Network? Let’s Party!

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being applied not to entertainment deals and juicing regimens but Internet startups. So many of these now populate the boardwalk and beachfront real estate of Venice and Santa Monica that the area has become known as Silicon Beach, a three-mile strip where you’re as likely to find Warby Parkers and MacBooks as surf and skateboards.

The culture, the denizens of this area say, is quite distinct from its namesake to the North.

“It doesn’t feel as casual, it doesn’t feel as much about being a geeky start-up person, it feels more marketing-P.R.-y,” said Tara Brown, 39, nicknamed Tiger, a founder of a Santa Monica-based education technology business who moved from the Bay Area a few years ago and helped create Represent LA, a map of the local technology scene. “It’s more about, ‘What are you wearing?’ than ‘I’m doing a tech start-up.’ It’s more about rubbing shoulders.”

Indeed, according to Kevin Winston, founder of the networking group Digital LA, which helped organize a 500-person pool party at the Viceroy hotel last June for a festival celebrating Silicon Beach, hobnobbing here is as integral to building a company as is raising money and having an idea in the first place. “People tend to be very outgoing and realize that you need to meet other people to get your start-up going,” he said. “In other cities, you go out because you have to. Here, you go out because you want to.”

That said, there are many reasons companies set up shop in Silicon Beach beyond the potential for parties rife with free alcohol and beautiful people.

“We give bikes instead of parking spots,” said Wade Eyerly, 34, a founder of Surf Air, an all-you-can-fly private-membership airline based in Santa Monica, six blocks from the beach. “The surfboards on the wall, I call them usable wall art.”

When the Surf Air team moved into its offices two years ago, they installed Ikea lockers in what used to be the printer room. “They’ve got deadbolts on them:

Silicon Beach is happy to not be like its Valley and Alley counterparts.

Clockwise from top left: Ashley King and Rachel Antion at work at the Honest Company; Tinder’s co-founder Sean Rad in the photo booth with Alexa Dell at the Tinder Glamour party; a mixer at 41 Ocean; Jessica Alba and Brian Lee, founders of the Honest Company.

You can change things,” Mr. Eyerly said. The company last month opened its first office in Los Angeles. “Then you get people to do work done and you build up for innovation.”

“For a little while, they’re just about paddleboarding,” said Emaus, 33, a co-founder of online marketing firm Twentynine. “I just couldn’t keep a computer safe because I had to ride my beach chair.”

Then there’s wood a freeway...