

"Everyone would really rather go somewhere else," said 41-year-old [Gary Land](#), who started a small post-production photo retouching company in 2006 before building a 6,000 square-foot state of the art production studio, [GLP space](#), two years ago to attract clients to the Boston area, his home base.

"The goal [in building the studio] was for me to have everything I need in my city," to avoid having to travel around the United States and internationally for nearly half of the year, said Land standing in the middle of Marlborough Street between shots. "Now, I can say, 'Come to my place, come to Boston.' "

Land, who grew up on Virginia Beach and lived in Vermont before settling down in the Boston area, said he is seeing more marketing companies, and film producers, become comfortable with shooting in Boston, whether the work is being done on location or in a studio.

"People want to go where the action is," he said, and for the most part, that has meant that indoor studio and outdoor spots in Los Angeles and New York City received the most attention. Higher-quality studios in those cities, and the city life itself, are often the main attractions.

But, he said clients he has brought to Boston, have found the city has much of the same atmosphere and amenities that larger cities offer.

"We can't do it singlehandedly,' he said referring to attracting more production work to the Hub, "but every little bit helps."

Thirty-one-year-old Jamaica Plain resident Abe Sands, originally from Cincinnati, helped Land start the [GLP Creative company](#) and its new studio, which has hosted other major clients beside Coca-Cola, including Miller High Life, Adidas and Nike.

"We could live in L.A., we could live in New York, but we love it here. We want to shoot in Boston and use the resources here," Sands said.

The studio's website, [glpspace.com](#), reads, "For too long, Boston has been without a studio that is as much about aesthetics as functionality ... GLP Space is changing that."

Nonetheless, the business still involves traveling. Land is leaving for another Coca-Cola ad shoot next week – this time in Los Angeles.

This story was updated to correct the square footage figure used to describe the GLP Space studio. The studio encompasses 6,000 square feet.

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Local advertising by PaperG



(Courtesy Abe Sands)

Joining GLP Creative on the set Friday was [Wieden & Kennedy](#), the Portland, Ore.-based marketing company that shot the popular Old Spice television ads.

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