

2025/2026



**Tours & Workshops by
Arts Innovation Group**



ABOUT NOHO TOURS & WORKSHOPS

Arts Innovation Group is an arts marketing firm which owns NoHo Tours & Workshops and is in partnership with nohoartsdistrict.com. In 2005, the City of Los Angeles and the Tourist Board contracted with our firm to develop tours and workshops for the NoHo Arts District. To date, we have given workshops/tours to more than 15,000 students. We specialize in student travel. Workshops/tours are customized to meet the special interests of our tour guests including performance opportunities. Our instructors are successful professionals from all aspects of the entertainment industry.

NoHo Arts District is well known as an international performing arts training center filled with young filmmakers, dancers, singers, musicians and actors learning their craft. NoHo Arts District is the last stop on the Metro redline and only 7 minutes from Universal Studios and 15 minutes from Hollywood.



OUR MISSION

Our goal is for NoHo's performing arts and filmmaking workshops/tours to have a profound impact on participants. Our workshops/tours offer benefits that extend beyond creativity such as improvement in cultural awareness, problem solving, emotional expression, social skills and perseverance.

Our workshops and tours are informative, interactive, engaging and memorable. By integrating the arts in students' lives, we hope to support their holistic development, making them more well-rounded, empathetic and capable individuals.





OUR WORKSHOPS

We offer an exclusive selection of film, acting, music, dance workshops and special tours with Hollywood professionals.

*Groups must be at least 25 people – no maximum limit. We can accommodate smaller groups but there will be an additional charge.

FILM

Let's Make a Movie!

Partner with our indie filmmakers to make a short film. We supply the crew, location, equipment, hair and makeup and customized script. We shoot the film using you as the cast and crew, then edit it and send you the completed film. Experience what it's really like to make an indie film in L.A.

Duration: 4-5 hours

How to Become a Filmmaker

We all carry a film studio in our pockets. Feature Films are shot on iPhones all the time and the industry has changed radically in the digital streaming era. Learn how to utilize what you already have, source equipment and locations you need, create an engaging story with real and interesting characters, and produce, promote and distribute your film.

Duration: 2 hours

Special Effects Makeup

Professional Film & TV makeup artist will show you the techniques and tricks for you to transform yourself into a horror victim...complete with all the blood and gore! Makeup supplies included.

Duration: 1 1/2 hours



ACTING

Dramatic Improv

Dramatic improvisation is a vital skill for an actor to have. In this workshop, you will learn how improvisational techniques can help you find the truth of the scene, the authenticity of a character and how it helps connect you to other actors in a scene.

Duration: 2 hours

Character Acting Workshop

Creating believable characters is a crucial skill for an actor. In this workshop, you will learn how to develop characters, interact with other characters and create an interesting expanding narrative in a high pressure situation.

Duration: 2 hours

Comedy Improv Workshop

With the the help of our veteran L.A. improv team, your group will take part in improv games and activities designed to help with team building, to connect with each other, to learn to listen and to collaborate toward a common goal...all while having fun.

Duration: 1 1/2 hours



MUSIC

Vocal Training Workshop

To become a world class vocalist and performer, you need the guidance of a seasoned professional with the wisdom earned from decades of direct experience working on the world stage with some of the most iconic recording artists, producers and songwriters in pop music history. This work shop is a must for all vocalist who are looking to advance and level up their vocal and performance skill set!

Duration: 2 hours

Music Recording Session

Grammy Award-winning music producer will arrange and record your music piece at a top L.A. recording studio. Workshop will focus on elements involved in creating a recording. We will examine the creative process, budgeting, recording and music distribution and marketing. Group will receive a master recording of their session.

Duration: 3-4 hrs (dependent upon the size of the group)

Choir/Orchestra Workshop

Strings, piano, brass, percussion and choir clinics taught by our top clinicians who will evaluate based on intonation, musicality, playing positions, ability to sight read and performance.

Duration: 2 hours



DANCE

Dance Music Video Workshop

Work with an experienced L.A. choreographer to create a group dance video – and solo performance videos with multi-camera film crew and makeup artist.

Duration: 3 1/2 – 4 1/2 hours (dependent upon the size of group)

Dance Audition Workshop

Experience what really happens in a dance audition for TV & film. Take a class with a top commercial dance choreographer, then take part in an authentic dance audition. Get tips on clothes, hair & makeup, photos, resume and reel. Learn what it takes to get hired.

Duration: 2 hours

Acting Class For Dancers

Dancers...You can really benefit from an acting class. Learn character development & emotional expression which are vital skills for dance auditions and overall performance. This workshop will give students an understanding of how to interpret a role, infusing each step with emotion without exaggeration. Includes a Q&A with a professional dancer/choreographer.

Duration: 2 hours





NOHO BOOTCAMP

Why not combine several of our exclusive workshops to create a NoHo Bootcamp day? Your students would have access to successful professionals who work in the entertainment industry. We can combine any of our workshops into one or two day bootcamps! Contact us for more information.

SPECIAL TOURS

Underground Theater Tour

Experience an interactive, fun packed theatre review filled with magic, music and improv. Talk with the cast about their experience in TV, film and theatre. Dinner is included.

Duration: 3 1/2 hours

Hollywood Tour

A walking tour along legendary Hollywood Blvd. Visit the Chinese Theatre, the celebrity hand and footprints, Adobe theatre (Oscars), Ovation Hollywood (Hollywood Sign view), The Egyptian and The El Capitan theaters. Learn about the history of Hollywood, the movies, the scandals and the ghost stories. Lunch at Hard Rock Cafe is included.

Duration: 3 hours



SPECIAL TOURS

Walk on the Wild Side at Animal Tracks and Vasquez Rocks (our newest experience!)

Animal Tracks is an exotic animal sanctuary providing care and enrichment to 70 animals, including monkeys, kangaroos and wolves saved from the illegal pet trade and the movie industry. It's director Stacy Gunderson was lead trainer for live entertainment shows at Universal Studios and will be your guide. Guests will be up close with animals from all over the world, each with a unique story of rescue and rehabilitation and will learn about biodiversity loss and the need to restore our ecosystems and how they can play a role in caring for our planet.

Check it out at www.animaltracksinc.org

Vasquez Rocks terrain and proximity to Hollywood has made it a frequently used filming location since the 1930s. Its "Alien" rock formations have been used in every Star Trek movie and TV series. Guests will hike trails with an experienced guide sharing the magic of different plants and wildlife and what benefits they give & visit mountain caves where The Tataviam, "people of the sunny slopes" left behind a vast treasure of rock art.

Duration: 4 1/2 (lunch included)



INSTRUCTORS



VOCAL:
KEN STACY

Ken's illustrious career spans more than 30 years, he has shared the stage and studio with Sam Smith, Elton John, Michael Jackson, Macklemore, Madonna, Michael Buble, Kelly Clarkson and more. He has appeared at the Grammys, the Rock and Roll Hall of Fame, The Tonight Show, 2 seasons coaching on American Idol and performing in Michael Jackson's record breaking musical documentary "This is It." He has coached Kenny Loggins and Richard Marx among many others, and prepped many of his clients for successful auditions on American Idol.



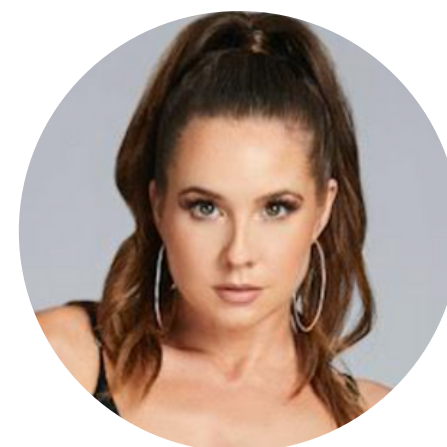
FILM:
**SAMANTHA SIMMONDS-
RONCEROS**

Samantha has been a filmmaker and writer for more than 20 years in the UK and US. She has written, produced and directed over 60 short films and features, co-created the unprecedented project 52 films/52 Weeks and is currently producing a three film project in Ireland. Her documentary footage has been featured on Al Jazeera and in the feature documentary "Love 99." She has a BA in Film and an MA in Creative Writing/Screenwriting.



ACTING:
JAVIER RONCEROS

Javier has been a stage and screen actor in New York and Los Angeles for more than 30 years. He has worked with numerous award winning actors and directors such as Octavia Spencer, Rose Byrne, Holly Hunter and Danny DeVito. He co-starred with Mark Wahlberg in the film "Instant Family" and works regularly in TV, Film and theatre. He has taught Acting at the SAG conservatory Los Angeles and privately for many years and is a filmmaker, Writer and Director with his own productions companies 11:59 Films and Ronceros Productions.



DANCE:
AMY MORGAN

Amy is a professional dancer/choreographer signed with MSA Agency, L.A.'s top dance agency. Amy has performed with celebrities such as Beyonce, Chris Brown, Jessica Sutta and Luciana. She has performed at the MTV Video Music and Billboard awards. She has appeared in many industrials including Skechers with JaQuel Night. Amy has also appeared as a dancer on "Sin City Saints" TV show. Amy is trained in contemporary, jazz and hiphop at Alvin Ailey and Broadway Dance Center and has a BA from Fordham University. Amy is an instructor at Millennium Dance Complex, one of the top 5 dance studios in the US.



INSTRUCTORS



MUSIC PRODUCTION:
JEFF WEBER

Jeff has produced over 200 albums in his 45 year career on every major and independent label with two Grammys & seven nominations, at least seven top ten albums, two number one albums and many other honors. Jeff has worked in A&R, Music Supervision of TV and Film, Music Production, Concert and Festival Production, Interactive Programming, Marketing, Sales and International Relations for dozens of independent labels including his own labels, Weberworks Entertainment Group and Stark Raving Records.



ORCHESTRA/CHOIR:
STEPHEN MCDONOUGH

Stephen McDonough has a BA in Music Education and an MA in Orchestral Conducting. He performed on Broadway, working with Stephen Sondheim and James Lapine. A passionate public school educator and orchestra clinician since 1998. He has been on the faculty at Walter Reed Middle School in North Hollywood CA where his orchestra and jazz program has received multiple awards and has performed at Davies Hall, San Francisco and the Next Generation Monterey Jazz Festival. He currently runs the orchestral program at the highly regarded Hamilton High School, L.A.



MOVIE MAKEUP:
ALEX DEJDAROVA

Alex is an award winning Special Effects makeup artist with many years of experience in film, web and commercial shoots in the US and Europe. She specializes in gore and horror for independent films. She has worked on The Miller Prediction, One Day of Freedom, The Grid and the 52 Films project.



ECOLOGY & ANIMALS:
STACY GUNDERSON

Stacy Gunderson is the executive director of Animal Tracks Sanctuary and has over 25 years of experience as an animal behaviorist. She has been a lead trainer for live entertainment shows at Universal Studios and for film companies worldwide. She has worked with over 70 species that include great apes, lions, bears, elephants and kangaroos to name a few. Stacy has taught more than 4,000 wildlife conservation workshops for schools and community groups.



CONTACT US

Workshops & Tours range in price from \$69 to \$239.

FOR PRICING AND MORE INFORMATION PLEASE CONTACT:

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