

**EVENT TITLE:** Where Glamour and Edge Meet the Pink Runway

**CATEGORY:** Best Non-Floral Design

**EVENT SUMMARY:** Think Betsey Johnson, runway models, make-up artists, couture fashions in a club atmosphere. Our design incorporated sumptuous textures in tailored linens, Hollywood-chic lounge furnishings, pink ambient lighting, and bold custom graphics. The party epicenter featured large LED panels and a hot pink lit runway for a high-fashion grand entrance.

## **STATEMENT OF RESPONSIBILITY**

We were responsible for designing the overall appearance and mood of the room which included the following: research and pricing of design to meet clients budget; communication with client and planner throughout the design process; designing all graphics including logo, backdrop for stage and photo booth, and banners for make-up stations; designing layout of venue floor plan which allotted space for vendors contracted by us and by the client ; hiring and contracting vendors for furniture rentals, lighting, staging, linens, and printing of graphic elements; managing delivery, set-up and breakdown of all design element installations.

## EVENT DESCRIPTION

Dripped in crystals and flooded with pink, Mason Murer was completely transformed for this a-list, high-fashion Bat Mitzvah. Our design process began by meeting with the Wolf family. We discussed the desires for their daughter Olivia's bat mitzvah. Our goal: to create a fun, edgy, high energy décor with lots of movement. Our design incorporated Olivia's love for fashion, her dreams to be a make-up artist, and her passion to be in the spotlight. Our color palette was black and hot pink with touches of silver, and the venue needed to scream Olivia. Scream Olivia, you say? First challenge accepted. We accomplished this by creating a bold, edgy logo and pasted it throughout the design. High energy? The exterior of the gallery was completely washed in hot pink lighting, setting the tone for the party inside. Once inside the gallery, guests walked through a giant "O" archway covered in black, glitter fabric; hand-sewn satin and organza flowers; round mirrors and draped in black crystals. We did a spin on the red carpet entrance with a black carpet runner. Cocktails were served from a chic, black leather and rhinestone-tufted bar with pink lighting from within.

And you want lots of movement? Our main goal was to avoid any kind of uniformity and to maintain movement throughout the space. This party would be like no other. One of the ways we accomplished this was choosing different styles and textures in our linens. Olivia designed the dress she wore to the party. It was a black satin bodice with a corset back and hot pink tulle skirt. Using her dress and Betsey Johnson as inspiration, we had a local linen designer tailor six different linens for the long estate tables. Clear acrylic chairs surrounding the tables allowed the focus to be on the linen. For a truly couture look, she also made chair backs that

coordinated with the table linen. Movement was also created by choosing a variety of table sizes and shapes mixed with groupings of lavish furnishings of different textures, tufted with rhinestones on top of bold pink rugs. Deciding which furniture to use was a challenge. Olivia requested that her party have no white. “White is so boring,” she told us. A lot of the swank furniture designs only came in white. To overcome this challenge, we brought in a few white statement pieces and had our lighting tech wash them in pink lighting. For centerpieces, we stuck with a gothic, edgy look. On the tables were large black candelabras draped with crystals with tall tapers, in pink, of course; hefty candlestick holders with pink and black damask pillar candles; and black square vases embellished with crystals and filled with pink peonies.

You want fun? We know what guests do the majority of the party--dance. We wanted the epicenter of the party to make a huge impact. Mason Murer’s floors are concrete with no designated space for dancing or dining. Black, patent vinyl adhesive flooring with a six-foot wide decal of the client’s logo in the center was the way we designated this space. Each side of the dance floor had black, tufted leather couch groupings with a crystal chandelier hanging over each grouping emulating seating at a runway fashion show. As a surprise to guests and even Olivia, her mother hired a Glee dance company to perform. We needed to create a Hollywood-worthy stage. We chose a black stage and customized the side panels with black satin tufted with crystal buttons. Two large LED panels sat on the stage and had a stationary Glee logo for this special performance.

What fashion forward event doesn’t have a runway? And what better way to spotlight Olivia? From the center of the stage was an acrylic runway glowing pink for Olivia’s grand

entrance. The DJ was set to get the party started with a lit acrylic table branded with her logo. The backdrop for the DJ was a hot pink step-and-repeat wall covered in Olivia's logo. After the Glee performance, the two large LED panels flashed images of Olivia's high fashion photo shoot, more logo, and pink flames. To highlight more of Olivia's fashion shoot, we placed six-by-ten foot canvases of her images around the space. Since this party was for a spunky thirteen-year-old, she needed an area for her and all her friends, to chill, eat, take pictures, and--of course--have their make-up done. Our goal here was to have it mesh well with the rest of the room. We started with a set of black leather snaking ottomans. Minimal seating was provided, because, let's face it, these high-energy kids don't sit. Three black cocktail tables branded with Olivia's logo were set off with pink chiavari chairs. The kids' beverage station was a pink lit acrylic bar also branded with her logo.

The gallery room closest to the kids' area was used for the kids' vendors, a make-up station, and photo booth. Mitzvahs commonly have a green screen for all the kids and adults to act silly and pose for a keepsake photo. Olivia's mother described Olivia as always so positive and motivating; so in place of this traditional green screen, we placed a custom inspirational quote backdrop. For Olivia's love of make-up artistry, her mother brought in real hair and make-up artists. Our challenge was to give them a fun place to work. The solution for that was vintage vanities painted in pink and black. Behind these stations, we placed custom graphic banners with lips and skulls.

With the room set for a spectacular, unforgettable event, we only had one last goal: to dress up the food stations to integrate them into the party. The first and most obvious choice

was linens, black sequins, pink satin, and black satin. The caterers' food display already looked amazing, so the décor was minimal except for the bubble station. The caterer provided a pasta dish served in plastic bubbles. To highlight and complement this station, we placed a clear acrylic, tiered shelf on top of a lit round acrylic table. What really made this station stand out was the glass spheres filled with tea lights and peonies hanging from crystal strands.

This party had everything with no detail missed. Our client took our suggestion of the guests' wearing black so that Olivia would stand out in her pink tulle skirt. We installed several design elements, contracted multiple vendors, and adhered to time constraints Mason Murer had for set-up and break-down. We hired an amazing staff and managed everything flawlessly to have the party set by show time. This was truly a party to remember and a tough one to top.