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GRAND CENTRAL MARKET APPOINTS ERIN MAVIAN AS CREATIVE DIRECTOR



LOS ANGELES (December 19, 2018) – Los Angeles’ iconic food hall, Grand Central Market, today announced the appointment of Erin Mavian to its management team as creative director.

Mavian’s role will encompass overseeing branding and marketing, furthering programming and special events, coordinating social media, instituting pop-up experiences and expanded merchandising options, and working to further enhance the overall guest experience.

“As Grand Central Market continues its evolution at the vanguard of new tastes and experiences, Erin will be a great asset to our team,” said Adam Daneshgar, Grand Central Market owner. “She brings valuable experience advising global brands and developing creative design, social media and activations for retail destinations to this newly created position at the Market.”

Mavian joins Grand Central Market after several years with Runyon Group, a real estate development company that focuses on creative lifestyle projects. While at Runyon, Erin was responsible for opening the company’s flagship property and retail destination PLATFORM in Culver City.

In addition to driving the PLATFORM brand, she leveraged strategic partnerships and implemented original programming and unique retail opportunities for tenants.

Mavian also played a key role in Runyon’s consulting of major experiential projects including ROW in Downtown LA among several others.

She began her career in New York working for the top trend forecasting and consumer intelligence consultancies on both client and content sides of the business.

About Grand Central Market

Celebrating the cuisines and cultures of Los Angeles since 1917, the historic Grand Central Market food arcade (between Broadway and Hill Street at the base of Angels Flight) is an unparalleled eating and shopping experience showcasing the best local chefs, culinary purveyors and entrepreneurs. For more information, visit grandcentralmarket.com and connect with us [@GrandCentralMkt](https://www.instagram.com/GrandCentralMkt) or [facebook.com/GrandCentralMarket](https://www.facebook.com/GrandCentralMarket).

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