



REINVENTING L.A. PRIDE WEEKEND

For the last eight years, Wonderland has reigned as the premier Los Angeles Pride event. Housed in Paramount Studios' exterior 'city set,' Tom Whitman's pseudo-block party radiated a meta vibe. Los Angeles, often criticized for being 'fake,' hosted a party in a literal fake city. Nevertheless, the entertainment was consistently genuine.

Not one to sit on his laurels, Whitman has teamed up with Masterbeat founder Brett Henrichsen to reinvent Wonderland for 2012. The weekend consists of four distinct events, starting with the SpLash Pool Party and WE Party Attacks Wonderland at Universal Studios on Saturday, June 9. The fun then shifts to afterhours for Ignite 2 and ends with Sunday's Classic Tea dance. This action-packed bacchanal springs directly from Whitman's and Henrichsen's nascent alliance.

"Separately we throw the biggest special events in Los Angeles each year," explains Brett. "Masterbeat has been producing New Year's Eve for 12 years, and Tom has been producing Wonderland during Pride for eight years. As the second largest city in the country, we thought it was time to join forces to present an entire weekend of fun events and make L.A. a worldwide destination for Pride again."

This weekend kicks off with the

inauguration of SpLash, expected to be the biggest pool party in the U.S. Located at a \$65 million private estate, and featuring DJ Roland Belmares spinning for over a thousand beautiful boys in speedos, this daytime event is sure to wet more than your whistle.

"We wanted to produce a pool party on the grandest scale," Whitman says, "making it like those exclusive estate parties but bigger than L.A. has ever seen before. To do that, we found one of the biggest mansions in the hills with a giant pool and outdoor area. We're bringing in a real club sound system and even some hot lifeguards to 'keep an eye on you.' You won't believe this estate, trust me."

Once the sun sets, Wonderland really heats up as the party relocates to Universal Studios Hollywood for the main attraction, WE Party Attacks Wonderland! A theme park *and* a film studio, Universal provides a few perks over its Paramount counterpart.

"Paramount was an amazing loca-

tion for a party," explains Tom Whitman, "partially because it's a historic studio backlot and it's so 'L.A.' to have a Pride event on a backlot. But after six years, I wanted to reinvent the party and add some new elements to it. And what's better than combining a historic studio backlot with theme park rides? This move allows us to have both."

"We're excited to make Universal Studios the destination for our main event," continues Henrichsen. "First, the park is closed to the public and open exclusively for us, along with some of the best rides, including the all-new Transformers 3-D™. People will be able to ride that, Simpsons, Revenge of the Mummy and walk around and enjoy the concessions and shops and even dance outside near the rides. As the night wears on, guests can step inside a soundstage we're transforming into a giant club for the dance party and experience WE Party."

What exactly is this WE Party? The co-founders are more than happy to explain.

"WE Party is one of the hottest party brands in Europe," says Brett, "known for their over-the-top production, insanely hot dancers and fun themes that are carried throughout every aspect of the event. We're excited to bring that pro-

duction to L.A. for the first time. The theme for this event is 'WE Attacks,' so there will be a fun and sexy alien aspect. This is a party unlike L.A. has ever seen before—the production and experience literally surrounds you throughout the night."

The evening journeys from Universal to Arena for the afterparty, and then convenes at Ultra Suede's classic Pride Tea, with a soundtrack provided by Henrichsen himself.

Brett explains how each DJ contributes differently to the weekend. "Each DJ brings their own sound and also is chosen to be appropriate for the event. Roland Belmares, known for fun, driving beats, is spinning our Sunday Pool Party. For the main event at Universal, we're bringing in the international sounds of Ana Paula from Rio and Manuel de Diego from Madrid. At our popular Ignite Afterhours, we'll have Twisted Dee keeping the boys dancing until the late morning. And finally, I'm spinning a 'classic Sunday tea' on Sunday to wind down the weekend on a fun and happy note."

For L.A. Pride weekend, June 9-10, embrace change and venture into Wonderland's new terrain. Find out everything you'd like to know about the weekend's events at wonderlandweekend.com. Tickets and passes are also available at LASC and PowerZone in West Hollywood.