

DESIGN TO IMPACT IN 2024

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How do we push beyond what's
trending and generate greater
depth in design?

FOSTER CONNECTIONS

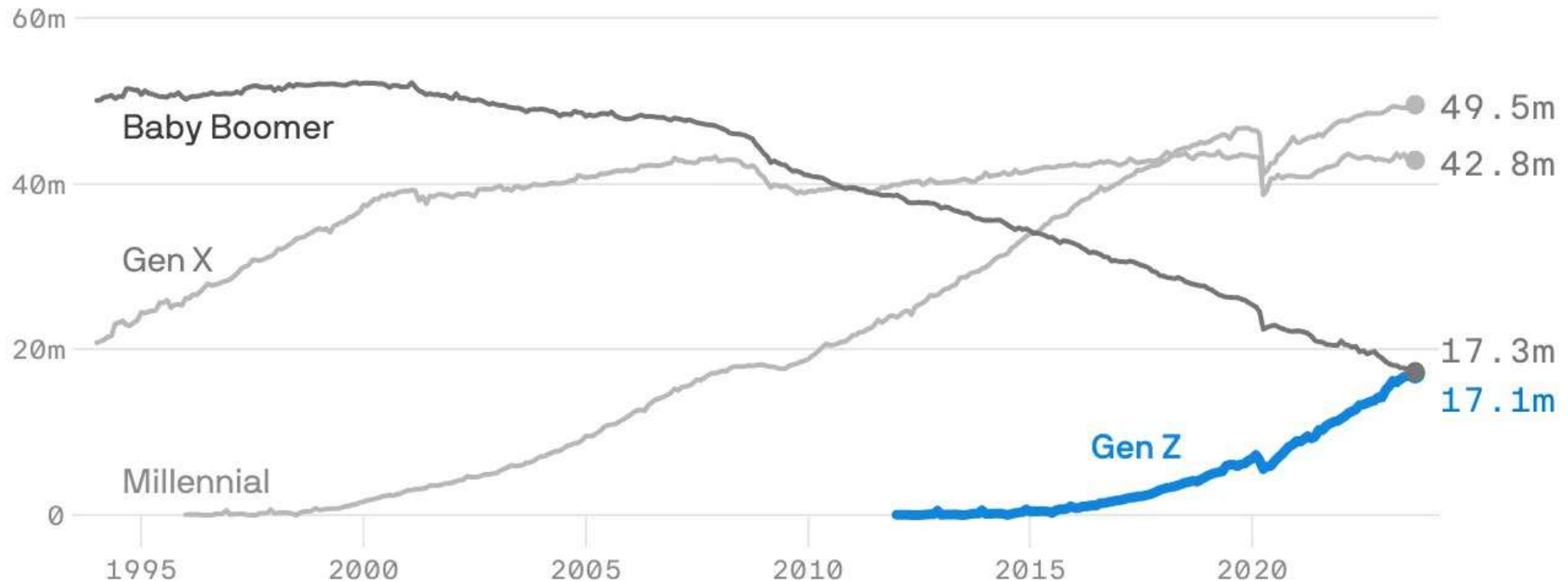
INSTIGATE
CONVERSATION

ELEVATE WHAT'S
TRENDING

WHO ARE TODAY'S CONSUMERS?

U.S. full-time workforce, by generation

Seasonally adjusted; Monthly, January 1994 to September 2023



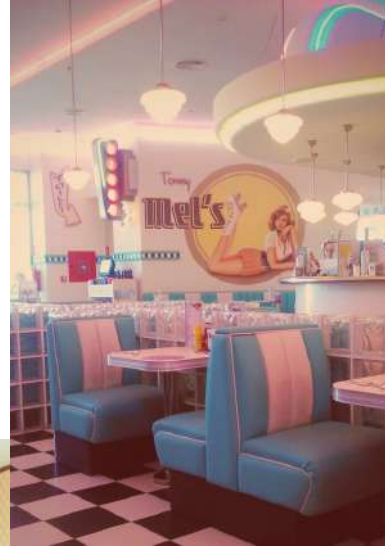
Gen Z are expected to overtake Baby Boomers by early 2024

8 FACTS ABOUT ATTENDEES

1. THEY ARE **CONNECTED**
2. THEY CARE ABOUT THE **ENVIRONMENT**
3. THEY LIKE TO **PARTY**, JUST BECAUSE
4. THEY ARE **COLLABORATIVE**
5. THEY ARE **FRUGAL**
6. THEY ARE **TECHIES**
7. THEY ARE **NOSTALGIC**
8. THEY ARE **GAMERS**

A way of proceeding or behaving that is developing or becoming more common. It is what is hip or popular at a certain point in time.







A LOOK BACK AT 2023...



WHAT'S **NEXT?**

PEACH FUZZ | 2024 PANTONE



PLANT BASED & VEGAN



GAMING



CULINARY FUSION



CAVIAR BUMPS



FOG PROJECTIONS



AQUATECTURE



UNCONVENTIONAL SEATING



SPIRITS & INTERACTIVE BEVERAGES



COLOR DRENCHING



SUSTAINABILITY



POP-UP PERFORMANCES



rtanphoto



MIXED THEMES



HIGH FASHION SKETCH ARTIST



*Mejuri x Claude Horne
launch party*



MICRO & NICHE EVENTS



RIBBONS & BOWS



LED DECOR



EXCLUSIVE VENUES



MULTIFACETED EVENTS



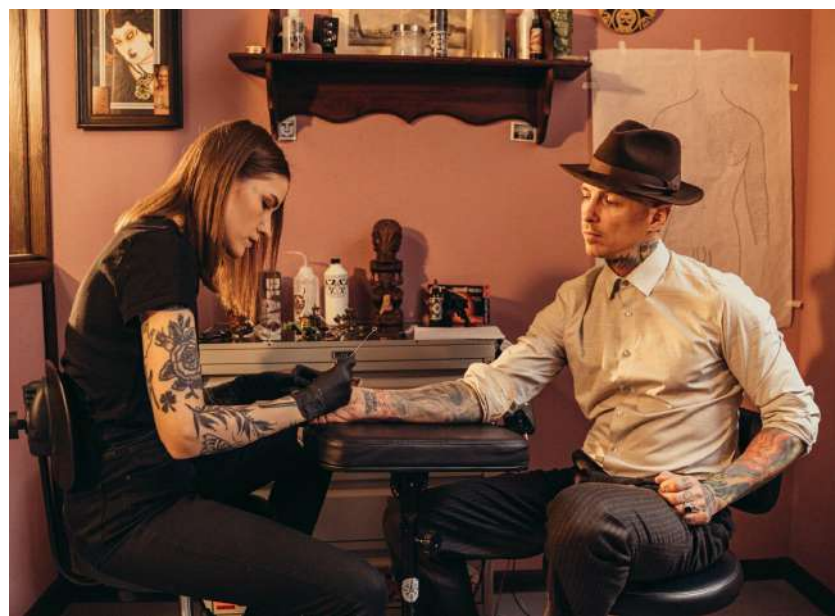
THEMATIC ATTIRE



POP UP MURALS



INTERACTIVE & PERSONALIZED FAVORS



FUNCTIONAL BEVERAGES



HELLENISTIC REVIVAL



BOHEMIANISM



PREPPY



INTERACTIVE LIGHTING



DOPAMINE DECOR



MOB WIFE CHIC



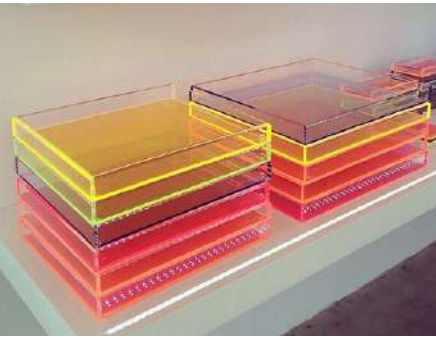
CHROME



PATTERN MIXING



CUSTOM SERVING PIECES



WESTERN GOTHIC



ITALIAN GRANDMOTHER



ASK YOUR CLIENTS...

- 1) What do they want their guests to take away?
- 2) How do they want their guests to feel?
- 3) Who is the event targeting?
- 4) What is the goal or purpose of the event?
- 5) What does the client/brand stand for or represent?
- 6) Does the client/brand support a cause?
- 7) Is there a motto that summarized the client/brand or event?



6 WAYS TO

LEVEL

UP

Just A Wink





Make it an Art Installation



Supersize





Reconfigure It



Consider All Mediums





Find the Humor



**"MINIMALISM
IS GREAT.**

**MAXIMALISM IS,
TOO.**

**WHAT WE AVOID IS
MEDIUM-ISM."** - DAVID HOEY



Any Questions?

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