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‘Silicon Valley’ is the latest shoot in El Segundo’s filming boom



Behind the scenes at the filming of "Silicon Valley" in El Segundo. (Photo courtesy W Promote)

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El Segundo’s growing tech scene has landed a cameo in the hit HBO comedy “Silicon Valley” — well, as an office stand-in, at least.

On Saturday, crews turned the offices of digital marketing agency Wpromote into a fictitious creative ad firm for several scenes in the ninth episode of the series’ upcoming third season.

“They were going for almost a parody of Silicon Valley techie offices and we fit the look,” said CEO and founder Michael Mothner, a fan of the show. “They had extras walking around carrying yoga mats and it was funny, because we actually have yoga three times a week.”

Wpromote’s 200-member workforce moved into the base of a glassy office building on Grand and Continental avenues in July after outgrowing three smaller offices in the city. Its lobby includes modern furniture and a green plant covered wall emblazoned with the company’s sans serif logo.

Thomas Middleditch, who stars in the series as socially awkward programmer Richard Hendricks, was on set at the full-day shoot, Mothner said, and about a dozen Wpromote employees got to participate as extras. The scenes involve Hendricks coming to the agency to promote a software product, he said.

The shoot is the latest in what city officials are calling a filming boom for the industrial South Bay city, which is reinventing itself as a creative and tech hub.

More than two dozen film, TV and commercial shoots have brought El Segundo about \$175,500 in revenue in the past 4 1/2 months alone, according to Mickie Tagle, who handles permitting for the city.

That's more than the past two fiscal years combined.

"There has been a spike in interest in filming here," Tagle said, adding that offices, including Mothner's, have connected directly with location scouts.

She attributes the activity to El Segundo's effort to be more film friendly and business friendly overall.

El Segundo was [named the most business friendly small city in the county](#) last year by the Los Angeles County Economic Development Corp.

Episodes of "Rosewood," "Scorpion," and "Jane the Virgin" also have shot in El Segundo in recent months, as have the Will Ferrell-Amy Poehler comedy "The House" and a "CHiPs" film adaptation starring Dax Shepard and Michael Peña.

Season three of "Silicon Valley" premieres April 24 on HBO.

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