

# JJLA

## CONTACT INFO

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**JJLA IS A LIVE EVENT AND ENTERTAINMENT AGENCY CREATING GROUND-UP EXPERIENCES THAT GROW AUDIENCES, ENERGIZE FANS AND CONNECT COMMUNITIES.**

With a unique and creative approach to global event management, production, design, fabrication, talent booking and content creation, JJLA's work and clients span the globe and the projects range from immersive fan experiences, live concerts & festivals, all the way to corporate brand launches and non-profit galas.

## BRAND ACTIVATION + IMMERSIVE EXPERIENCE



**PROJECT HIGHLIGHT: Money Heist: The Experience**  
**CLIENT: Netflix & Fever**

Named CNN's top pick on a list of "the best immersive experiences around the world you need to visit", JJLA produced, managed, designed and directed, Money Heist: The Experience, in collaboration with Netflix & Fever, for its North American debuts in both Miami and New York. Based on Netflix's global phenomenon Money Heist, guests were recruited into this fully immersive and theatrical experience. The experience took guests on a heart-pounding adventure to solve puzzles and find the keys in order to steal the gold that was locked away in the safe of a historic bank.

## LIVE CONCERTS + FESTIVAL PRODUCTION



**PROJECT HIGHLIGHT: OUTLOUD x WeHo Pride | CLIENT: The City of West Hollywood**

JJLA is proud to have produced the City of West Hollywood's first ever WEHO Pride! The three-day event included the WEHO Pride Street Festival, the WEHO Pride Parade, and JJLA's very own OUTLOUD Raising Voices Music Festival at the center of it all. The Pride festivities kicked-off the month of June and marked the first major LGBTQ+ festival to return to Southern California. Performers included Lil Kim, Jessie J, Years & Years, and many more!

## TRADE SHOW FABRICATION



**PROJECT HIGHLIGHT: Paul Mitchell booth at Ulta Beauty FLC | CLIENT: John Paul Mitchell Systems**

Taking its cue from Mother Nature, Paul Mitchell and JJLA designed a booth for the Ulta Beauty Field Leadership conference that was all about sustainability, simplicity, and technology with a focus on their Tea Tree and Clean Beauty products. From the floor to the walls, every inch of the booth was dressed with hand-picked florals and greenery. Conference attendees were educated on the sustainability practices of the brand, which included some AR activations reinforcing Paul Mitchell's mission to plant 1 million trees by the end of the year.

## GALAS + PRIVATE EVENTS



**PROJECT HIGHLIGHT: The Steve Chase Humanitarian Awards | CLIENT: DAP Health**

JJLA partnered with DAP Health (formerly Desert AIDS Project), Coachella Valley's leading community health organization, to produce a newly dubbed Chase gala. Esteemed guests were treated to a dinner and show under the stars at the iconic Palm Springs Convention Center. Hosted by Michael Urie, the show included entertainment by some of Broadway most talented artists - Max von Essen, Eden Espinosa, and Deborah Cox. The evening raised over \$1.4 million dollars, ensuring that DAP Health can continue to expand its campus and outreach to the community at large.