

# SCENE

FOOD MOVIES TV STYLE A&E HOME & GARDEN FEATURES CALENDAR COLUMNS CELEBRATIONS SEEN WEEKEND



## MTV Video Music Awards trophies have Oklahoma ties

By CARY ASPINWALL World Scene Writer

Published: 9/11/2010 2:18 AM  
Last Modified: 9/11/2010 5:21 AM

**David Moritz didn't make the videos that will be honored at Sunday's MTV Video Music Awards, but his company is a big part of the show.**

Moritz, who graduated from Grove High School in 1999, is the CEO of New York-based Society Creations, the parent company that has designed and manufactured MTV's Moon Man trophies for the past two years.

His Society Awards firm redesigned the Moon Man Video Music Award for the first time in almost 30 years when they first partnered with MTV about two years ago.

"It's better formed and more detailed, and much shinier," Moritz said. "It was pretty challenging because of the size - and because it's so iconic."

But it wasn't the first time his company tackled redesigning an iconic award: Three years ago, Society redesigned the Golden Globes.

Among the awards Moritz's company now designs and manufactures: MTV's Video Music, Movie Awards (the popcorn buckets are 24-karat gold-plated), the American Music Awards, the Academy of Country Music Awards and Spike TV's Video Game Awards.

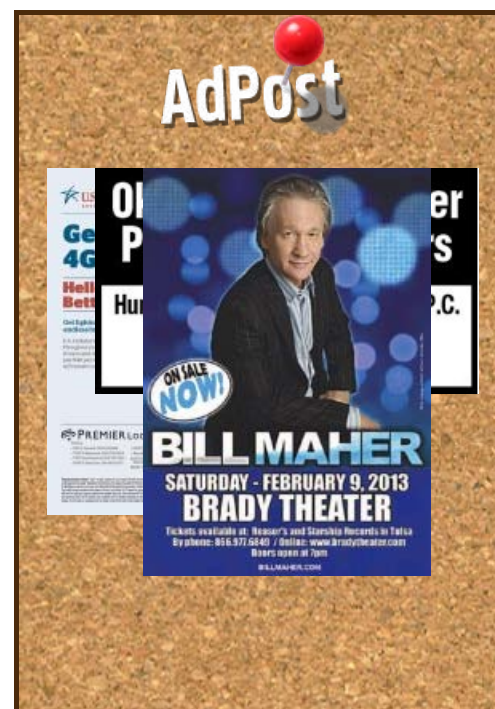
"We actually make most of the famous awards out there now," Moritz said. "I personally love shiny objects, so I'm always happy every time we can make one - it never really gets old."

Originally from New Jersey, Moritz moved to Grove with his family while in high school. He graduated from New York University and the Cardozo School of Law, intending to become an entertainment lawyer. But instead, he opted for venturing out on his own as an entrepreneur. Other projects include the Mode Design Group, which does package and product design, and Vision Vodka under his Ambition Beverages label.

"I find out that there's a market for something and learn everything I can about it," he said. "With the awards, I realized there was this industry of very exclusive, high-end recognition products - and we just took a look at how we could do things better."

His company uses newer, better manufacturing techniques to produce trophies, awards and statues that can stand out on stage - even among some high-wattage stars.

"It still does give me a little thrill to see it," Moritz said. "Especially when they hold it up and I can see the Society Awards logo on bottom - no one else can tell it's there, but I know it is."



### MTV Video Music Awards