

Synopsis:

Sleek, contemporary and stylish! These three words describe this event best. 'Chrome' started cool and calm with shades of ethereal blue and as the night moved forward and the intensity grew the event responded by changing and reinventing itself with color and vibrancy. Levels were designed so all VIP guests were treated like rock stars throughout the evening. All white draping and leather lounge settings transformed this bland space and reflected the intense colors used throughout the evening. Custom linens covered all of the tables and bar settings, with contemporary floral placed throughout, adding texture and style.

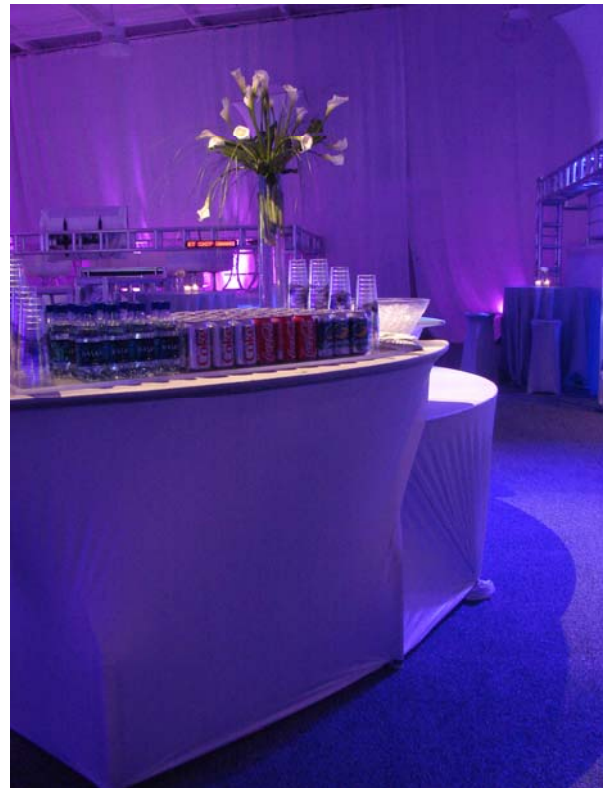


Concept:

Goals and Objectives:

- An evening that would transform an over used building that guests were often in.
- An event that would wow both local and international guests and celebrities, treating them like “Rock Stars”.
- Never have a guest waiting for anything
- Maximize the space given
- Create an event that would bring them back for more in years to come.

The transformation started through the use of all white floor-to-ceiling curtains placed around the entire perimeter of the event space. Lighting reflected off the draping and ceiling (which was also white) pulled the look together as well as entirely masking the room in vivid color. We designed raised platforms of different heights and shape to accommodate the VIP guests. This supported our client’s goal to create an exclusive unique look for the event space as well as treat their guests like rock stars. There were full bars throughout the event as well as private bars on each of the platforms.



The buffets and stations were plentiful and were worked into the design and look of the room. Some buffets were wrapped around the platforms with their work area being placed underneath the platforms cutting down the space buffets and stations usually take up. All of the food selections were designed to be a quick

“grab and go” style. This eased the lines and allowed guests to nibble throughout the evening.

The look of the event evolved through the use of lighting. We used several color palettes throughout the evening; letting the event start cool and ethereal and leading the event to an edgy vibrant climax. The main stage was built in the round and also designed with multi-levels. This unique approach allowed all guests to see the action on stage. We also designed numerous large plasma screens on and in the platforms adding visibility of the action throughout the room.

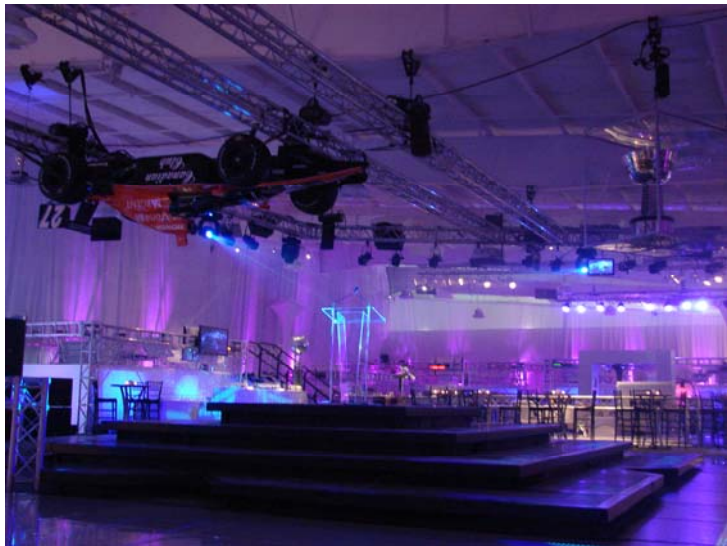


Design:

We achieved the look by having guests enter through a chrome covered tunnel leading them from the entrance well inside the event. The DJ booth was placed on top of this tunnel creating a dual purpose for the structure taking up much needed event space. The entire perimeter of the room was draped in floor to ceiling white fabric masking the mundane event space. Once inside guests who had been in the space many times could not believe they were in the same pavilion.

The Guest's attention was drawn to dynamic platforms placed throughout the event space in different shapes and levels. These were the VIP areas for the event. We hung bubble beaded curtains creating see through wall structures to the back and front areas of some of these platforms adding an exclusive touch with a bit of sparkle. White leather furniture, plasma coffee tables and end tables finished the look of each of the platforms.

The main stage was placed in the center of the room and was topped and surrounded by a holographic dance floor. This multi-layered look was intense and sparkled throughout the evening. The room was set in a contemporary yet casual manner incorporating bar settings that were created out of spandex fabric covering



round, rectangle and half moon structures with task lighting designed on Plexiglas panels hanging above. Guest's could easily locate the bars through the use of this task lighting and structure hung well over the heads of the guests. Throughout the space we placed a mix of white leather furniture adding to the

contemporary setting. The use of all white fabric for the bars, the furniture and other props allowed us to fill the room with color through lighting. The white glowed what ever color we chose to illuminate the event with. This allowed us to start the event out a cool blue and end with intense orange!

Comfort through style was the goal so we designed and crafted square sofa/video pods with Plexiglas cocktail table extensions in the space. These wonderful structures allowed guests to sit comfortably and watch everything going on, on the stage and throughout the space from built in video screens. Tall and short cocktail tables as well as 5' square tables created additional seating areas for the event and were dressed in custom white on white and white on mirror linens.

We created contemporary settings for each of the 10 buffets using blow up and spandex structures covering and or surrounding the buffets. Vertical displays were covered in chrome, diamond plate

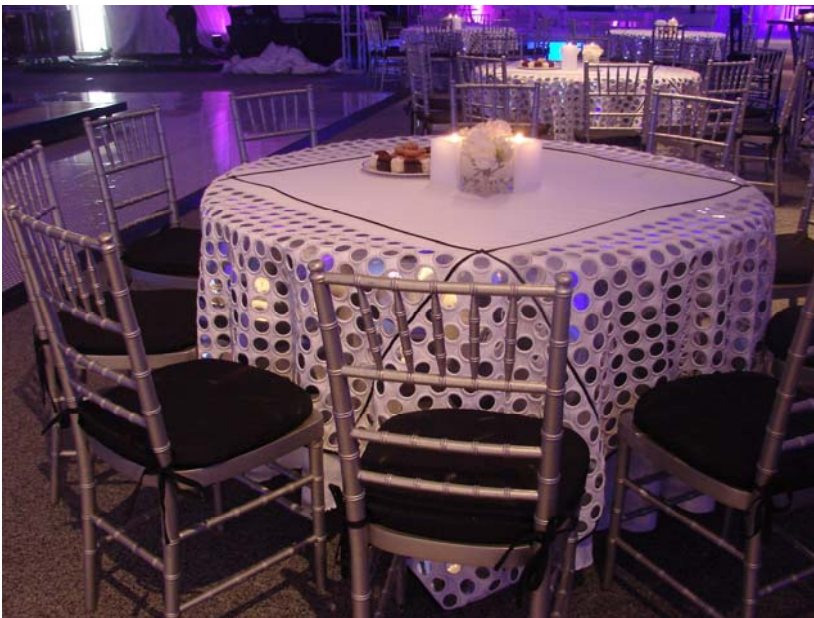


and other textural items. These were used to serve and wow the guests. All of the food was designed as grab and go so no guests were left standing in lines. We then placed magnificent fresh floral on top of tall glass vases created in various designs. White manzanita branches with cascading flower petals, hanging votives and tall white calla lilies created these wonderful displays. Candles in various styles were used to fill the space with an ethereal glow.

We finished the look with tons of plasma screens in every imaginable size. Static lighting as well as gobos of shattered and stained glass added a dramatic contemporary style. The look was dynamic and stylish with the sense of a VIP club atmosphere.

Management:

Once we had determined our design, we laid the event out to ensure the square footage of the building would accommodate the design. Once we were assured of this we first had the facility sign off on the event plan, noting all exits and planned procedures, then we did the same with the on-sight fire marshal. Once we got their approvals we presented the design and look to the client for their final sign off. Budgets were created and approved and production schedules



made and given to the client, facilities management and fire marshal. They were all kept up with any changes made during the process. No changes were to be made to the placement of any of the platforms and we were on-sight for all installation of

these to ensure this happened. The custom linens were chosen and ordered for each of the specific tables and the Video pod units laid out for production.

Once the platforms were built and dressed we went through and added non-slip pads and reflective tape to the stairs so no guests could accidentally fall. All cabling was designed to go over doorways or be flown through the ceiling to alleviate guests or staff members from having to walk over bulky cables. All exits were marked with illuminated signs and exit paths were defined with lighting and reflective tape behind the scenes. As tables and chairs were loaded in each was ear marked for their final areas to ease with the day of set up. Meetings were

held with the designer and team members as well as the caterer to ensure the design remained consistent and the event stayed focused.

