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CONCEPTUAL CANVASES

Exploring Art-Inspired Trends in Weddings & Events

Brittany Branson

By Brittany Branson
Destination Live Wedding Artist

OUR JOURNEY TOGETHER...

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- **Beautiful - purely for the sake of enjoyment and inspiration**
 - **Directly pulled from the visual and performing arts**
 - **Emotional - a tool for an “esthetic experience”**



JOHN DEWEY

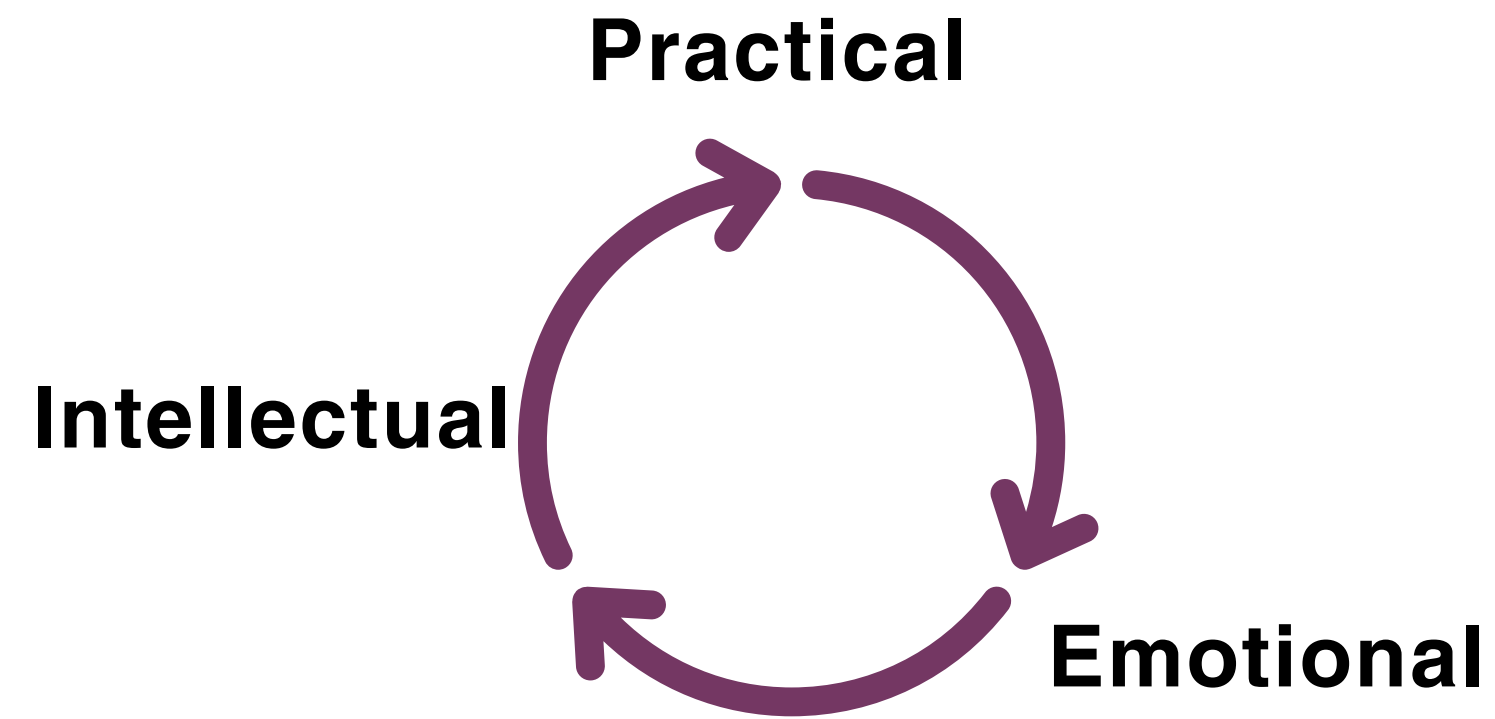
and the “esthetic” experience



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and the “esthetic” experience

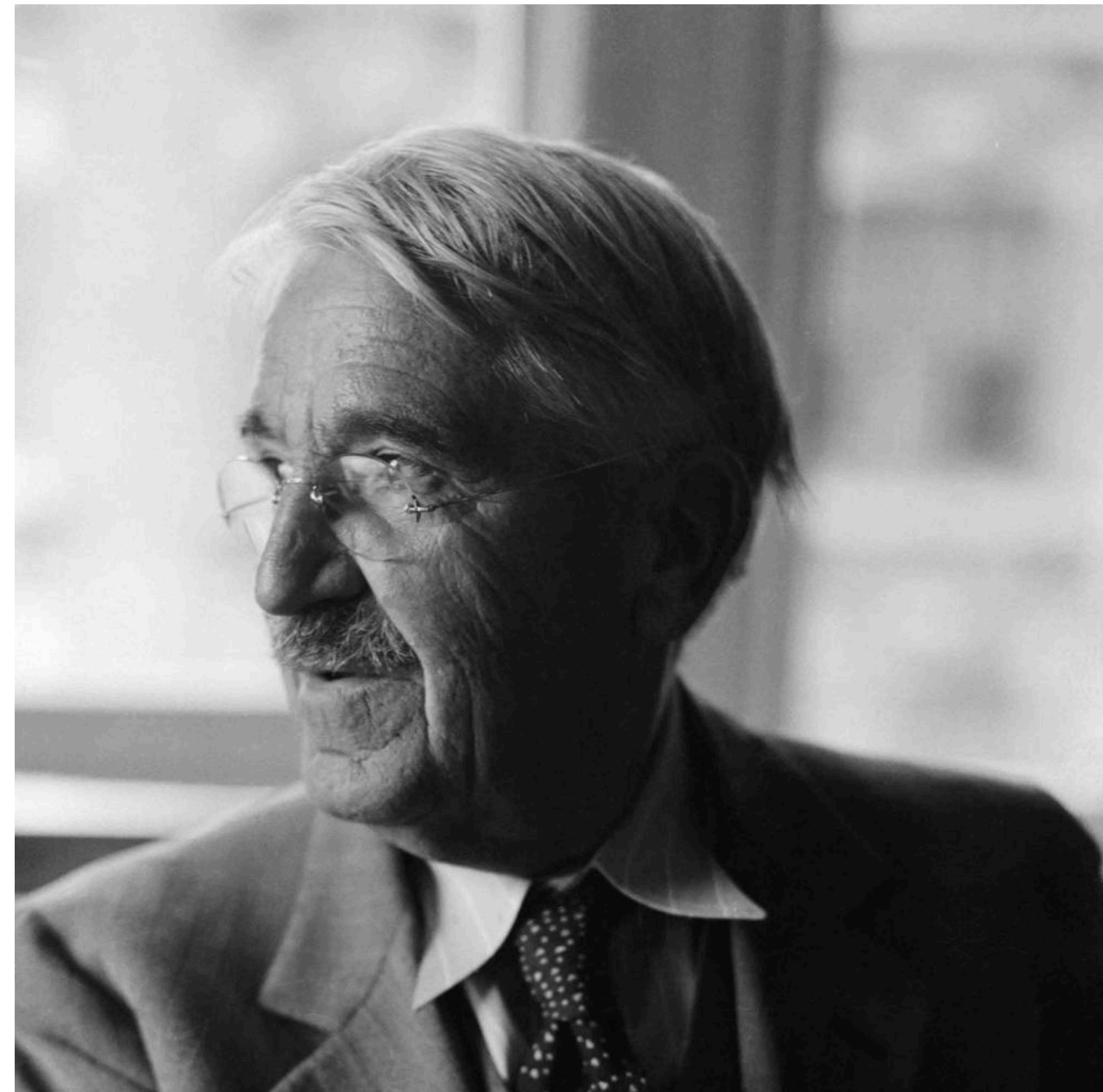
an “esthetic” experience occurs when the “interaction between the organism and the environment reaches a stage of fulfillment.”



**Ties them together into
“a single whole”**

**Can involve something
PRACTICAL...**

**But...has to STAND OUT from
other life experiences**





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**IF WE KEEP IN MIND THAT A GATHERING
OR A MARRIAGE (AND EVERYTHING THAT
COMES WITH IT) IS “ PRACTICAL...”**

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OR A MARRIAGE (AND EVERYTHING THAT
COMES WITH IT) IS “ PRACTICAL...”**

**how can we better help our
clients, couples, and guests to
have an “esthetic” experience?**

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FASHION & ATTIRE



THE INSPIRATION: **Jean-Antoine Watteau**

You've seen his work before...

**“Fête champêtre” or
“Rural Feast”**

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**18th Century robe
à la française**



THE TREND: Watteau Pleats

Gowns: Amsale

Image at Left: Brittany Branson;
Amsale

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**Gown: Netta BenShabu Elite Couture
for Kleinfeld Bridal**

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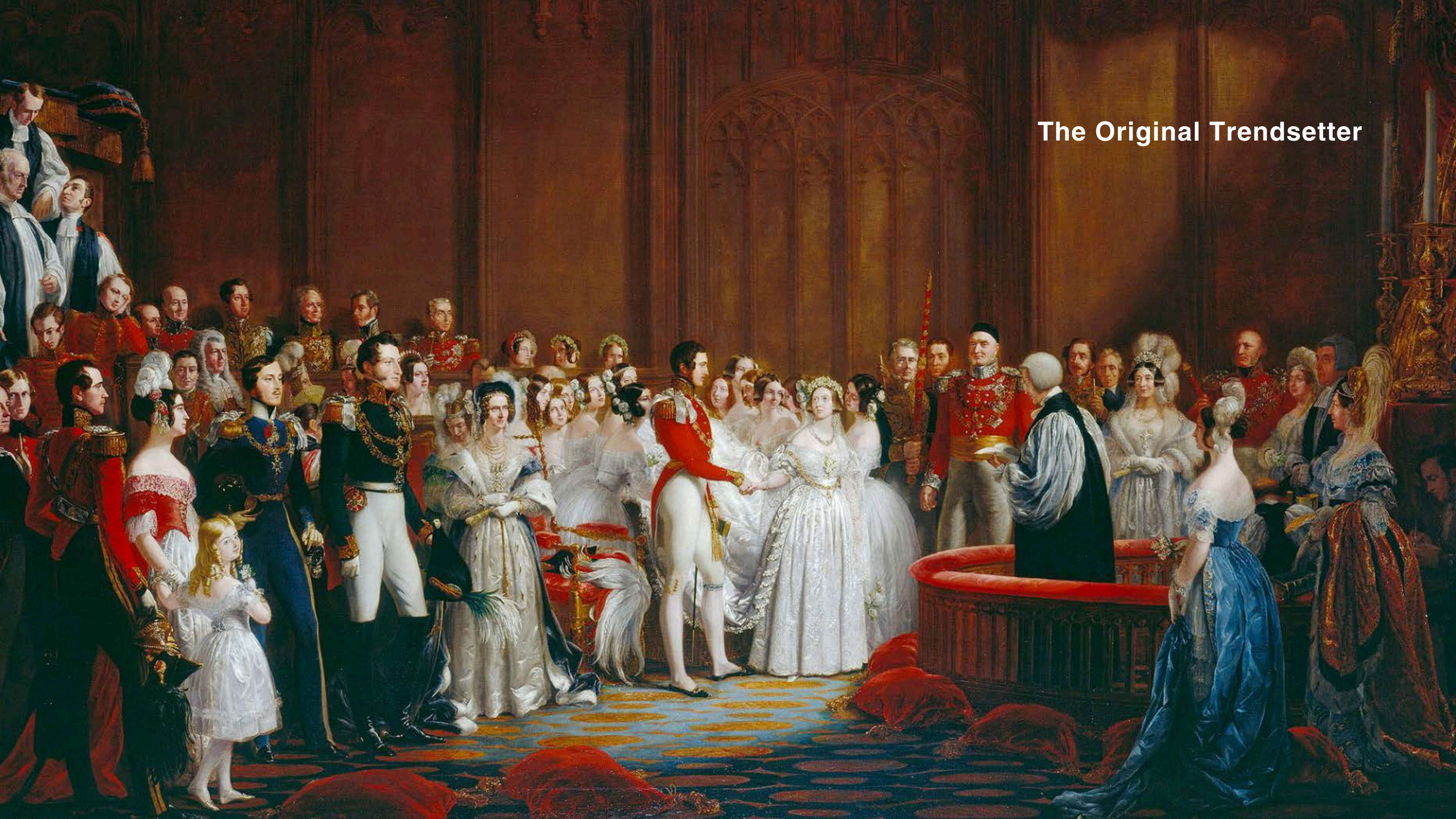


THE INSPIRATION: Vintage Forms

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The Original Trendsetter



THE TREND: **The Basque Waist**

Credit: Nicole + Felicia

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**Gown: Love by Pnina Tornai via
Kleinfeld Bridal**

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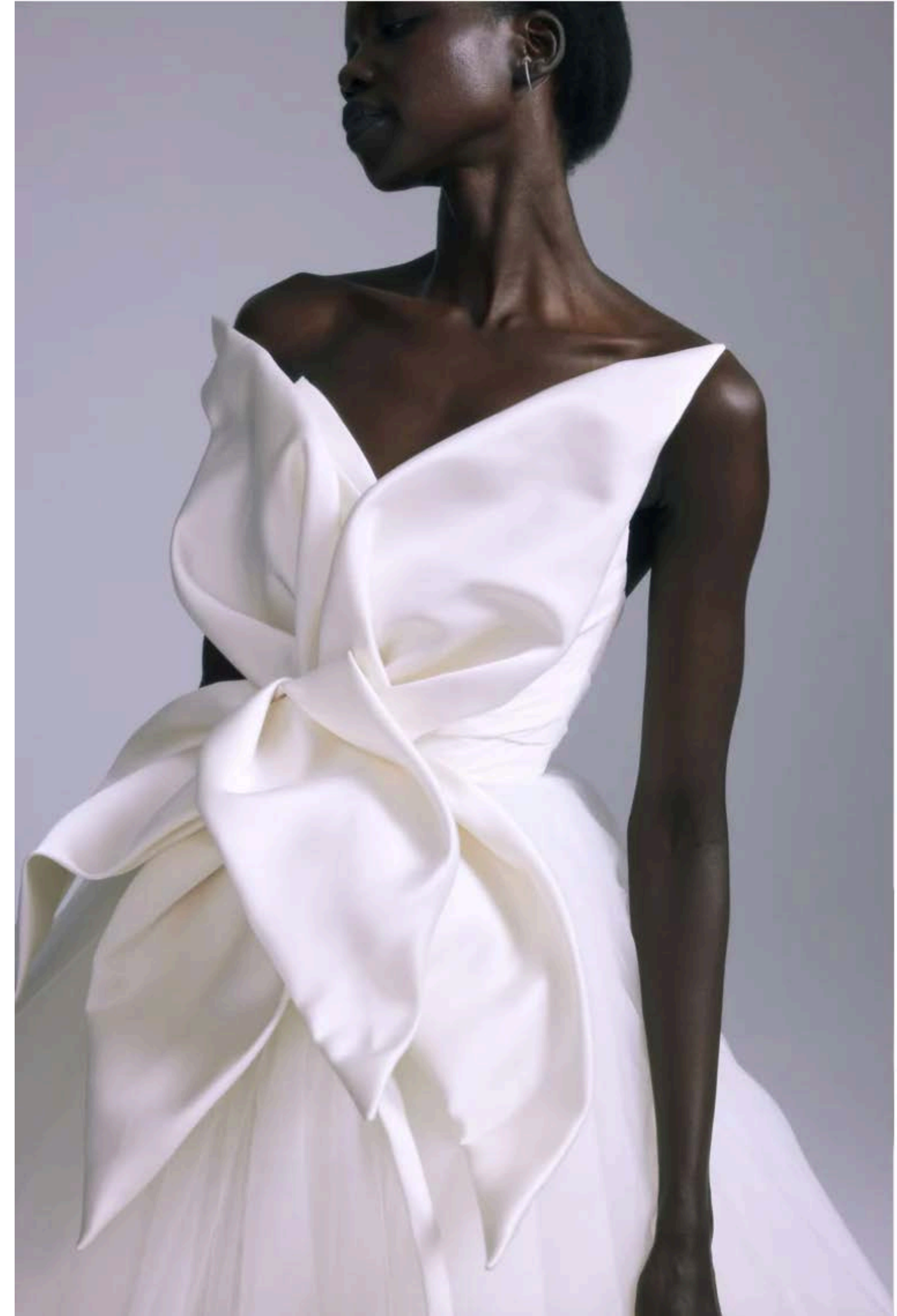


THE INSPIRATION: **The Visual Arts**

THE TREND: **Hand-Crafted Details**

Credit: Amsale

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sculptural and hand-painted elements

Credit: Amsale

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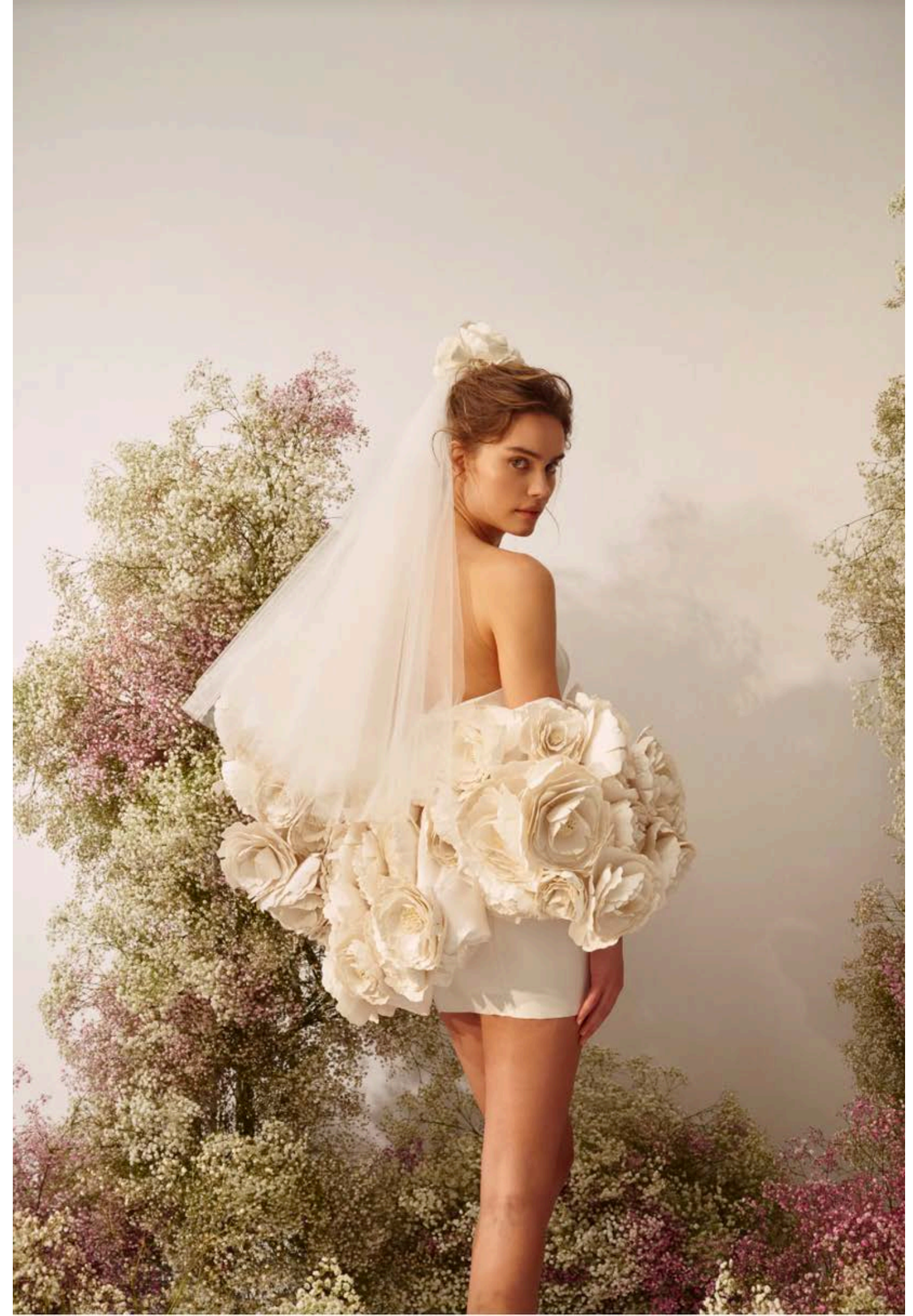
Gowns: Ines di Santo
Images: Brittany Branson

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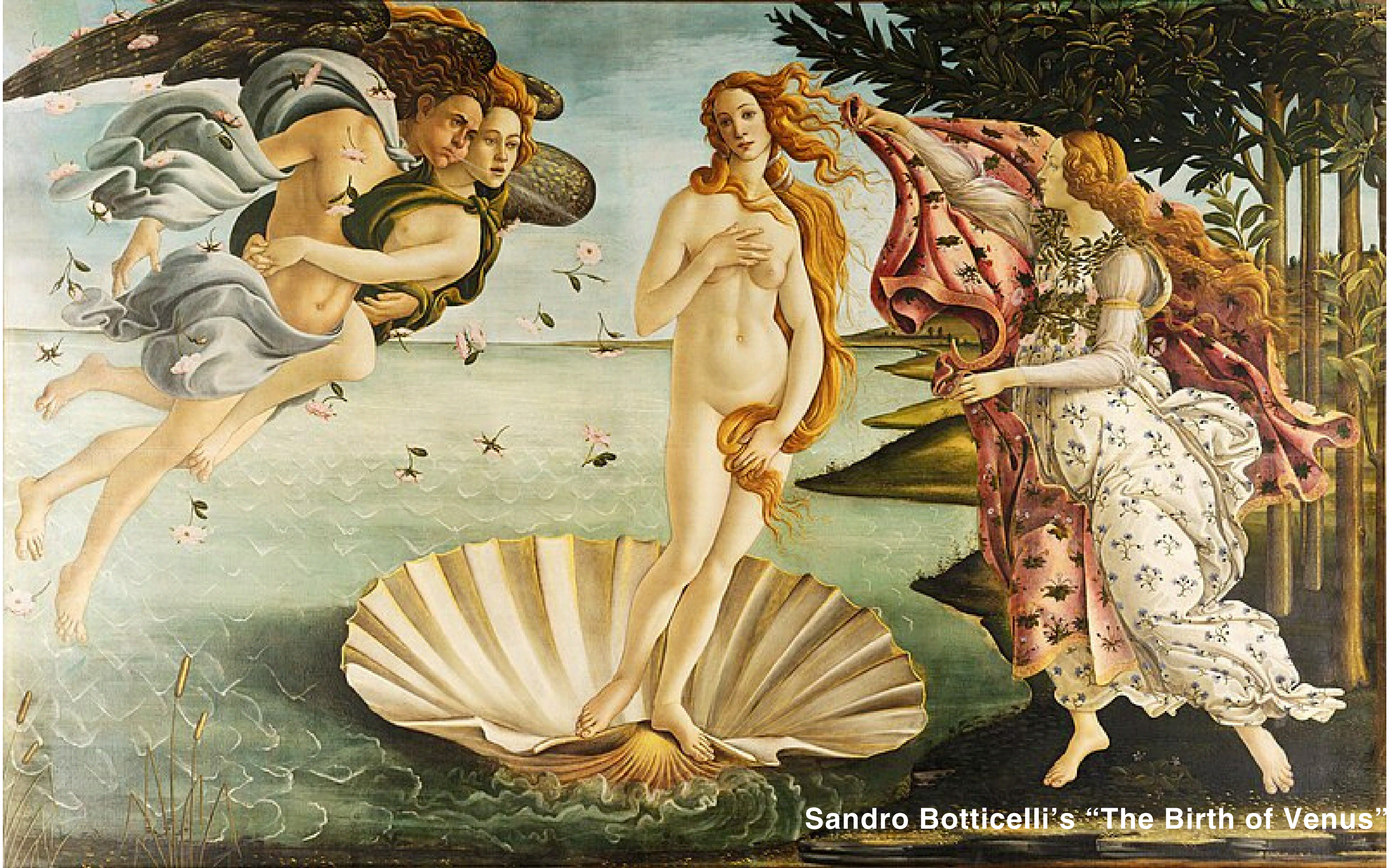




Credit: Nicole + Felicia



THE INSPIRATION: The Classics



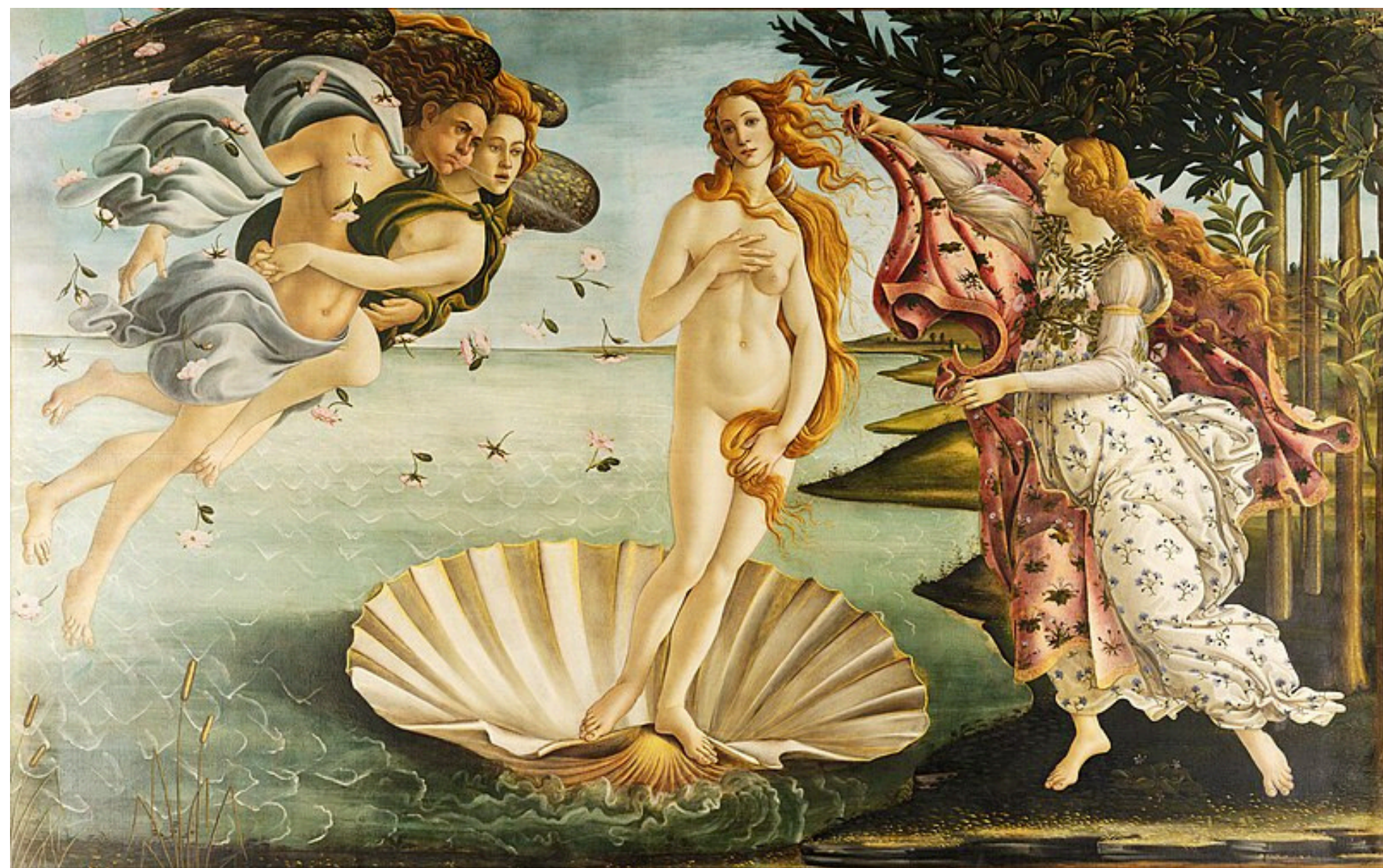
Sandro Botticelli's "The Birth of Venus"

THE TREND: **Returning to the Masters**

Credit: Markarian

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Credit: Markarian

DESIGN & DECOR

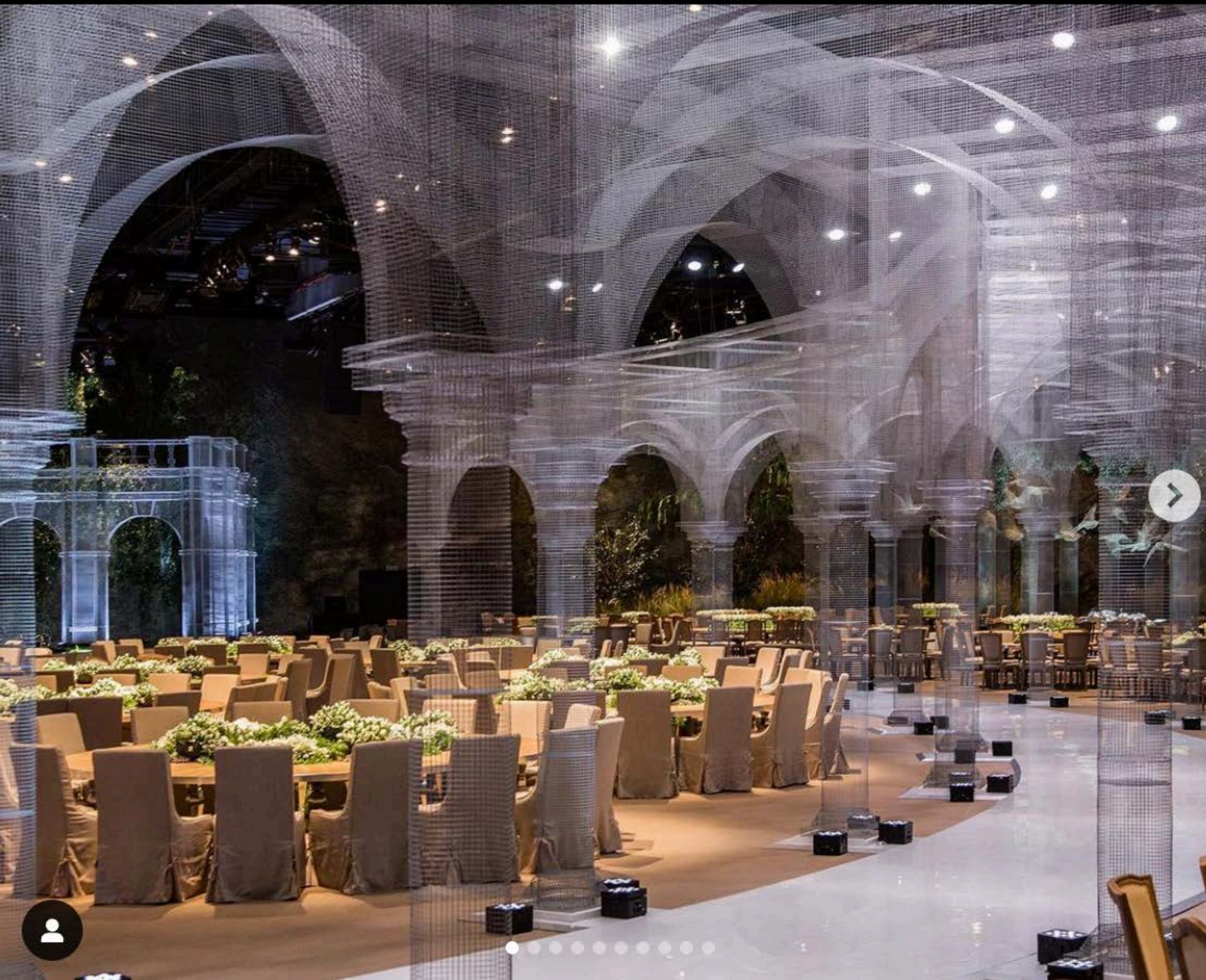
THE INSPIRATION:
Environment

THE TREND:
A Sense of Place

Credit: Design Lab Experience

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“Mesh sculptures were positioned as architectual monuments within a Roman classical floorplan. Creating a central open plaza, the structures merged seamlessly into the garden setting.”

Credit: Design Lab Experience

PROJECTION MAPPING



Credit: BS Technology
Alejandra Poupel Events; Engage

**Credit: BS
Technology;
Alejandra Poupel
Events; Engage**

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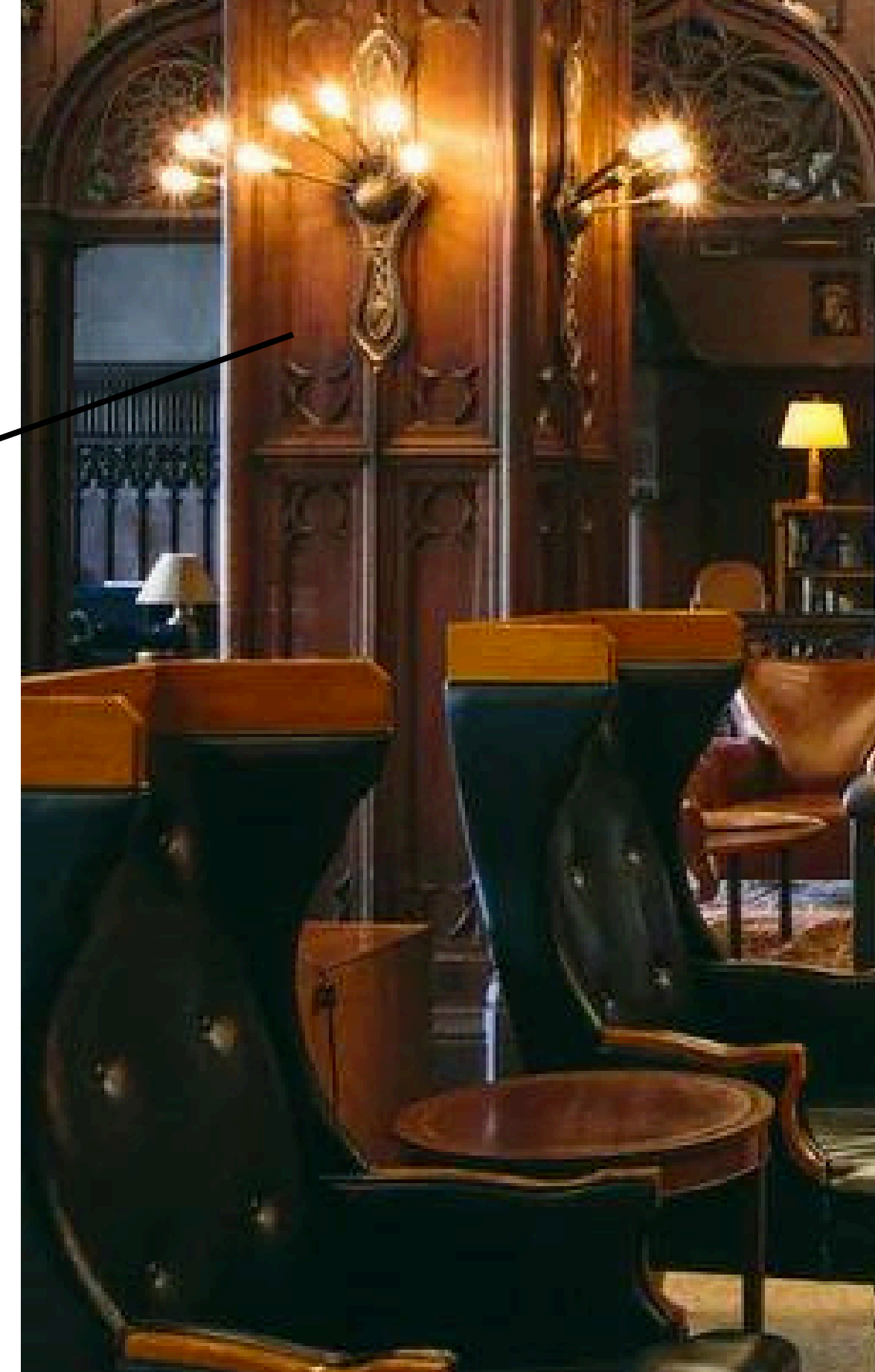
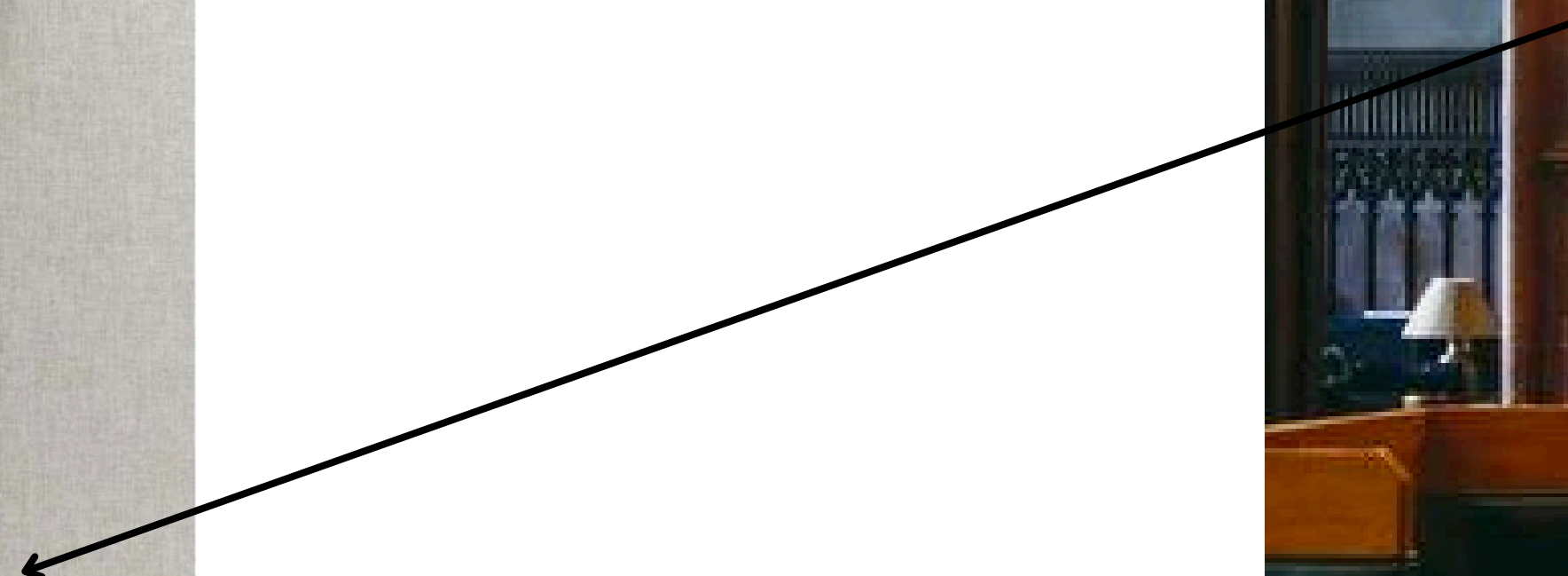
This iconic stained glass is what inspired this beautiful installation.

Credit: Birch Event Design

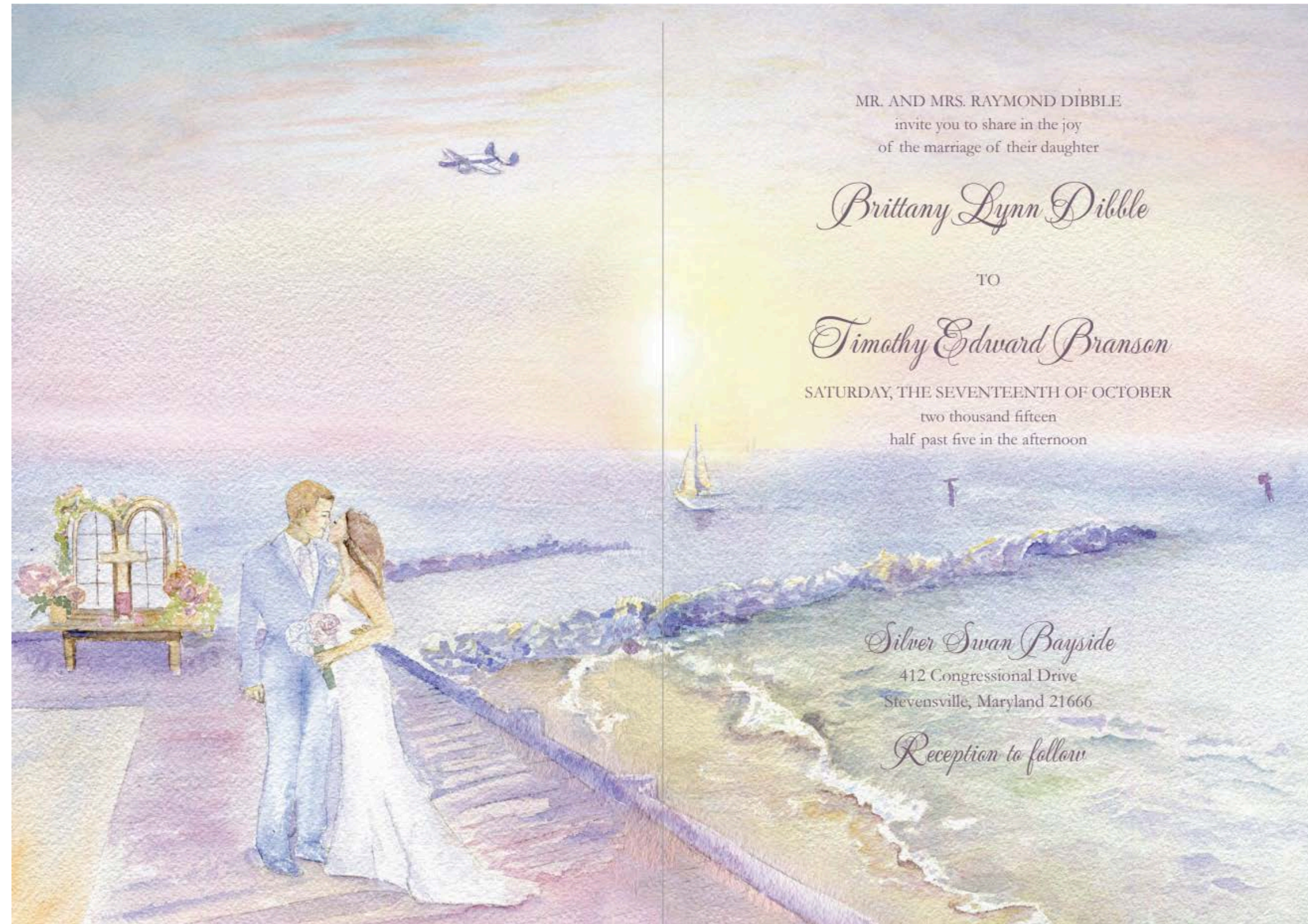
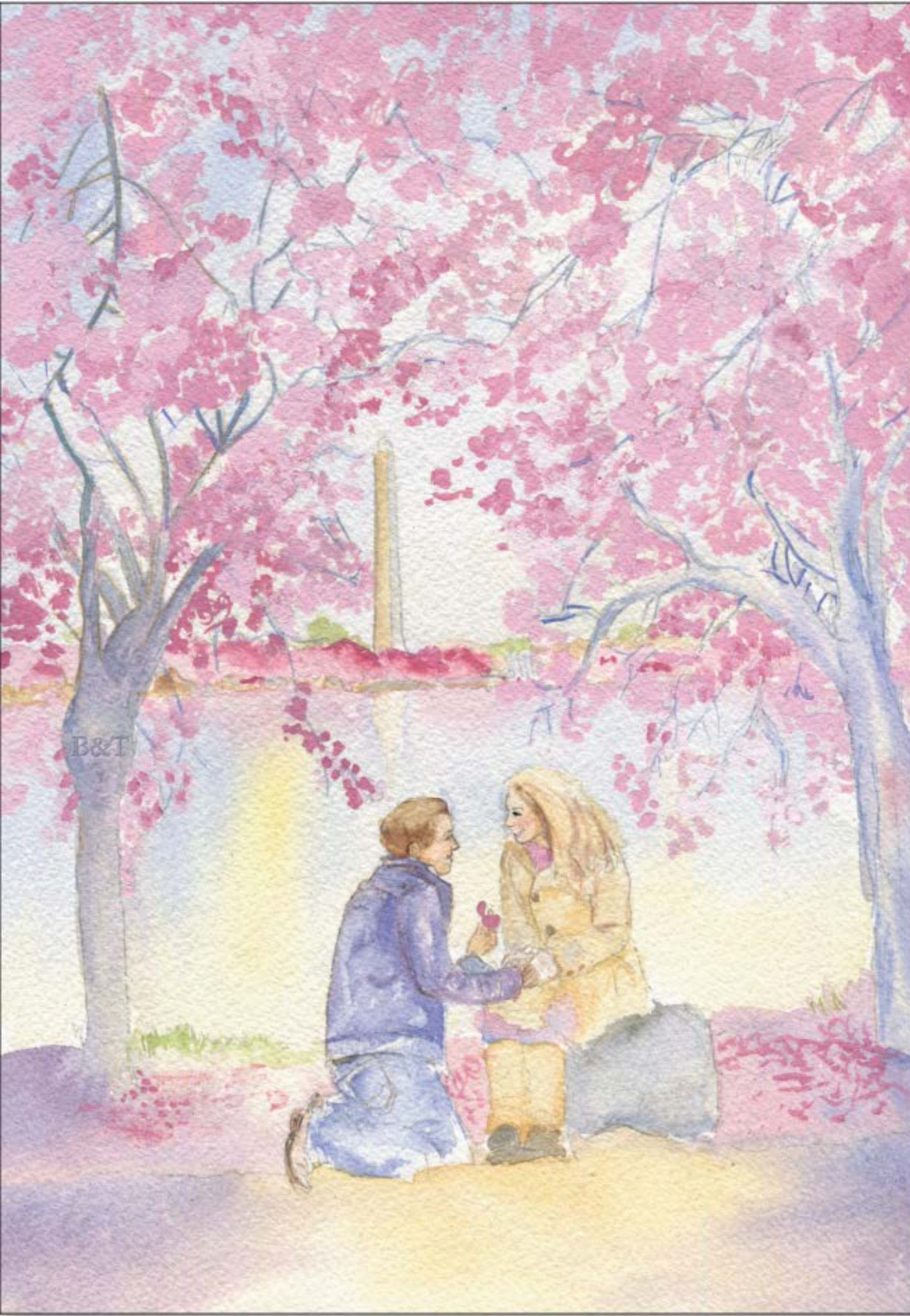




Can you spot the inspiration?



**Planning: Rocket Science Events
Stationery: Fig.2 Design**

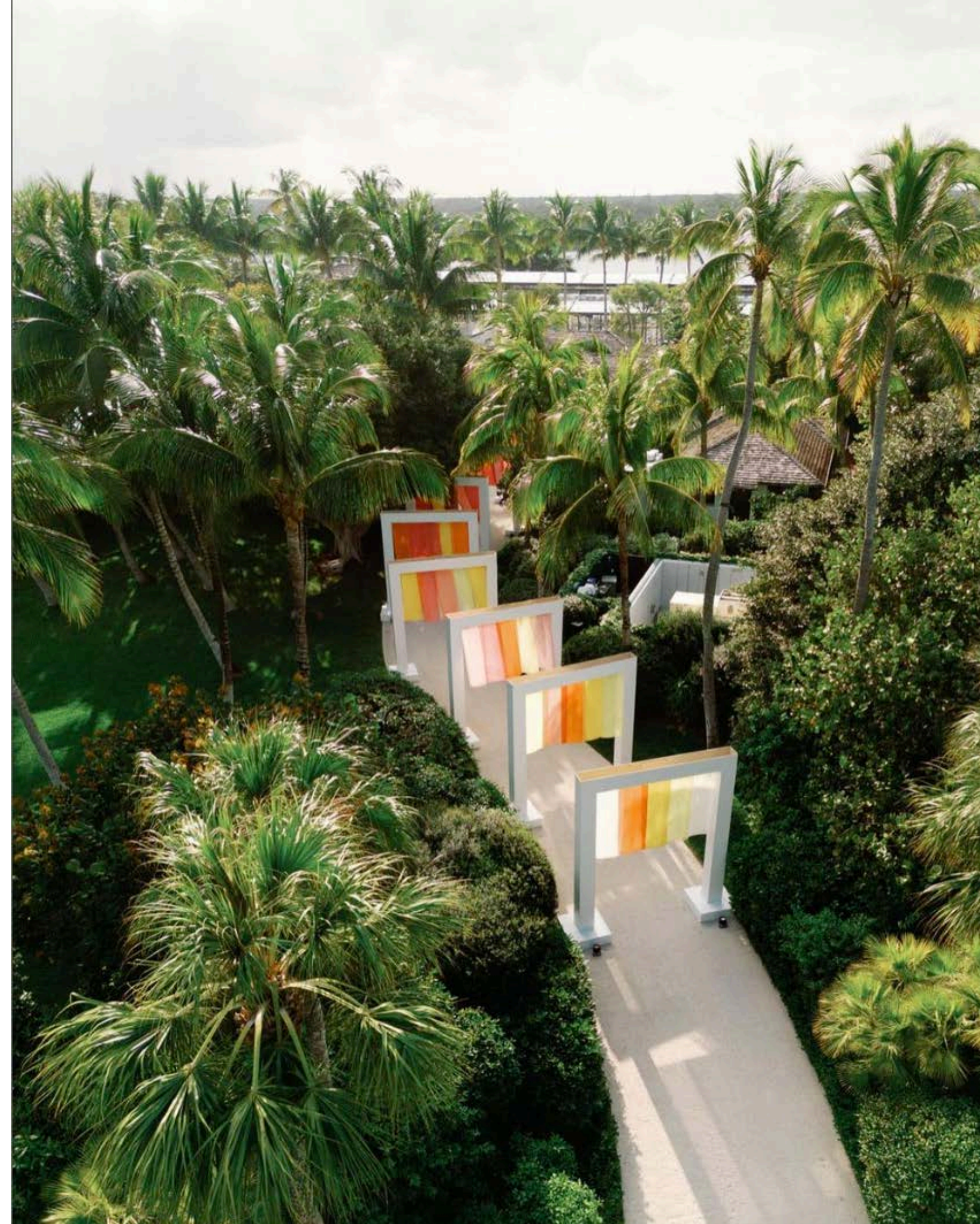


Credit: Appleberry Atelier

THE INSPIRATION: **Modern Art**

THE TREND: **Returning to Our Contemporaries**

Planning: Marcy Blum
Image: Allan Zepeda





**“...each [gate]
representing
a renewal, a
change, a
difference,
moving
toward
constant
renewal and
change and
difference.”**

**“The Gates”
Christo and Jean-Claude
Central Park
2005**

**“Le Tricorne”
Pablo Picasso
The highlight of the permanent
collection of the New-York
Historical Society**

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**Mural: Oliphant Studio
Planning: Augusta Cole
Image: Heather Waraksa**





ONE ARTIST | ONE DESIGNER
Matisse Inspired



Planning: Grit and Grace Inc.
Image: Perry Vaile
Branding: Kelsey Malie Design

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Planning: Grit and Grace Inc.
Image: Abby Jiu
Branding: Emily Baird Design

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THE INSPIRATION: **The Visual Arts**

THE TREND: **Hand-Crafted Details**

**Credit: Nadine Nasby
Photography**

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Event-specific pottery and serving utensils

Planning: Mindy Weiss
Image: Amy and Stuart



Embroidery

Credit: Abby Jiu Photography

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ENTERTAINMENT

THE INSPIRATION:
Artful Touches

THE TREND:
Elevated Experiences

Credit: Christina Brosnan

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Silhouette artists

Credit: Roving Artist | Charles Burns

Live painters & artists

Credit: Kismet Visuals
Christa Rae Photography





Guest and fashion sketches

**Credit: Aaron Jacob Jones
Cloud Studio Agency**

Location and culture specific favors

Credit: Lauryn Prattes Events

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The written word

Credit: Shae Shaw | Party Poet



THE INSPIRATION: The Performing Arts

THE TREND: Intentional Interaction

Credit: Kesh Events



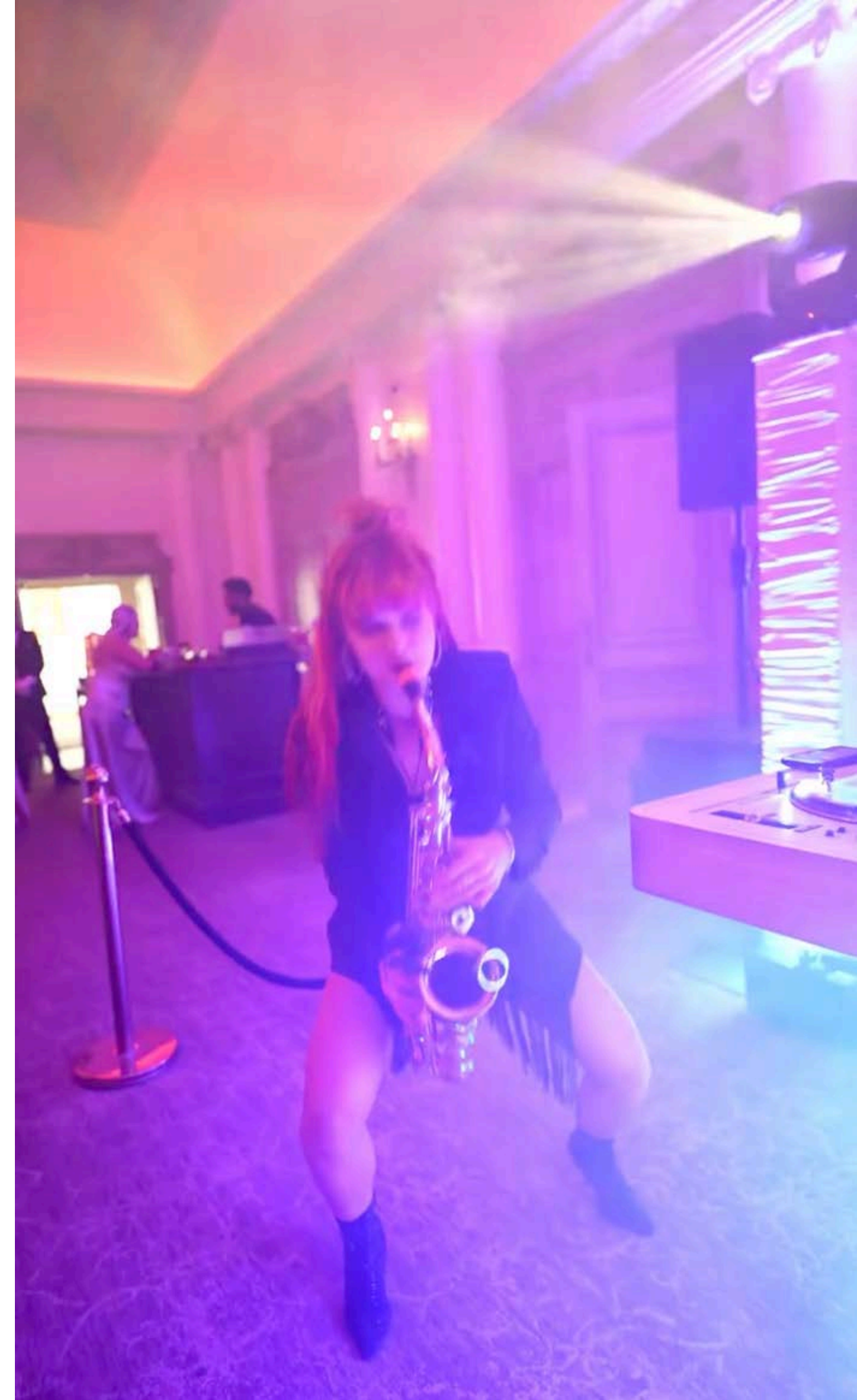
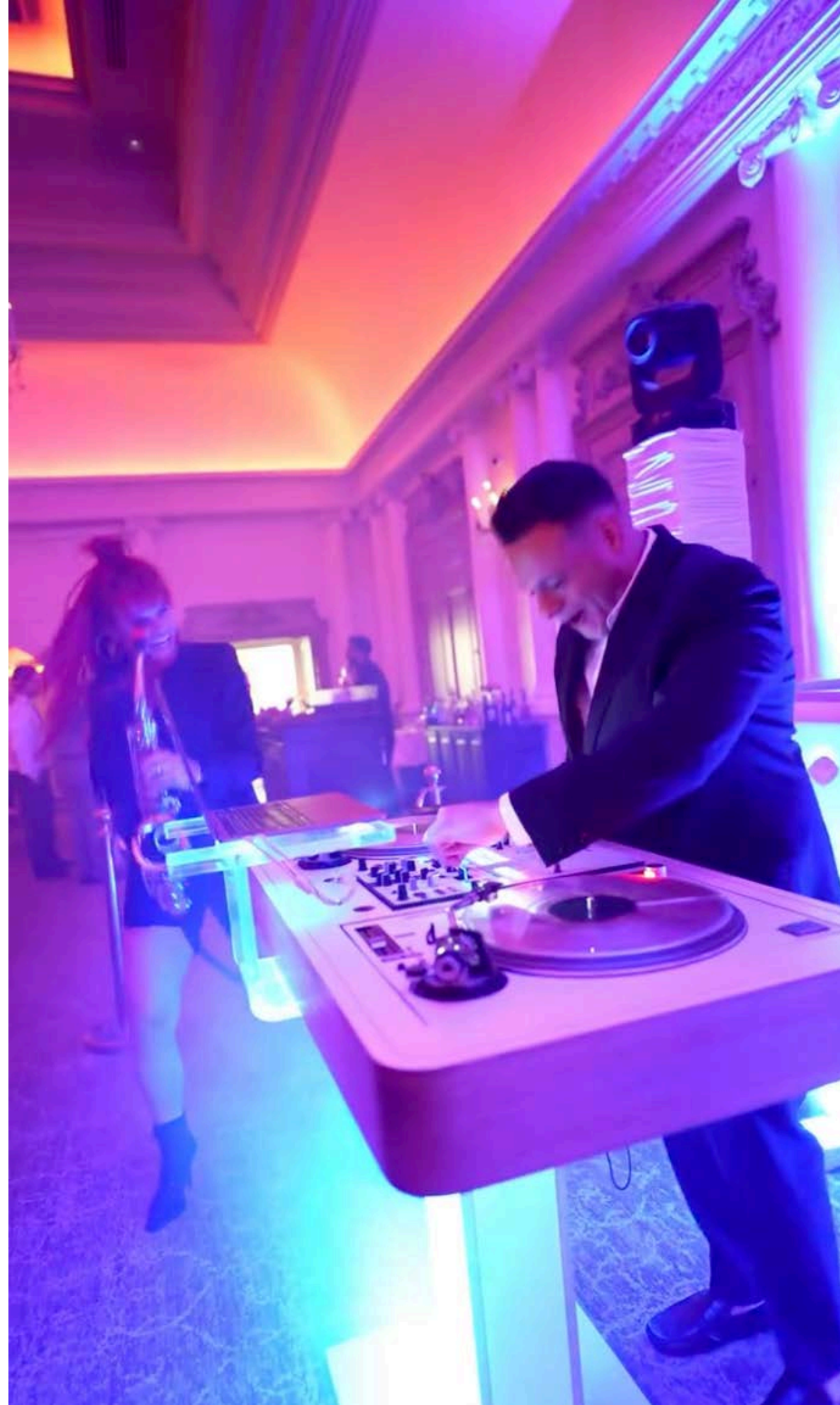
Elevated strings (beyond Bridgerton)

**Planning: Lauryn Prattes
Image: Abby Jiu**

Musical fushions

Credit: Gabi Rose Music

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Themed performers

Credit: Amy Anaiz Photography

THE TREND: A Hollywood Welcome

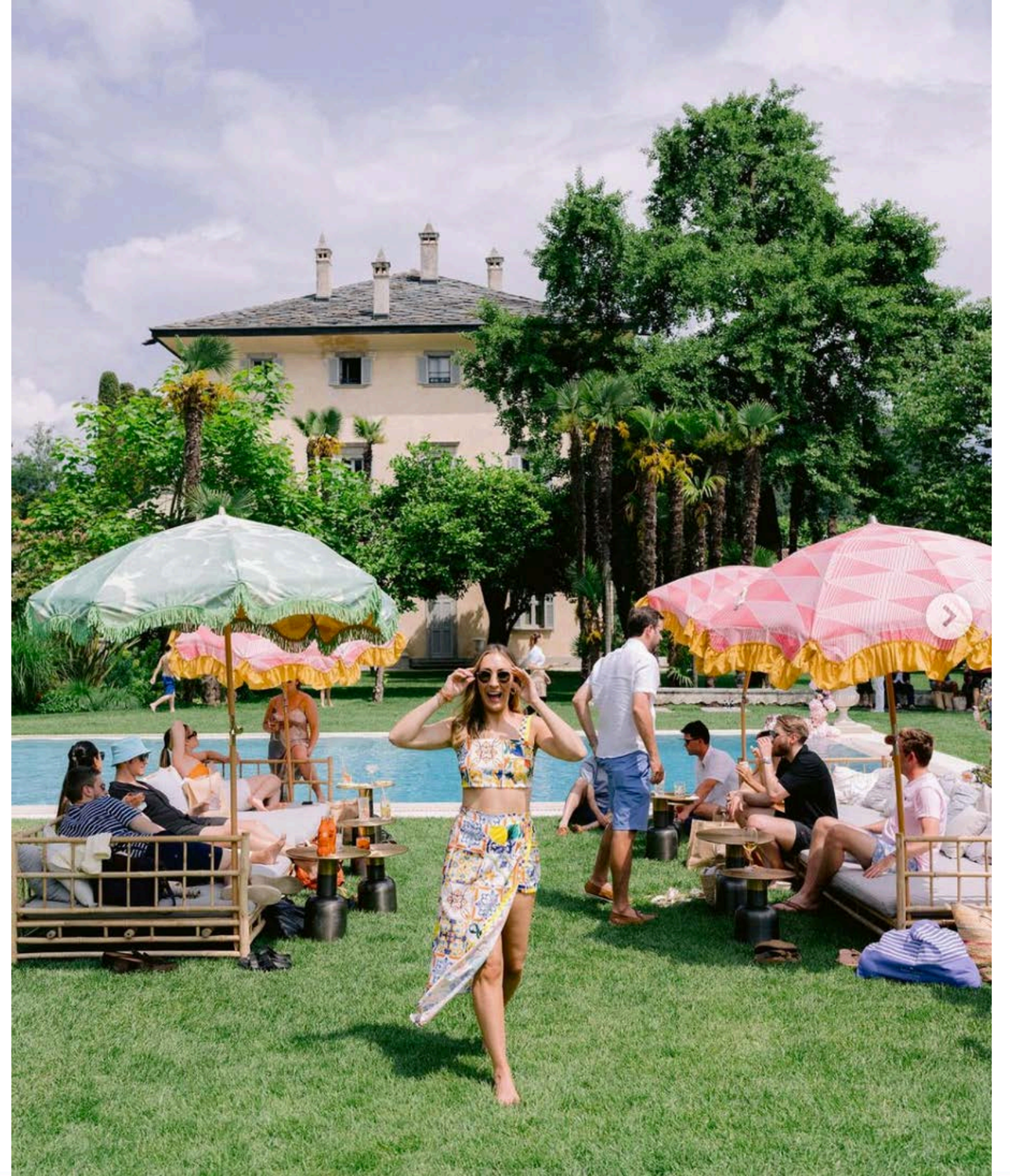




**Credit: KT Merry
Photography;
Lauryn Prattes
Events**



Credit: Jose Villa
Photography; Lake Como
Weddings



FOOD & BEVERAGE

THE INSPIRATION:
Michelin Excellence

THE TREND:
Food As Performance

Credit: Amy Anaiz Photography

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Hollywood still inspiring...



**Credit: Jacqui Cole
Josh Gooden Cinema**

Service as performance

Credit: Abby Jiu Photography

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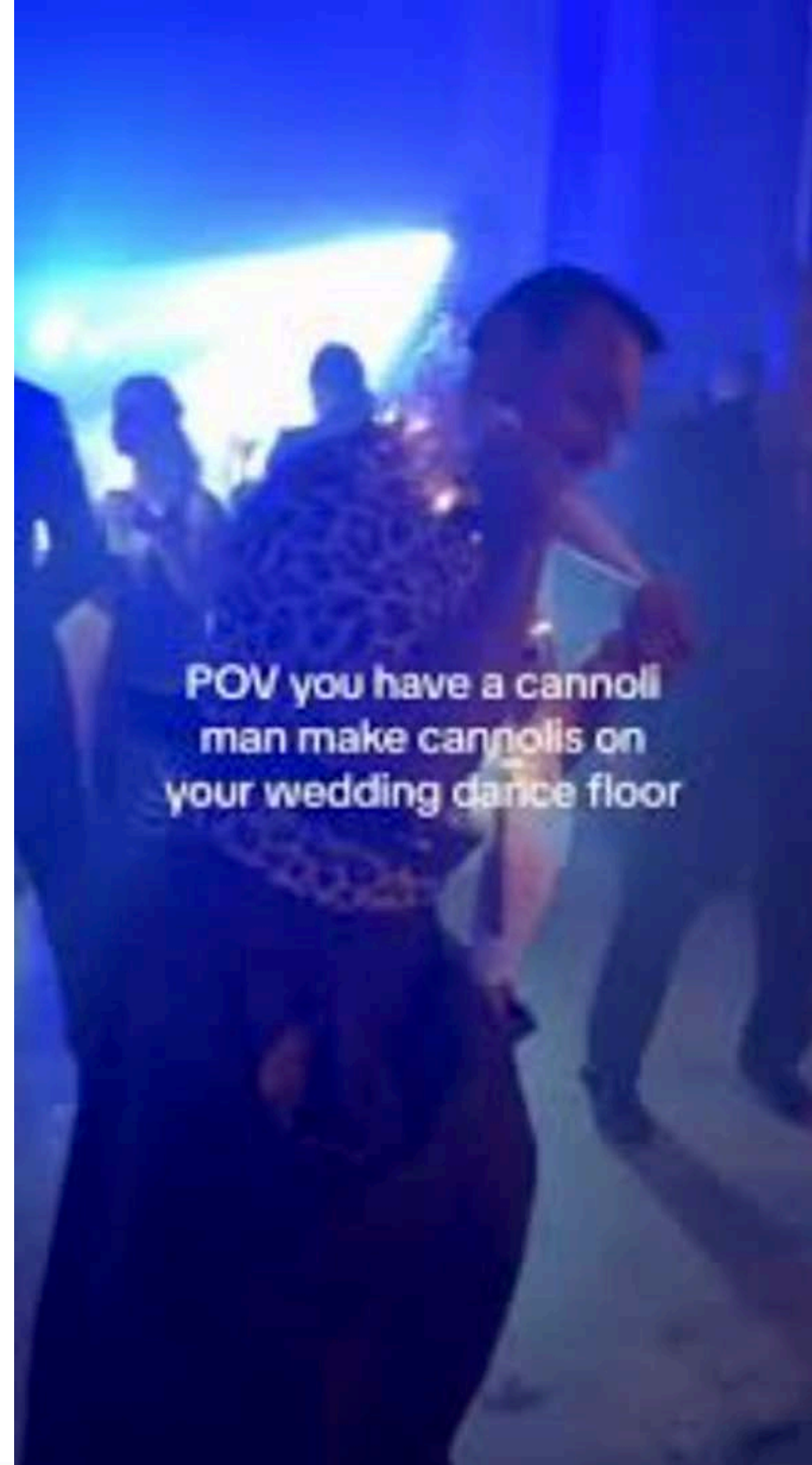


Engaging desserts

Millefoglie

Credit: Stefano
Santucci Studio





Courtesy: Growing Up Italian



Thank you!

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Instagram @ByBrittanyBranson
Hello@ByBrittanyBranson.com