

ECONOMIC DEVELOPMENT NEWSLETTER

Upcoming Events

Saturday, May 11, 2024; Moms on the Move Citrus 1.5K walk. Visit the [Covina Today Spring Guide](#) for more.

Did you Know?

A collaboration with Kizh Tribal Nation is in the works to develop a new mural funded in part by the National Endowment for the Arts at the future Covina Recreation Village. A “call for artists” will be released later this year. contact dandrade@covinaca.gov to be added to the interest list.

Pinata Design Studio’s Vision

This place was created to help inspire and form opportunities for those who have struggles with self-worth, self-confidence, and hope for a better life. We are a hub for creativity, networking, and inspiration to flourish.

We have contributed to growing individuals who had fallen through the cracks of society and it is our mission to share ourselves and our skills with others to create a community of stronger individuals.

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Pioneers of the digital frontier, OFFBRAND is a content creator’s dream world

From humble beginnings, YouTube has become known for hosting expertly-curated content that has transformed the platform into an entire social media universe. Intricate set designs, professional production teams, and celebrity hosts are standard features for many of YouTube’s most successful content creators. Tucked away in an industrial building in Covina is OFFBRAND, a digital media production company with a focus on catering to YouTube’s biggest stars. The studio is the product of one of YouTube’s biggest stars, Ludwig Ahgren, and business partners. Recognizing the need for a studio

space tailored to digital creators, OFFBRAND is a full-service media production company and filming studio, with the ability to transform their surroundings into an entire new world. OFFBRAND manages all aspects of digital content creation optimized for modern platforms including set design, production, concept design, filming, and post production. The space allows them to film many different segments simultaneously, from game and award shows to live video game competitions. OFFBRAND represents the new frontier in video entertainment. Those interested in working with OFFBRAND can find more information on their website, www.offbrand.gg and by emailing Hello@OFFBRAND.gg.

Covina Business Owner & Piñata Artist Yesenia Prieto lands exhibit at the Natural History Museum of LA County.

Just beyond the front door at 1580 W. San Bernardino Rd is the colorful and stunning world that is Piñata Design Studio. Led by Artist & Entrepreneur Yesenia Prieto, the Studio offers seemingly unlimited possibilities as far as piñatas go. Prieto comes from a long lineage of authentic piñata makers and has pushed the envelope of the traditional art form to include custom installations and fine art works. The creative team is currently utilizing material made from corn to print custom 3D sculptures. The studio also hosts youth workshops and prides itself in providing inclusive and safe spaces that foster community building and creativity. Prieto and art colleagues, Mario and Ahycsa, envision a future where they can design large-scale immersive experiences. Recently, Prieto landed an art deal with the Natural History Museum of Los Angeles County where they will showcase custom works that highlight the intersection of natural science and fine art. The exhibit “Rethinking a Century of Dioramas at the Natural History Museum” will be open to the public in September 2024.



Artists Mario Gonzalez, Ahycsa Bautista, and Yesenia Prieto of Pinata Design Studio

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Community Development Department
City of Covina
125 E College Street
Covina, CA 91723

