

**For Immediate Release**

January 31, 2010

**Contact:** Felix I. Hernandez

cell: (213) 792-1948

[fhernandez@laclink.com](mailto:fhernandez@laclink.com)



**Los Angeles Convention Center**

**MUSIC WORLD DESCENDS UPON THE LOS ANGELES CONVENTION CENTER**

**January 31, 2010 (LOS ANGELES, CA)** – Music’s biggest stars and Tinseltown’s A-list celebrities were all at one location this weekend as they celebrated spectacular Grammy Week events presented by the Recording Academy. The star-studded lineup and 2,500 guests were under The Los Angeles Convention Center’s (LACC) West Hall and Concourse Hall roofs on Friday January 29<sup>th</sup> to honor legendary musician Neil Young the “Person of the Year” Award. Then on Sunday, January 31<sup>st</sup>, musicians and actors celebrated at LACC’s “Hall” for the 52<sup>nd</sup> Grammy Awards circus-themed Official After-Party after nabbing their gramophone statuette.

The 2010 MusiCares Person of the Year Gala, co-represented by AEG, ELS, and Acura, began the evening with red carpet arrivals outside LACC’s West Hall and a cocktail reception and silent auction at Concourse Hall that offered luxury items, VIP experiences and one-of-a-kind celebrity memorabilia for bidding guests. Some celebrities in the music industry that graced the red carpet were Tony Bennett, Jason Mraz, Josh Groban, Colbie Callait, and Neil Young. The auction was followed by a gala dinner in West Hall, which served a menu crafted by LACC’s Executive Chef Rick Wineman and doled out by LACC’s fine Food Services team. The night also included an award presentation hosted by Jack Black and a tribute concert performed by friends and disciples of Neil Young such as Elton John, Dave Matthews, Red Hot Chili Peppers, Ben Harper, Sheryl Crow, T Bone Burnett, Norah Jones, Lady Antebellum, James Taylor and much more who sang his songs.

“This was another opportunity for the Los Angeles Convention Center to showcase its capability of delivering top quality events of any size. We are extremely proud that these amazing Grammy events are held here at our World Class facility,” says Pouria Abbassi, P.E., General Manager and CEO of LACC.

After “Music’s Biggest Night” at the Staples Center and receiving big wins by Beyonce, Taylor Swift, and Kings of Leon, the 5,500 stars and guests were back at LACC’s West Hall for the over-the-top Recording Academy’s Official Grammy After-Party. This year’s theme was an interpretive twist on a circus. The 75,000 square feet space, a size of three football fields, was transformed into an intimate, dark and mysterious ‘30s circus with hay for seating and vintage-looking circus posters, where acrobats, stilt walkers, and contortionists roamed the space, and additional acts performed in each of the three-ring-style stages. Performances were by Sam Moore, Ne-Yo, and DJ Mick Boogie. A second event space within the party, Petree Hall, served as a jazz lounge and The Jon Batiste Band and the Grammy Jazz Ensembles performed there. Wolfgang Puck took charge of the eco-friendly menu that featured all-American stations, Asian stations, New Orleans-inspired stations and an iced seafood station.

**-more-**

**About the Los Angeles Convention Center (LACC)**

The Los Angeles Convention Center (LACC) is one of the most technologically advanced convention and exhibition centers in the world. LACC attracts over 2.5 million annual visitors and is renowned internationally as a prime site for conventions, trade shows and exhibitions. With its towering emerald architectural design, the LACC is a well recognized Los Angeles landmark. An integral economic component to the Southern California area, total sales from client secondary spending tops \$1.1 billion annually, generating and sustaining over 12,000 local jobs. LACC is a model environmental-friendly facility. The Los Angeles Convention Center is registered with the United States Green Building Council (USGBC) as a member of the Los Angeles and National Chapter and holds the prestigious USGBC LEED certification for existing buildings. LACC is also a proud recipient of prestigious environmental and industry awards including several Planner's Choice Awards presented by Meeting News magazine, multiple Prime Site Awards from the Facilities and Destinations magazine, recognition for model emergency care programs, and was invited to partner with the Environmental Protection Agency's National earth conscious WasteWise Program. For more information about the Los Angeles Convention Center, please call (213) 741-1151, ext. 5319 or visit [www.lacclink.com](http://www.lacclink.com).

###