this location marks a new chapter and milestone for Make Room," says Yin about moving her five-year-old gallery into a larger space in the District.