



The Art of You

EVENT EXPERIENCE

This artsy event will stimulate your guest's right brains by surrounding them with art – from the food to the décor, and everything in between. Your guests will become a part of the art, be the artist, and even the muse. Guests may even be inspired to go home and start their own art project.

COLORS & TEXTURES

Red Velvet and Red Satin, Gold & Silver Frames



This theme package is perfect for designing, hosting and producing artistic events related to beauty like theatrical or visual arts, and culinary affairs. Every guest will be entranced in beauty and awaken all sensory pleasures by following the easy-to-follow instructions and invaluable checklist to ensure you include it all for one very special experience.



SETTING THE MOOD



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INVITATIONS

- An artist's pallet
- Picture frame with all of the event details within the frame
- A small canvas shipped in a cardboard box

These invitation ideas could be created by your preferred local advertising or marketing company. If you really have it in you, you could also make them yourself.

ENTRYWAY

Have a large picture frame archway with a red carpet entrance for guests. A plaque stating the name of the event will guide guests to where they need to go.

For a polished look, add a sky searcher at the front door that will sweep like an awards show.

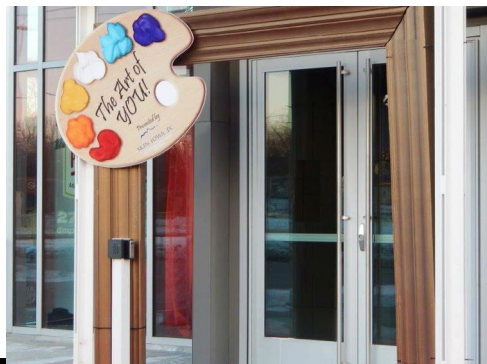
PRE-FUNCTION AREA

Fun splatter-painted cloths or linens in bright colors and simple candles on the cocktail tables will be plenty of décor.

MAIN ROOM

As guests enter the room, have large 'paintings' with the theme of the party or company logo. Have them printed in a font that resembles paint. Hang them over white drapery and up-light the drape to accent the paintings. If you have the time, gather artists from your company or the client's company to create the art. Print the art on large foam board canvases with grommets in the top to help with hanging.

Have local grade school, high school, or college students share their work and enlarge it to display throughout the room. If this is a charity event, have the recipients share their artwork and en-





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large the pieces to wall-sized displays. Most groups love to see works of art from young artists, their own creations, or art generated from those that the charity event is for.

Cover unsightly walls with white drape and add up-lighting to create an elegant atmosphere or up-light the raw brick wall of a Soho style venue to draw out the raw look, very artsy!

Hang red satin drape in swags across the ceiling – a sleek and chic addition.

STAGE AREA

You'll have a lot going on in the rest of the room, so the stage does not need to be too extravagant. Use a red drape backdrop with empty frames hung in front of it.

DÉCOR

Holding the event in an art studio or a chic venue will help develop the décor for the event. If you are starting from scratch, add elements of art to the walls, tables, and ceiling. Free standing art pieces will allow guests to wander around and take in the different art décor pieces while socializing. Visually stimulate guests with living statues or pieces from local artists. Having blank canvases or live artists will help guests engage with the décor elements.

Pick a specific art piece and use it in various manners throughout the event.

For example, an art pallet can be used for invitations, sponsor signs, food station bars, and SWAG for your guests to remember the party.





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FURNITURE ACCENTS

Cocktail tables wrapped in silver or red linens. These colors won't interfere with other elements of the event. Place white furniture around the room and add pillows that have artwork on them. Use funky couches that are round or curved for this event.

CENTERPIECES

There are a several options for centerpieces:

- Frames with flowers
- Paintbrushes artistically placed
- Small canvases to be painted or already painted by artists
- Paint tins with rainbow colored flowers
- Paint tins hanging from the ceiling with colored drape "pouring" onto the table

DINNER SET UP

Food Stations can be fashioned as an artist's workstation. Think table toppers cut out like an artist's pallet. Use small paint cans with different chocolates for dipping fruit and other tasty items. Work with your caterer and ask them to put condiments in paint tubes that can be squeezed out onto plates.

For passed hors d'oeuvres, have staff dress as painters with paint coats and berets. They can carry painter's pallets with the hors d'oeuvres. Create a unique dining experience by serving food on small wooden paint pallets instead of plates.

Have actors portrayed as an artist painting with food on the buffet tables. Don't forget to cover the tables with linens that the artists can paint with sauces on. These linens can later become





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canvases that can be framed after the event, if it turns out nicely. Guests can also contribute to painting these “canvases” with sauces. Food should be arranged accordingly and have sauces or dips served in paint tins or look as they’ve left a paint blob spilling out of the tin.

BAR AND CUSTOM DRINKS

Have your bartender create colorful drinks with variations of red, blue, and green. Don’t be afraid to let them get creative. (A tasting might be in order beforehand if you choose to do this. *wink wink*).

ICE SCULPTURES

Ice is always a highlight for events. Use the ice sculpture to display the company logo or party logo and light it

up with bright colors! For this event be sure to stick to primary colors.

LEAVE YOUR MARK

Let guests “leave their mark” by placing an empty canvas in a space where they can take the time to leave a comment, their name, or a drawing. Leave plenty of colorful markers on the display for guests to choose from.

CARICATURE ARTIST

A fun interactive element for this event is hiring caricature artists. They can create personal cartooned images guests can take home as a souvenir. Having it drawn on artsy paper with the event name and sponsorship recognition is a great bonus.





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PHOTO OPS

Have an area set aside for guests to take pictures. People always love having pictures to take home or that they can see on social media to look back on what a fun time they had at the event.

Place two large frames for photo opportunities in an open area, this will help keep from too long of a line forming.

Have one picture be a framed American Gothic with the couple's heads missing. With the background placed behind this in a 3D manner, guests can step between the two to have their heads in place of the man and woman – taking on the role of the farmer and his wife in this iconic painting.

Picture number two will have a background resembling a Degas (or other famous artist) while using living models as the subjects. People will find it amusing to “photo bomb” the couple and be a part of the painting.

Your guests will enjoy being a piece of the living art and having their photo taken “IN” the art.





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supply list

How to determine which elements in each theme packages is right for you and your client:

- \$-\$\$\$\$ Some of the theme elements require a very small investment while others require a higher spend. You can guide your client and help them determine how to use their budget to achieve their desired result.
- Star ratings: Determine the impact your client wants to make. A one-star element in a theme package works well for simple and professional events, whereas a five-star element will leave your client and their guests in complete awe! There are many options in between, so you'll always have a way to meet your client's needs and goals.

Supplies	Source/Notes Vendor Suggestions	Price Range	Value
Invitations:			
Invitations can vary and price will vary as well. This is your first impression. Make it look amazing and exciting.	Stationary Store, Office Max, On-line	\$\$	***
Entryway:			
Red carpet	Contact your local tradeshow vendor company for Red carpet	\$\$	**
Large Frame Entry	Custom built with local carpenter or Dogfish Graphics www.dogfishgraphics.com/	\$-\$\$\$	***
Sky Searcher Lights	You will need to find a local vendor for this	\$-\$\$\$	****

SUPPLY LIST



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Supplies	Source/Notes Vendor Suggestions	Price Range	Value
Pre-function:			
Cocktail Table Linens	Cutom create from painter cloth and splatter paint from your local hardware store or use BBJ Linen www.bbjlinen.com/Products/1/Table-Linen/12/Themes/39/Geometrics-And-Stripes/product/86/Neon-Geometric	\$\$	***
Main Room:			
Large Paintings of Event Logo	Check your local printer	\$\$	****
White Drape (full room or accents)	Work with your event décor compay	\$\$-\$\$\$\$	****
Uplighting	Your décor company or A/V company	\$\$-\$\$\$\$	*****
Art on Large Canvas Foamboard with Grommets for hanging	Check your local printer	\$\$\$	*****
Red Satin Swags in Ceiling	Work with your event décor compay	\$\$-\$\$\$\$	****
Stage Area:			
Red Satin stage back-drop	Work with your event décor compay	\$\$-\$\$\$\$	****
Gold Frames for Back-drop	Local second hand shop, local art supply www.pictureframes.com/ready-made-frames/Ornate-Profile-Antique-Gold-Ready-Made-Frame-5BQ	\$\$-\$\$\$\$	****



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Décor:			
Free Standing Sculptures	Local artist, high school or college art school students	\$-\$\$\$\$	*****
Living Statues	Hire local actors or use the following resource http://www.thelivingstatuecompany.com/	\$\$-\$\$\$	*****
Blank Canvas	Find your local framing store and they can make them for you	\$\$-\$\$\$	*****
Working Artist	Emerging artists are eager to show their work and may set up their work for free. Giving them a small donation for their work shows you appreciate their work. Auction off their work to make money for charity events. And pay them a portion.	\$-\$\$\$\$	*****
Palettes	Have your print company do the custom signs on a painter's palette shape. Use for bars, sponsor signs, and a commemorative photo booklet at the end of the night.	\$\$	****
Furniture:			
Red or Silver Linens for Cocktail tables	Beyond Elegance beyondelegance.com/	\$\$	***
Furniture Rentals	Cort Events www.cortevents.com/event-portfolio	\$\$\$	****
Pillows	Purchase inexpensive pillows or rent from a staging company	\$\$	***

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Supplies	Source/Notes Vendor Suggestions	Price Range	Value
Centerpieces:			
Clear Paint Tins and Cans	The Container Store www.containerstore.com/shop/?productId=10029978	\$	***
Colored Flowers	Local florist	\$-\$\$\$	****
Gold and Silver Frames	Second hand shop or Hobby Lobby or Michaels - Local craft store.	\$-\$\$	***
Paintbrushes	Walmart, Dollar Store, Art Supply Store	\$	**
Small Canvases Painted or Unpainted	Local craft store or Local Artist	\$-\$\$\$	****
Dinner Set-Up:			
Cut Out Artist Palettes for Food Stations	Work with your Printer	\$\$	**
Artist to Encourage Guests to Paint with Their Food	Local playhouse or theater group	\$\$\$	****
Waiters Painters Smocks	ULINE www.uline.com/BL_1204/Cotton-Lab-Coats	\$\$	**
Berets	Check your local costume shop or Oriental Trading www.orientaltrading.com/web/search/search-Main?Ntt=berets	\$	**



SUPPLY LIST

Supplies	Source/Notes Vendor Suggestions	Price Range	Value
Ice Sculpture:			
Custom Ice Sculpture	Check with your caterer on this	\$\$	**
Leave Your Mark:			
Art Supplies	Walmart or local craft store	\$	***
Canvas to Paint On	Check with your local art store or frame shop	\$\$\$	***
Caricature Artist:			
Hire a Group of Caricature Artist	Look at your local community	\$\$	****
Photo Ops:			
Two Photographers	Local Photographers	\$\$\$	****
Famous paintings Life sized	Dogfish Graphics www.dogfishgraphics.com/	\$\$\$	*****
Photo Sleeves	Send A Frame http://www.sendaframe.com/s30/keywords:paper%20folders	\$	****
Printed Logo for front of Photo Sleeve	Check with your print company to design and printing of the logo.	\$\$	****