



## SNEAK PEEK

Welcome to a Sneak Peek at our latest course – Certificate in Event Design. This is your chance to read a snippet of the information you can find in this industry driven course. To see more you will need to email us for a Guest Login to the Virtual Campus.

The way we approach event design has evolved along with our objectives and goals for events; it is no longer about decor or props but rather about brand and environmental design. On the corporate level, we have moved in to an era where ROI dictates success, and we are forced to evaluate our events in a completely different way than we did just five years ago. No longer do we strive simply to have a good time; now we must create impressions, incur digital follow-through and track a future for our customers. And let's not forget that our audience is getting younger. Today's event guests are more sophisticated, more technically savvy and less patient than the guests of 10 years ago. Our events must engage our attendees like never before, and they must make a definitive statement about our brand. This is only achieved through carefully planned and executed design.

In addition to supporting the corporate brand, events must create environments that enable our guests to be comfortable. Comfortable guests make more favourable decisions, which is one of the reasons we are seeing the growing trend of including lounge furnishings as opposed to traditional tables and chairs at events. We want our guests to relax and thoughtfully consider whatever product or service we are presenting to them. We must engage them visually with an overall environment that stimulates and entertains them in a meaningful way. Everything that we do must support the brand initiative.



The world of event design is as dynamic and exciting as the marketing world it supports. Event design follows on the heels of fashion, interior design and architecture. If you are wondering what colours, patterns and materials are going to be hot each year, you need only browse the pages of Vogue, Dwell or Interior Design Magazine to be informed. We tend to be slower to engage and then hold on to trends longer than other areas of the design world, but we embrace all of the same components. From colour to materials, from texture to tone, we manifest environments using translations of the same elements.

Corporate mission statements are starting to play a larger role in event design by way of sustainability platforms. For an industry that is known more for waste than for recycling, it is encouraging to see such a focus on implementing change and making a real difference. What is good for the environment is good for the corporate meeting, and we are starting to see a concerted effort by all members of the event industry to become better citizens of the planet.

We are cutting back on paper and increasing recycling; we are also taking a closer look at raw materials and measuring carbon footprints. This is great for the earth and great for event design. There are many emerging products that are either sustainable or recycled that can be used to create imaginative and beautiful environments for meetings and events. Designers all over the world are finding unique ways to implement green initiatives into corporate platforms and the result is unanimous: Green really is beautiful.

Allow design to be the strength behind your brand, the platform for your corporate initiatives and the singular element that can both define and inspire your success.



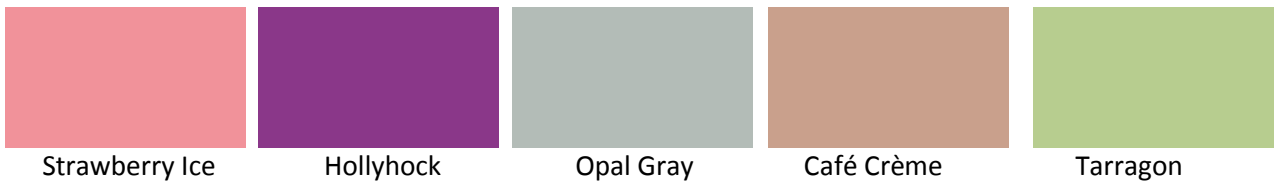
## Snippet from Unit 5 - Colour Schemes & Effects

### *New Seasons Means New Colours*

Spring evokes bright hues like strawberry ice (a variation of pink) and sky blue. These are often paired with standard neutrals like opal gray and café crème. Another spring colour is tarragon (a light green), which provides the “stem” to blossoming shades like golden apricot or the violet-infused hollyhock. These neutrals supply the background, letting the bright new spring hues shine. When paired together, the new colours evoke a sense of “spring in bloom.”

Most often colours are not completely reinvented each season. Instead they evolve from one season to the next. The apple cinnamon of fall, for example, becomes the café crème of the spring.

Colours may evolve gradually with the season, but the colour patterns and pairings tend to change more dramatically. While navy, black and white are still a presence for spring, designers are choosing a greater variety of neutrals as the canvas for captivating hues.



### *Implementing Runway Trends*

Using just the right pairings of colours can add a special touch to your event. Colour is extremely important when designing an event. Through colour you can really convey the theme of an event. This can be done in many ways — from invitations, to lighting, to table décor. It’s important to play with many colours against a neutral setting. It creates a warm feeling. For instance, having bright flowers on a white table is a striking look that captures people and can help make them feel a part of the event.

Here is an example of how colours can play a key role at events: imagine planning an event in a venue that is stark white. You have to add lots of bright colours to change the vibe of the room.



If the theme was ‘winter wonderland,’ you would want the room to be warm even though the idea of the event is the opposite. Think about adding lots of bright blues, gold’s, silvers, and pastels through draperies, bright lights, flowers and props to create the winter feeling, while enhancing the guests’ time at the event.

### ***Feeling Blue?***

In addition, colour can set the scene by actually playing on the emotions of attendees. Colour can change moods, add excitement, be tranquil, give ambience to a dinner, or intensify a dance. Colour has long been associated with emotion — blue for sadness, red for passion, etc. — but colour can actually have a discernible effect on mood. In fact, there is an entire school of thought behind “colour psychology” — the study of the effect of colour on human behaviour and feeling.

According to Color Matters ([www.colormatters.com](http://www.colormatters.com)), colour can even have a physiological effect on our bodies. For instance, blue is an appetite suppressant, according to Color Matters. Some weight-loss plans have even suggested eating food off a blue plate. So at an event, where guests are meant to enjoy and indulge in their meals, you might want to think twice about using the colour blue!

Colours can illicit different emotions in your guests. For example, a soft pink may communicate a more romantic feel, while a deep purple can radiate a more regal sense. At an all-white event, such as a wedding, guests often behave more conservatively. When events are brightly coloured, guests lend themselves to being more outgoing.

Be sure to select the right colour for the mood you’re looking to achieve. Colour often creates energy in a room. Deep jewel tones elicit comments such as ‘sophistication,’ ‘sultry’ and ‘warmth.’ Sleek browns and pinks, on the other hand, can be more whimsical and playful.



### ***Colourful Techniques***

And don't assume you have to stick with the same colours the whole night. Try using a variety of changing colours for a single event. Think of a seated dinner for a wedding where the bridesmaids are wearing cherry red dresses. The dinner is designed in ecru, white and silver with no colour pink and chocolate colour for lighting during dinner, then, the room changes to red, purple and fuchsia following the cutting of the cakes. These changes can be achieved quite easily with LED Par 38 lamps and Mac 250 instruments controlled by a lighting technician from your AV Company.

Of course, some events are purposely planned around all one colour. You could do an entire event in red for a client who loves the colour. You could try draping the walls and up-light them with red for a wow factor. The meal could be designed around the colour red and special red cocktails could be created to complement the evening.

In addition, colour can greatly add to a themed event. Think of a 'Starry Night Theme': with the pairing of floral centrepieces and glowing candles, both shaded in blue hues, the room would look magical. Coloured lighting would also play a major part in the room and mood, which could be accomplished by using patterned gobos in different blue-family gels to create a feeling of movement, weight and excitement. Adding touches of various blue shades could really transform a blank canvas into a 'starry night'-themed reality — all due to experimenting with colour.

### **Snippet from Unit 12 – Fabric & Decor**

Event designers know that fabric paired with lighting is a cost-effective way to create dramatic branded environments. However getting the effect you envision takes a little knowledge and planning. There are four considerations:



***Fabric colour.*** Fabrics come factory-dyed in a variety of colours. If none of these are quite right, it is possible to create a custom colour through dye sublimation printing. However, a safer option is to select white fabric and let the lighting create the colour. White fabric builds in flexibility. You may be using a particular fabric panel as a sky with clouds now, but you might want to use that same panel for something else later. White fabric gives you that option because we can light the fabric to suit.

***Component placement.*** Where the fabric component sits within the environment will impact how it can be lit. The lighting company needs room to place the fixtures. For instance, front projections require that the lights be positioned somewhere in front of the fabric surface. This option is eliminated when the surface to be lighted is situated along the lease line of the exhibit. In this situation, a rear projection that shines right through the fabric is an option—but only if you don't mind people seeing the reverse of the image from the back.

***Fabric selection.*** When it comes to creating effects with lighting, not all fabrics are created equal. Some fabrics capture light and hold it, while others reflect the light or allow it to pass through. It is important to know what you are trying to accomplish and be sure to select the right fabric for your application.

Translucent and mesh fabrics present both limitations and opportunities. The loose weave allows projections to go right through—so while this is a great medium for creating a special effect or mood, it might not be the best choice if you want people to be able to read or understand what you are projecting. Mesh also allows light to shine through onto other components. You have to be aware of what else you may be inadvertently lighting up.

Opaque fabrics won't work for rear projections, as the light won't go through. However, this is an advantage when you are doing a front projection and the reverse side of the fabric is exposed.



**Combining fabrics.** The majority of fabric pieces used for exhibits and events are fabricated using framework with pillowcase-style construction of the fabric itself. This means that the completed shape has two layers of fabric—one in front and one in back—which opens up additional opportunities. What many people don't know is that you may be able to use two different fabrics. For instance, if you are projecting something on the front surface, you can use opaque fabric on the rear so the projection won't show through. Consult your fabric supplier to discuss this option.

Another option is to layer fabrics with different characteristics to create unique effects. For instance, placing a reflective fabric behind a sheer fabric can create the illusion that an image screened on the sheer layer is floating in space.

The key when creating new effects with fabric is to give your solution a trial run. You never know exactly what a new effect will look like until you try it. Send a swatch of the fabric to your lighting company and have them set up a test. That way you know exactly what to expect.