



RICHARD 'KIP' SERAFIN

THE KIP GROUP | LOCATIONS 760
PRINCIPAL

"We are specialists in discovering unique and exclusive venues and locations that are the perfect fit for corporate and private events as well as for commercial photo, film and TV shoots"

Masterful marketing skills and instinctual expertise as a connector makes Richard 'Kip' Serafin the go to guy for the best of Palm Springs and the Coachella Valley. With an extensive background and expertise in relationship marketing and investor sourcing, Serafin founded the eponymous The Kip Group | Locations 760 which has since earned a world class reputation for scouting and booking iconic locations for print, film, and television as well as a reputation for producing stand out events, attracting a widespread clientele that includes: A-List celebrities, Luxury Brands and numerous Fortune 500 companies.

How did you earn your unique skills? I started out in marketing and new business development working globally with venture groups to create unique products and marketing campaigns for brands like Six Flogs, Revlon, Clairol, Procter & Gamble and Thai Kitchen. I spent my early career leveraging my creative ideas to optimize profit and productivity and this has served me well at The Kip Group and also in the world of philanthropy.

What brought you to Palm Springs? When I first came to Palm Springs in the 80's I was drawn to the stunning mid-century architecture. I later became involved with the Palm Springs Preservation Foundation while I was living in San Francisco and involved in Marketing for the Napa wine industry. This introduced me to a number of the property owners I work with and today I sit on the advisory board for Palm Springs Preservation Foundation and the board of Palm Springs Women in Film and Television.

Talk about The Kip Group | Location 760's mission and work. Our mission is to understand our worldwide clients' needs and find the best possible solutions and opportunities. We are specialists in discovering unique and exclusive venues and locations that are the perfect fit for corporate and private events as well as for photo, film and TV shoots.

What are some of the exciting projects you have coming up? Aside from producing mega-events at my venues, I've added an Executive Producer credit to my resume for the comedy film Palm Swings and I will be finding venues for Coachella Music and Arts Festival and Desert X as the biennial exhibition returns in 2019.

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