

CHECK THIS OUT !!!!

Slinger, 2018

Wednesday, November 12, 2014 12:44PM

WEST HOLLYWOOD, Calif. (KABC) --

The former Tower Records building in West Hollywood is getting a second life in the music business.

Along the Sunset Strip, it's an iconic location with a legendary history.

For decades, the Tower Records building was a key location in the strip's vibrant music scene. But the songs went silent when Tower Records filed for bankruptcy in 2006.

Now, this well-known location is getting re-tuned, thanks to a music industry giant.

Gibson Brands has signed a 15-year lease on the building and is investing at least \$1 million to renovate the site.

"Real privilege to be part of this legendary site, right in the middle of where music lives," said Henry Juskiewicz, CEO of Gibson Brands.

The site will be reinvented as a showcase for Gibson's products as well as a live music location - all in keeping with the building's musical legacy.

"We're hoping that it brings back what originally Tower Records was - live events, live music," said Jerome Cleary, a preservationist. "Gibson is a really good match because of the musical instruments, because of the company. I think they're really savvy business owners to want to do this."

Local musician Mauricio Prado said he hopes the move will help the flailing music industry - particularly in the live music genre.

Gibson says it plans to preserve the building's look but give it a high-tech sound check.

"I think it's very important to maintain the history of Tower and what it represented to Los Angeles and the global community," said Juskiewicz.

Plans for the property are just in the beginning stages. Gibson said there will be a lengthy renovation, but by this time next year, the company should be close to unveiling the building's second run in the music business along the strip.