



Event Design – It's Theater!

(Pressure - why did I choose this name)



Ikigai

Japanese Concept of
what give's life
meaning or purpose.

A reason for being.



Do you have intuition,
does it come effortlessly

Controversial Conversation

This is what I
think ...period.

I'm here to push
your buttons.

Maybe
it's a new way
of thinking





I don't do weddings -Too high of a touch point

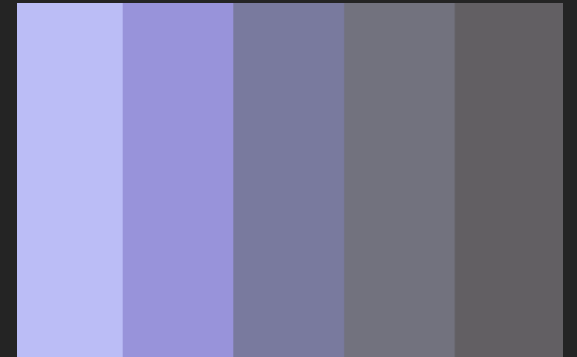
What is
periwinkle /
everyone has
an opinion-
own it / spin it.

Periwinkle

#CCCCFF

#8F99FB

Periwinkle Blue



It's
Nautical
if I say so!





Hell, there are no
rules here - we're
trying to accomplish
something.

Thomas A. Edison

Light

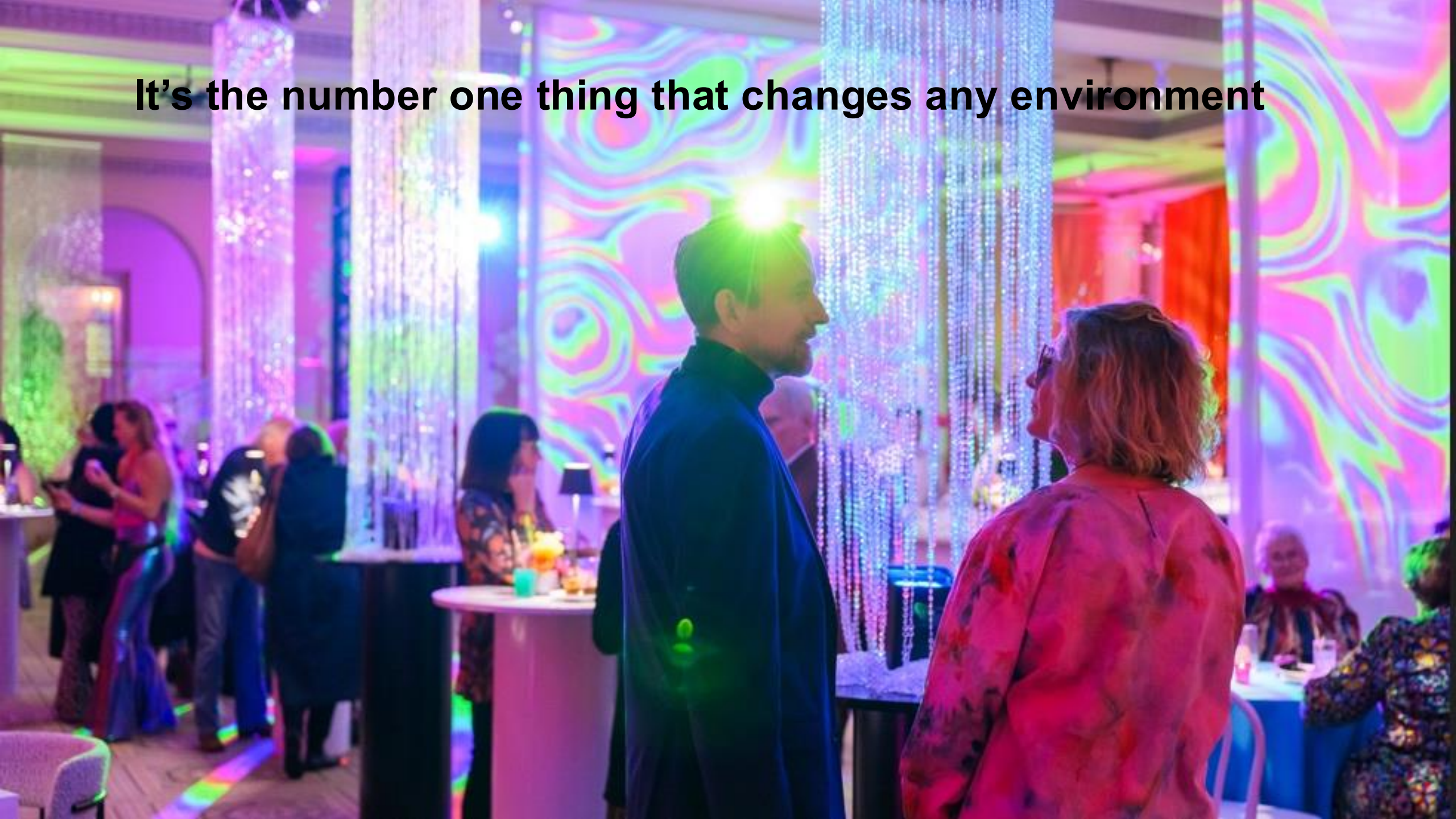




In my opinion

Light is the most **important** thing to happen in a room

It's the number one thing that changes any environment





Focus on
individual items



Learn the lingo / the AV provider is your best friend
& they all speak Portuguese





The most important thing (I think!) we have purchased in production

Is it on your
invoice?

Mark it up



FEASTFUL
CATERING

INVOICE

Dessert Catering



Bill To:
John Doe, 456 Event Avenue,
Townsville City, State, 12345

INV20240109
January 15, 2030

Description	Qty.	Unit Price	Amount
Assorted Desserts	10	\$20.00	\$200.00
Customized Cake	1	\$80.00	\$80.00
Dessert Buffet Setup	1	\$150.00	\$150.00
Delivery Charges	1	\$25.00	\$25.00

Start from black & a floor plan





Learn to forget walls and carpet



Or embrace them

Shadow / Make the room and its limitations vanish





What
do
you
want
them
to
see?

Depth & Layers



Traditionally a dark space



Are there reveals; what's a reveal?



The image shows a large, brightly lit room, possibly a museum or a modern event space. In the foreground, a man in a red traditional garment and a woman in a blue and white patterned dress are looking at a large, colorful floral decoration. The room is filled with various colorful elements, including a large abstract wall projection with swirling patterns in shades of blue, green, and yellow. There are several round tables with colorful tablecloths (red, blue, green) and people are seated at them. The ceiling is decorated with large, colorful floral decorations. The overall atmosphere is vibrant and artistic.

The Room

What are you trying to accomplish?



What's the
budget?



How many
people standing
or seated?

Scale is everything





What's the best part of the room?



What's the size of the room, does it even matter?



How tall is it?



Is it ever too big?





When everything over six-feet is null and void

Work from the ceiling

catersource® + **THE SPECIAL EVENT®**





Even if its minimal



Does it
throw? Good
shadows are
as important
as direct
lighting.



The Senses - touch and taste





Visuals

Visual Texture



Scent & Texture



Scent & Aroma





Scent & audio

Design Elements

Blow the wad!









Reuse and repurpose







When to rent and when to purchase?



Experience is the new
.....program



ROBERT GOMAN

LEADERSHIP WITH PURPOSE
BRIAN COOPER



Shoes company, been there done that






Immersion, -
Story -
Anticipation



EV RIM ICOZ
PHOTOGRAPHY

A man is seen from behind, wearing a black t-shirt with the word "STAFF" printed in large white letters. He is wearing work gloves and has his hands on his hips. The background is a dimly lit industrial or construction site with various equipment and people visible in the distance. Two bright, circular lights are visible in the upper left background.

Are you making any money?
Labor, labor, labor



- Vendors,
- Rentals,
- Venues
- and mark ups

Photo provided by:
Render Events

Flowers and perishables



Design Fees & Ancillary Costs



Bean

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