

CURRICULUM VITÆ

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- EDUCATION:**
- Ph.D. University of California, Irvine, Winter 2001.
United States History (with interdisciplinary certifications in Feminist Studies, Film Studies, & Critical Theory). M.A. 1997. Advanced to Candidacy, with Distinction, 1995.
DISSERTATION: “Toward Autopia: Envisioning the Modern Metropolis in Jazz Age Southern California.” [Committee: Jonathan Wiener (Chair), Alice Fahs, and Karen Merrill.] Irvine CA: University of California, Irvine, 2001.
- B.A. Williams College, Williamstown MA, 1992.
Political Science & History & Concentration in Women’s Studies. *Cum laude*, with Highest Honors in Political Theory.
HONORS THESIS: “Representing Power: Alfred Hitchcock, Cold War Culture, and Feminist Theory.” [Committee: Mark Reinhardt (Chair), S. Paige Baty, and Stuart Clarke.] Department of Political Science, Williams College. Williamstown MA: Williams College, 1992.

BOOKS & OTHER PUBLICATIONS:

1. *Inventing Autopia: Dreams and Visions of the Modern Metropolis in Jazz Age Los Angeles*. Berkeley: University of California Press, 2009.
2. *A Theory Toolkit*. [Textbook designed to facilitate the use of contemporary critical theory in undergraduate argumentative writing across the curriculum.] Written in collaboration with Rise B. Axelrod. New York: W.W. Norton, 2012. *Under contract and forthcoming*.
3. *Navigating Autopia: Freeways, Suburbs, and Sprawl in Post War Los Angeles*. [Sequel to *Inventing Autopia* covering the post-1945 period in Southern California, from *film noir* and the freeway system to Disneyland and the Watts riots.] *Research and writing in progress*.
4. *Computer Science Fictions*. [Study of the intersections of technology, utopianism, and culture in the decades after World War II.] Written in collaboration with Greg Borenstein. More information available at <http://compsconfi.com/>. *Research and writing in progress*.
5. “Keep the “L” Out of Los Angeles’: Race, Discourse, and Urban Modernity in 1920s Southern California.” 3-37 [lead article] in *The Journal of Urban History* 34:1 (November 2007).
6. “Los Angeles.” 442-445 in *Encyclopedia of American Urban History*. Edited by David R. Goldfield. Thousand Oaks CA: Sage Publications, 2007.

7. “The Noir War: American Narratives of World War II and Its Aftermath.” 81-94 in *Tales of the Great American Victory: World War II in Politics and Poetics*. Edited by Diederik Oostdijk and Markha G. Valenta. Amsterdam NL: Vrije Universiteit Press, 2006.
8. “Reading Frederick Douglass Through Foucault’s Panoptic Lens: A Proposal For Teaching Close Reading.” Written in collaboration with Rise B. Axelrod. 112-127 in *Pacific Coast Philology* 39 (Fall, 2004).
9. “‘Los Angeles is not the city it could have been:’ Cultural Representation, Traffic, and Urban Modernity in Jazz Age America.” In *City Sites: Multimedia Essays on New York and Chicago, 1870s-1930* [<http://www.nottingham.ac.uk/3cities/axelrod.htm>]. Edited by Maria Balshaw, Anna Notoro, Liam Kennedy, and Douglas Tallack. Birmingham UK: University of Birmingham Press, 2000.
10. “No Future: The Demise of Tomorrowland Ends the Magic Kingdom’s Vision of the Future.” *Orange County Weekly* 1:9 (10 November 1995), pp. 8-10.
11. Film Reviews (18) for *Box Office* Magazine, 1992-1993.

**SELECTED
COMMENTS
ON *INVENTING
AUTOPIA*:**

“This is a truly groundbreaking book. Los Angeles is always taken to be the epitome of urban sprawl, yet as Axelrod shows with immense learning and panache, that ‘sprawl’ was actually the result of careful planning. It didn’t just happen. I found the discussion of horizontal versus vertical cities especially useful, and book’s treatment of racial and class factors that transformed LA is even-handed and enormously helpful. This book belongs on your shelf next to Reyner Banham and Mike Davis, but Axelrod is more learned than either: with his help, we watch the city change and grow and its current geography and culture begins to make perfect sense. *AUTOPIA* is also immensely readable!”

— Marjorie Perloff
Sadie Dernham Patek Professor of Humanities, Emerita, Stanford University

“Flat-out one of the most interesting books I’ve read in years. To say that a book about California might rank with Kevin Starr’s *Americans and the California Dream* or Mike Davis’ *City of Quartz* is dangerously high praise, but I think Axelrod’s book may someday be in that league.”

— John Ganim
Professor of English, University of California, Riverside

“*Inventing Autopia* thoughtfully weaves together planning and policy history with cultural history to great effect. It is sure to change our understanding of the ways in which Los Angeles not only grew and developed but envisioned itself in the era.”

— William Deverell
*Professor of History, University of Southern California
Director of the Huntington-USC Institute on California and the West*

**PRESENTED
PAPERS:**

- 2011 “Future’s Past: The Erosion of Possibility in Disney Theme Park Science Fictional Discourse.” Presented with Craig Svonkin. Eaton Science Fiction conference. Riverside CA. 11 February 2011. *Forthcoming*.
- 2011 “Remodeling ‘the dream houses of the collective’ at the Museum of Jurassic Technology: Epistemology, Legibility, and the Spectatorial Cultures of Twentieth Century Southern California.” Roundtable presentation. Modern Language Association conference. Los Angeles CA. 8 January 2011. *Forthcoming*.
- 2011 “Mediterraneanism and the Phantasms of History in Southern California.” Modern Language Association conference. Los Angeles CA. 6 January 2011. *Forthcoming*.
- 2010 “Topologies of the Virtual: Envisioning the Megalopolis as a Narrative Network.” Pacific Ancient and Modern Language Association conference. Honolulu HI. 14 November 2010. *Forthcoming*.
- 2010 Interview for NRK Norwegian Television about popular amusements in 1920s Los Angeles (director: Per Kristian Olsen). 18 March 2010. *Broadcast forthcoming*.
- 2010 “‘The Evil of the Machine’: Nature, Urbanism, and the Automotive Parkway.” Southwest/Texas Popular Culture Association. Albuquerque NM. 13 February 2010.
- 2009 “Who Framed Rapid Transit?” Annual Tucker Lecture, History Department, Occidental College. Los Angeles CA. 18 November 2009.
- 2009 “‘I want them to feel they are in another world’: Urban Sprawl, Postwar Orange County, and Disneyland Park.” Freedom without Walls Conference, Chapman University. Orange CA. 10 November 2009.
- 2009 “Free as in Beer: Cybernetic Science Fictions.” Presented with Greg Borenstein. Pacific Ancient and Modern Language Association conference. San Francisco CA. 7 November 2009. [Video essay based on this presentation available at <http://compscifi.com/>.]
- 2009 “Theory in Practice: Using Critical Theory as a Heuristic Tool in Argumentative Writing.” Presented with Rise B. Axelrod. Pacific Ancient and Modern Language Association conference. San Francisco CA. 6 November 2009.
- 2009 Interview on KPFK Radio. Invited to discuss *Inventing Autopia* on the program “Four O’Clock Wednesdays.” 29 July 2009. Recording available at <http://archive.kpfk.org/parchive/m3u.php?mp3fil=22160>.
- 2008 “Searching for Tomorrow in Tomorrowland: Cold War Culture and Nostalgic Utopianism at Disneyland Park.” Pacific Ancient and Modern Language Association conference. Claremont CA. 7 November 2008.
- 2007 “Cities of the Future: Science Fiction and Urbanism in Twentieth Century America.” Pacific Ancient and Modern Language Association conference. Bellingham WA. 2 November 2007.
- 2007 “All Aboard:” Fantasies of Urban Topography and Transportation Discourse in the mid-Twentieth Century. Oceanic Popular Culture Association. Honolulu HI. 25 May 2007.
- 2006 “The ‘End of History’ and the Ascendance of Computer Science (Fiction): Utopianism and the Discourse of Emergent Technologies.” Pacific Ancient and Modern Language Association conference. Riverside CA. 11 November 2006.
- 2005 “Holy War: 9/11, Alterity, and the Imagined Holocaust of *Battlestar Galactica*.” Pacific Ancient and Modern Language Association conference (also panel chair). Malibu CA. 11 November 2005.

- 2005 “‘Keep the “L” Out of Los Angeles’: Race, Discourse, and Urban Modernity in 1920s Los Angeles.” Occidental College Faculty Colloquium Presentation. Eagle Rock CA. 9 November 2005.
- 2004 “Scanning Tomorrowland Darkly: Touring the Dystopic Future in 1970s Orange County California.” Pacific Ancient and Modern Language Association conference (also panel chair). Portland OR. 5 November 2004.
- 2004 “Alien Like Us: *Star Trek* and Discourses of Cultural Otherness.” Presented with Kathryn O’Rourke. South Central Modern Language Association conference. New Orleans LA. 28 October 2004.
- 2004 “The Noir War: American Narratives of World War II and Its Aftermath.” Conference of the Netherlands American Studies Association: “The Stories of World War II.” Amsterdam (The Netherlands): Vrije Universiteit. 21 June 2004.
- 2004 “Los Angeles, the Freeway, and the Architecture of Urban Modernity.” Invited lecture on urbanism and architecture for the “Image, Text, and Meaning” Humanities Forum Lecture Series. Baltimore MD: University of Maryland, Baltimore County. 3 March 2004.
- 2004 “Frederick Douglass and Panopticism.” Presentation about critical theory and writing across the curriculum presented before the college faculty. Joshua Tree CA: Copper Mountain College. 16 January 2004.
- 2003 “Utopia Amidst the Parking Lots: Visions of Urban Southern California in the Twentieth Century.” Invited lecture to History Department faculty and students at the annual Phi Alpha Theta ceremony. San Diego CA: University of San Diego. 12 December 2003.
- 2003 “Skyscrapers and Bungalows: The Battle over the Future of the American City in the First Half of the Twentieth Century.” Invited lecture to the faculty and graduate students of the Institute of Transportation Studies. Irvine CA: University of CA, Irvine. 5 December 2003.
- 2003 “Writing with Theory.” Pacific Ancient and Modern Language Association Conference. Claremont CA. 8 November 2003.
- 2003 “From Watts to Hollywood: *Cleopatra Jones* and the Historical Contexts of the ‘Black-fem-sploitation’ Genre.” Invited lecture to the audience and direct discussion about a film screening for the University of California, Riverside Department of English Student Union. Riverside CA. 5 May 2003.
- 2003 “‘Keep the “L” Out of Los Angeles’: Race, Discourse, and Urban Modernity in 1920s Los Angeles.” American Comparative Literature Association Seminar on Architecture, Urbanism, and Literature. San Marcos CA. 4-6 April 2003.
- 2003 Interview on BBC Radio. Invited to discuss the history of urban Southern California in relation to the automobile for the BBC series “AutoMotive” (hosted by Peter Day). 20 March 2003.
- 2003 “A Short History of Sprawl.” Invited public lecture. Sweeney Art Gallery, University of California, Riverside: “Sprawl: New Suburban Landscapes” Exhibition. Riverside CA. 7 February 2003.
- 2002 “Flamboyant Suburbia: *Rebel Without A Cause* and Cold War Culture.” Invited to present an introductory lecture to the audience and direct discussion about a film screening for the University of California, Riverside Department of English Student Union. Riverside CA. 21 May 2002.
- 2000 “Unfinished Work, Consecrated Ground: Modernity and the Lincoln Memorial.” Woodrow Wilson National Symposium: “America: Transformation Toward the Modern, 1856-1924.” Staunton VA. 20 October 2000.

- 2000 “The Invisible Highway: Representation, Nature, and the Automotive Parkway.” “Packaging Places: Imagining, Remembering and Promoting Landscapes” Symposium. Laramie WY: American Heritage Center, University of Wyoming. 28 September 2000.
- 2000 “LBJ & the Cities.” Guest Lecture, U.S. History Survey Courses. Irvine CA: University of California, Irvine. 24 May 2000 & 28 August 2000.
- 2000 “Disneyland Park as a Motion Picture.” Western Social Science Association Annual Conference. San Diego CA. 28 April 2000.
- 2000 “Remembering Lincoln, Recollecting the Nation.” Popular/American Culture Association Annual Conference. New Orleans LA. 21 April 2000.
- 1999 “‘Los Angeles is not the city it could have been:’ Cultural Representation, Traffic, and Urban Modernity in Jazz Age America.” “Three Cities: New York, Chicago, Los Angeles: Cultures and Representations” International Conference. University of Birmingham (UK). 4 September 1999.
- 1999 “‘I Want Them to Feel They Are in Another World’: Space, Transportation, and Urbanism in 1950s Disneyland and Southern California” [revised version]. Southern California Graduate Student History Conference. Riverside CA: University of California, Riverside. 29 May 1999.
- 1999 “Los Angeles and the Skyscraper Modern.” History Graduate Colloquium. Irvine CA: University of California, Irvine. 27 April 1999.
- 1999 “The Frontier & the Post Civil War West.” Guest Lecture, U.S. History Survey Course. Irvine CA: University of California, Irvine. 5 March 1999.
- 1998 “‘I Want Them to Feel They Are in Another World’: Space, Transportation, and Urbanism in 1950s Disneyland and Southern California.” “Taking Up Space” Conference. Irvine CA: University of California, Irvine. 30 May 1998.
- 1997 “Is the Freeway a Public Space? Tracing the Politics of Urban Topography in Modern America.” Graduate Student Conference on History & Theory. Irvine CA: University of California, Irvine. 15 November 1997.
- 1997 “The Road to Autopia.” Interdepartmental Americanist Reading Group. Irvine CA: University of California, Irvine. 31 January 1997.
- 1995 “‘It Takes a Lot to Laugh, It Takes a Train to Cry:’ Transportation, Memory, & Community in Urban America.” Interdepartmental Americanist Reading Group. Irvine CA: University of California, Irvine. 17 October 1995.
- 1994 “The American Way: Automotive Transportation and Memory in American History, 1890-1994.” U.S. History Reading Group. Irvine CA: University of California, Irvine, Department of History. 1 November 1994.

TEACHING

EXPERIENCE: 2007-2011 **ADJUNCT ASSISTANT PROFESSOR:** Occidental College, Cultural Studies Program. Courses Taught: *Disneyland and Los Angeles* [CSP 1, Fall 2007], *Disneyland and Urbanism* [CSP 71, Spring 2010 (two sections)], *Understanding Disneyland* [CSP 71, Spring 2011 (two sections)]. Designed syllabus and course assignments, conducted class discussions, and presented lectures in writing- and primary source research-intensive courses focusing on urbanism, critical theory, and Disneyland Park.

- 2005-2011 **ADJUNCT ASSISTANT PROFESSOR:** Occidental College, Department of History. Courses Taught: *U.S. Culture and Society II* [HISTORY 102, 2005-2011 (seven iterations)], *California History Research Seminar* [HISTORY 279, Spring 2008], *California History* [History 295, Spring 2007 & 2009], *Lincoln's Legacies* [History 395, Fall 2010], and *American Frontiers* [History 295, Fall 2009 & 2010]. Designed syllabus and course assignments, conducted class discussions, and presented lectures in writing- and primary source research-intensive courses.
- 2010 **ADJUNCT ASSISTANT PROFESSOR:** Occidental College, Urban & Environmental Policy Program. Course Taught: *American Urban History* [UEP 205, Fall 2010]. Designed syllabus and course assignments, conducted class discussions, and presented lectures in writing- and primary source research-intensive courses. *Forthcoming*.
- 2009 **ADJUNCT ASSISTANT PROFESSOR:** Occidental College, Department of American Studies. Course Taught: *U.S. Society/Culture: Post-WWII* [AMST 295, Spring 2009]. Designed syllabus and course assignments, conducted class discussions, and presented lectures in writing- and primary source research-intensive course.
- 2003 **LECTURER:** University of California, Irvine, Department of History. Course Taught: *American Urban History* [HISTORY 154, Spring 2003]. Designed syllabus and course assignments, conducted discussion sections, and presented lectures in upper division lecture course.
- 2003 **LECTURER:** University of California, Irvine, Department of History. Course Taught: *A Night on the Town: Urban Public Amusements in 19th and 20th Century America* [HISTORY 144G, Winter 2003]. Designed syllabus and course assignments, supervised teaching assistant, and presented lectures in upper division lecture course.
- 2002 **LECTURER:** University of California, Irvine, Department of Film Studies. Course Taught: *The Case of the Auteur: Hitchcock & Welles* [FILM STUDIES 139W, Summer 2002]. Designed syllabus and course assignments, performed all grading, and both presented lectures and led discussions in three-hour twice-weekly senior seminar with emphasis on theory and writing.
- 2002 **LECTURER:** University of California, Irvine, Department of History. Course Taught: *California in Modern America: A Survey* [HISTORY 142A, Winter 2002]. Designed syllabus and course assignments, performed all grading, and presented lectures for upper division history class with emphasis on writing.
- 2001 **LECTURER:** University of California, Irvine, Department of Film Studies. Course Taught: *Playtime in the Modern City: The Allure of the Virtual* [FILM STUDIES 139W, Fall 2001]. Designed syllabus and course assignments, performed all grading, and both presented lectures and led discussions in three-hour weekly senior seminar with emphasis on theory and writing.
- 2001 **LECTURER:** University of California, Irvine, Department of History. Course Taught: *Visions of Modern Urbanism in Twentieth Century Los Angeles* [HISTORY 142A, Summer 2001]. Designed syllabus and course assignments, performed all grading, and presented lectures for upper division history class with emphasis on writing.
- 2001 **TEACHING ASSOCIATE:** University of California, Irvine, Department of Film Studies. Courses Taught: *Broadcasting* [FILM STUDIES 85B, Winter 2001]. Assigned course grades, designed and graded all writing assignments, and conducted mandatory weekly discussion sections.

- 1993-2000 **TEACHING ASSISTANT/ASSOCIATE:** University of California, Irvine, Department of History. Courses Taught: *Twentieth Century U.S. History* [HISTORY 40C, Spring 1994, 1997, & 2000]; *Nineteenth Century U.S. History* [HISTORY 40B, Winter 1994, 1997, & 1999]; *Colonial U.S. History* [HISTORY 40A, Fall 1993 & 1997]; *Latin American History* [HISTORY 42A, Fall 1994]; *Peace and War in the Twentieth Century* [HISTORY 11, Winter 2000]. Assigned course grades, designed and graded all writing assignments, and conducted mandatory weekly discussion sections.
- 1998 **TEACHING ASSOCIATE:** University of California, Irvine, School of Humanities. Courses Taught: *Humanities Core: Identity & Community* [HUMANITIES 1B, Winter 1998]; *Humanities Core: Authority & Subversion* [HUMANITIES 1C, Spring 1998]. Assigned course grades, designed and graded all writing assignments, and conducted thrice-weekly mandatory discussion sections.
- 1997 **LECTURER:** University of California, Irvine, Department of History. Course Taught: *California and the American Frontier* [HISTORY 142A, Spring 1997]. Co-designed syllabus and course assignments (with Marino P. Crinella), graded half of the assignments, and presented about twenty lectures for an upper division history class with emphasis on writing.
- 1990-1992 **TEACHER:** Williams College Free University Program. Designed and conducted almost a dozen informal courses [Winter Study 1990, 1991, & 1992].

**FELLOWSHIPS,
GRANTS,
AWARDS, &
HONORARIA:**

- 2009 HONORARIUM [\$700]. Annual Tucker Lecture. Los Angeles: Occidental College Department of History. Fall 2009.
- 2004 HONORARIUM [\$800]. Humanities Forum Lecture Series. Baltimore: University of Maryland, Baltimore County. Spring 2004.
- 2003 HONORARIUM [\$200]. Phi Alpha Theta. San Diego, University of San Diego. December 2003.
- 2003 KEVIN STARR POSTDOCTORAL FELLOWSHIP IN CALIFORNIA HISTORY AT THE UNIVERSITY OF CALIFORNIA HUMANITIES RESEARCH INSTITUTE [\$29,000]. University of California Humanities Research Institute, Irvine.
- 2003 HONORARIUM [\$50]. Department of English Student Union, University of California, Riverside: Film Series Lecture.
- 2003 HONORARIUM [\$100]. Sweeney Art Gallery, University of California, Riverside: "Sprawl: New Suburban Landscapes" Exhibition.
- 2000 HONORARIUM [\$250]. American Heritage Center, University of Wyoming: "Packaging Places: Imagining, Remembering and Promoting Landscapes" Symposium.
- 1999 REGENTS' DISSERTATION FELLOWSHIP [\$4,000]. University of California, Irvine.
- 1999 RESEARCH & TRAVEL GRANT [\$500]. University of California, Irvine.
- 1997 RUTH AND EUGENE MORIARITY AWARD FOR BEST GRADUATE STUDENT. University of California, Irvine Department of History.
- 1996 SUMMER RESEARCH GRANT [\$2,000]. University of California, Irvine Department of History.

- 1996 DISTINGUISHED TEACHING ASSISTANT AWARD. University of California, Irvine Department of History.
- 1993 GRADUATE ESSAY AWARD. University of California, Irvine Department of History.
- 1992 CHANCELLOR'S (FIVE-YEAR) FELLOWSHIP [\$25,000 stipend plus three years guaranteed full teaching employment]. University of California, Irvine.
- 1992 RICHARD LATHERS, CLASS OF 1877, PRIZE. Williams College Department of Political Science.
- 1990 CLASS OF 1960 SCHOLAR. Williams College Department of Political Science.
- 1989-1992 DEAN'S LIST (SIX SEMESTERS). Williams College.

PROFESSIONAL

- ACTIVITY:**
- 2009-2011 EXECUTIVE COMMITTEE MEMBER. One of six elected officers of the governing board of the Pacific Ancient and Modern Language Association, a professional organization founded in 1899 dedicated to promoting the scholarly study of literature, language, and media.
 - 2005-2010 THESIS ADVISOR. Thomas Mansfield, Catherine Coreno, Jacob Manning, Seth Brown, Ian McCurdy, Emily Walter, Laura Furney-Howe, Danielle Mantooth, Henry Boulé, Aaron Stanton, Carrie Meggs, David Sena, Charles Bennett, Nick Schradle, and Peter Fúster, Occidental College Departments of History, Film Studies, and American Studies.
 - 2010 PANEL CHAIR. "Stories and Histories: Narratives in Literature and Historiography." Pacific Ancient and Modern Language Association Conference (Honolulu HI).
 - 2009 PANEL CHAIR. "Film Studies I: Feminism and *Femmes Fatales*." Pacific Ancient and Modern Language Association Conference (San Francisco CA).
 - 2008 PANEL CHAIR. "Futurity and the Style of the Modern." Pacific Ancient and Modern Language Association Conference (Claremont CA).
 - 2004-2005 FOUNDING PANEL CHAIR. Permanent standing session on Science Fiction. Pacific Ancient and Modern Language Association Conference (Portland OR and Malibu CA).
 - 2001 PANEL COMMENTATOR. University of California, Irvine "History & Theory" Conference.
 - 1998 ORGANIZER. University of California, Irvine "Taking Up Space" Conference.
 - 1997-1999 REPRESENTATIVE. University of California, Irvine Association of Graduate Students.
 - 1995-1996 MEMBER, AMERICANIST FACULTY (ASSISTANT PROFESSOR) SEARCH COMMITTEE. University of California, Irvine Department of History.
 - 1995-1996 GRADUATE REPRESENTATIVE TO FACULTY MEETINGS. University of California, Irvine Department of History.
 - 1993-1994 GRADUATE REPRESENTATIVE TO GRADUATE PROGRAM COMMITTEE. University of California, Irvine Department of History.
 - 1993-2000 COORDINATOR. University of California, Irvine Department of History Graduate Student Association.
 - 1990-1991 RESEARCH & DEPARTMENT ASSISTANT. Williams College Department of Political Science.
 - 1989-1990 RESEARCH ASSISTANT. University of California, Riverside.

**PROFESSIONAL
MEMBERSHIPS:**

American Historical Association
Organization of American Historians
American Studies Association
Urban History Association
American Culture Association
Western History Association
California Historical Society
Pacific Ancient and Modern Language Association
Modern Language Association

**OTHER
EXPERIENCE:**

CO-FOUNDER AND CO-DIRECTOR OF **MUSIC FOR DOZENS**, LLC, a manufacturer, distributor, and online promoter (mfdz.com) of contemporary independent popular music, founded in 2001 in Portland OR.

CO-FOUNDER AND CO-DIRECTOR OF **GRABBIT**, LLC [TRACKSPRESS™], a web-scale search engine and promotion infrastructure (grabb.it & trackspress.com) for contemporary independent popular music, founded in 2007 in Portland OR. [Ceased active operations 2009.]

CO-FOUNDER AND BOARD MEMBER OF **ENIGMA ICON**, INC., a corporation which designs and develops imaginative games built around collaborative storytelling, founded in 2009 in Las Vegas NV.