



Line 204 Studios Celebrated the Completion of their \$1 Million Renovation



Photo By: Tiffany Chien/Guest Of A Guest

Line 204 Studios started off as a humble garage-based production rental business has since turned into one of **Hollywood's** industry leaders for all lines of production, including stages, production supplies, specialty event & lighting rentals and expendables. After 17 years, they have just recently completed a **\$1 million renovation** to keep the spaces up to date. The tone of the redesign began with the company's bold and simplified new logo that introduces you to a new era for the brand with a tagline that reads: **"Specialty Film & Event Rentals smothered in Southern Hospitality"**. Part of the renovation involves a new event space across from Line 204, titled Skyline 204, with a stunning 8,000 sq. ft. of rooftop event and shooting space with unobstructed views of Hollywood. The place looked brand new when we took a tour of the renovation and smelled like fresh paint. Even the parking lot was repaved with fresh cement. CEO and founder **Alton Butler** said "After 17 years in business, we can't help but celebrate our new direction. A brand new Hollywood campus for 204's studio and production business, plans to expand our Event business to a 114,000 sq. ft. warehouse topped off with California's new tax incentives, it seems the sky's the limit for us." Other features from the renovation involve brand new wireless technology, a brand new VIP "Corral Room" and a new production lounge, featuring stunning reclaimed wood wall, modern cocktail rounds and mid-century couches among lots of other things.

Line 204 is located at 1043 Seward Ave., Hollywood, CA 90038.

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