



Progressive Education for
Event Professionals

Wedding & Event Design with Lindsay Landman

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Week 1: Welcome About Lindsay

Nice to meet you!

- Event producer based in NYC
- Producing events since 2001
- Accidental entrepreneur
- Teaching for ELI since 2013



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Lindsay Landman Events

- * Fully integrated planning, design and production firm based in NYC and producing events worldwide.
- * Best known for weddings, however weddings are currently about 60% of our business.
- * Provide in-house floral production, graphic design, set design and custom fabrication.
- * Employ two people full time and more than 20 freelancers and contractors.



Week 1: Course Overview Content Outline

Week by Week

Week 1:

About Event Design, Becoming a Designer

Week 2:

The Designer's Toolbox: An overview of all of the tools we will employ to design an event holistically

Week 3:

The Science of Color, Designing with Color, Communicating about Color

Week 4:

Floral décor, non-floral décor

Week 5:

Lighting, Branding

Week 6:

Rigging, Installations, Technology for events

Week 7:

Selecting Vendors, Selecting Event Sites, Design vs. Production

Week 8:

Business: Working with Clients, Pricing, Budgeting



Week 1: What is Event Design?

Zoom Out: What is Design?

Countless Disciplines

- Graphic
- Stationery
- Architecture
- Interior
- Lighting
- Systems
- Product
- Fashion
- Furniture
- Web
- Landscape
- Set

Zoom Out: What is Design?

DESIGN

(noun) a specification of an object, manifested by an agent, intended to accomplish goals, in a particular environment, using a set of primitive components, satisfying a set of requirements, subject to constraints

Zoom Out: What is Design?

*(noun) a **specification of an object**, manifested by an agent, intended to accomplish goals, in a particular environment, using a set of primitive components, satisfying a set of requirements, subject to constraints*

object = party or event

Zoom Out: What is Design?

(noun) a specification of an object, **manifested by an agent**, intended to accomplish goals, in a particular environment, using a set of primitive components, satisfying a set of requirements, subject to constraints

agent = that's you!



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Zoom Out: What is Design?

(noun) a specification of an object, manifested by an agent, **intended to accomplish goals**, in a particular environment, using a set of primitive components, satisfying a set of requirements, subject to constraints

goals = marriage, product launch, raise money



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Zoom Out: What is Design?

(noun) a specification of an object, manifested by an agent, intended to accomplish goals, **in a particular environment**, using a set of primitive components, satisfying a set of requirements, subject to constraints

environment = hotel, tent, restaurant, home



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Zoom Out: What is Design?

(noun) a specification of an object, manifested by an agent, intended to accomplish goals, in a particular environment, using a set of primitive components, satisfying a set of requirements, subject to constraints

primitive components = lights, flowers, tablecloths



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Zoom Out: What is Design?

(noun) a specification of an object, manifested by an agent, intended to accomplish goals, in a particular environment, using a set of primitive components, satisfying a set of requirements, subject to constraints

requirements = client's needs



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Zoom Out: What is Design?

(noun) a specification of an object, manifested by an agent, intended to accomplish goals, in a particular environment, using a set of primitive components, satisfying a set of requirements, subject to constraints

constraints = budget, budget, time, budget



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Zoom In: Specifications of Event Design

1. *Temporary*
2. *Experiential*
3. *Interactive*
4. *Immersive*
5. *Commissioned*



Core Principles of Event Design

1. Holistic:

Encompassing a variety of design elements that work together harmoniously to achieve a unified outcome



Core Principles of Event Design

2. Intentional:

Focusing on purposeful choices and decisions which indicate thoughtfulness and objective



Core Principles of Event Design

3. Personal/Customized:

Using unique design elements to connect design to host, time and place



Week 1: Becoming a Designer Voice

What is Voice?

Your design "voice" is how you are perceived by your audience

Course Goal: Establish your personal voice as a designer



Establishing Your Voice

How to be "heard" in a visual discipline?

The 3 C's

1. Content
2. Creativity
3. Consistency



Week 1: Becoming a Designer Point of View

What is Point of View?

Your "Lens"

The filter through which all of your work must pass in order to infuse it with your Point of View

What separates you from the others providing a similar service

The value of your design perspective

Career Goal: Establish your P.O.V.



Week 1: Becoming a Designer Inspiration

How To Get Inspired

- Open your mind, and then your eyes
- Remain aware
- Allow yourself "space" for ideas to simmer

How To Get Inspired

From within the world of Weddings and Events:

- blogs
- magazines
- social media
- video content

TIP: if you are going to read wedding blogs, consider looking at brand and vendor blogs for more varied and creative content (photographers, registries, fashion, etc.) instead of just editorial blogs.

How To Get Inspired

From outside the world of Weddings and Events:

- stores/shopping
- other design disciplines
- entertainment
- museums and galleries



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Inspiration vs. Imitation

- Look for ways to expand or adapt existing ideas
- Try to dissect what you like about an existing design and implement that component to something else
- Zoom out
- Take chances
- Evolve – ask what is the NEXT iteration of this concept



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Using Your Inspiration

- Journal or "jot" your ideas
- Organize photos
- Review regularly
- Don't discount or discard anything



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