



Progressive Education for
Event Professionals

Wedding & Event Design with Lindsay Landman

1

Week 2: The Designer's Toolbox

The Designer's Toolbox

- | | |
|---------------|------------------------|
| 1. Hard Goods | 6. Patterns & Textures |
| 2. Soft Goods | 7. Experience |
| 3. Live Goods | 8. Entertainment |
| 4. Lighting | 9. Gifting |
| 5. Graphics | 10. Color |



3

Week 2: The Designer's Toolbox

Hard Goods

Hard Goods

1. Furniture

- Tables
- Chairs
- Lounge pieces
- Bars
- Buffets / Service tables

Design choices begin with furniture selection



Design choices begin with furniture selection



Starbuck Chapel

Design choices begin with furniture selection



Guilford Campus

Design choices begin with furniture selection



Design choices begin with furniture selection



Creative furniture arrangement can elevate a standard rental item



© Bob Carey Photography



Bars are major focal points and require design attention



Bars are major focal points and require design attention



Bars are major focal points and require design attention



Well chosen lounge furniture offers impactful design



Well chosen lounge furniture offers impactful design



Hard Goods

2. Tabletop

- China
- Glassware
- Flatware
- Containers and vessels

The tabletop an intimate and interactive design space



The tabletop an intimate and interactive design space



Guillermo Campese

The tabletop an intimate and interactive design space



Adamson Stone

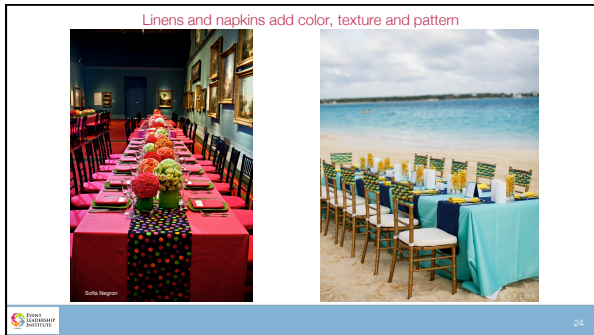
Out of the box vessels and containers exhibit strong design choice



Stansbury Design

Week 2: The Designer's Toolbox
Soft Goods

- Soft Goods
1. Linens
 - Tablecloths and runners
 - Napkins
 - Chair covers/ties
 2. Ribbons
 3. Fabric
 - Upholstery
 - Drapery



Linens and napkins add color, texture and pattern



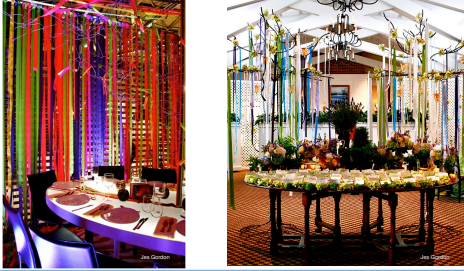
Linens and napkins add color, texture and pattern



Ribbons are versatile design tool



Ribbons are versatile design tool



Chairs can be easily accessorized to create design continuity



Chairs can be easily accessorized to create design continuity



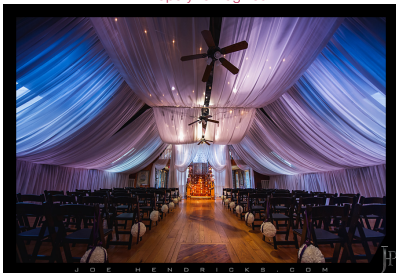
Upholstery and custom fabric carry design aesthetic



Drapery reimagined



Drapery reimagined



Week 2: The Designer's Toolbox
Live Goods

Live Goods

1. Plants
2. Trees
3. Flowers

Fresh elements, not necessarily all floral



Fresh elements, not necessarily all floral



Fresh elements, not necessarily all floral



Fresh elements, not necessarily all floral



Fresh elements, not necessarily all floral



Low and lush flowers



High and dramatic flowers










Non-traditional floral application




 46

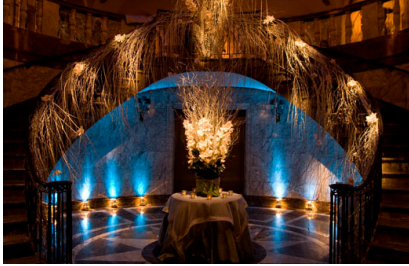
Week 2: The Designer's Toolbox
Lighting

Lighting

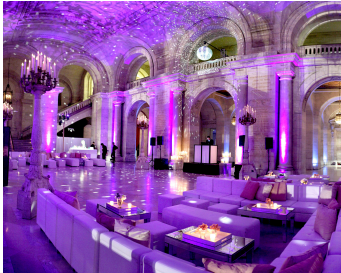
1. Up-lighting
2. Down-lighting
3. Highlighting
4. Moving Lights

 46

Uplighting and Highlighting



Uplighting with Mirror Ball



Uplighting and Downlighting



Downlighting



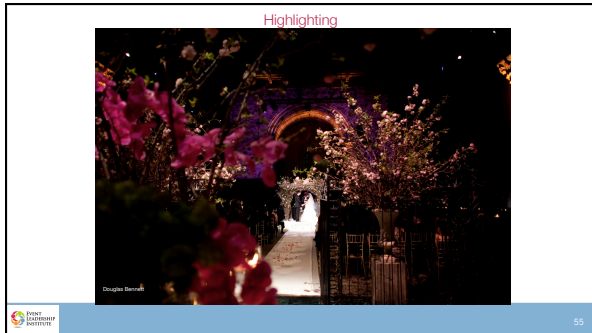
Guilford Campus

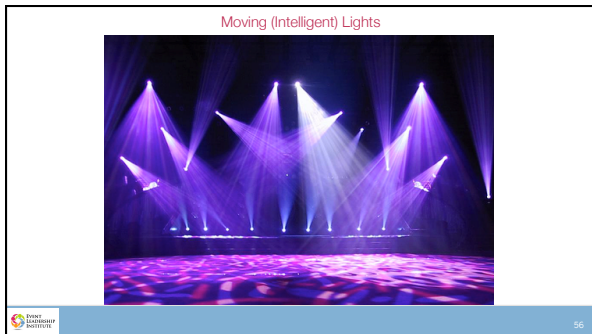
Uplighting and Illuminated furniture



Highlighting







Week 2: The Designer's Toolbox
Graphics

Graphics

1. Digital
2. Print
3. Display

Web applications



Print applications



Print application

ARIאל
פגישת הרווחה

PLEASE JOIN US
FOR A DESIGN
HANDS-ON FOR THE
CONCEPTS OF
THE DESIGN

RSVP

אריאל
פגישת הרווחה
המרכז החדשני
ללימודי עיצוב

61

Mixed media application

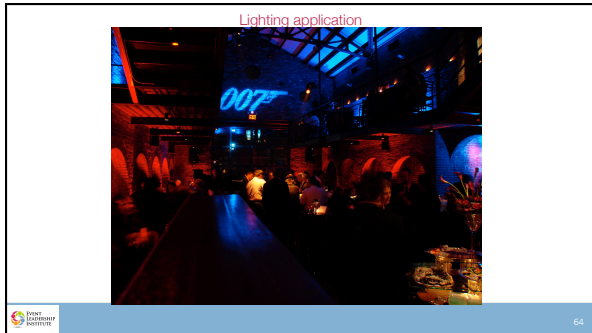
62

Display application

Roll With It

MEET

63



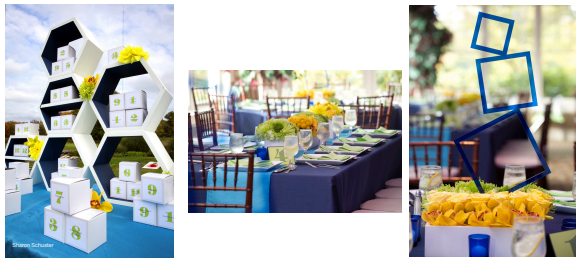
Week 2: The Designer's Toolbox
Patterns & Textures

- Patterns and Textures
1. Print
 2. Fabrics / Soft Goods
 3. Hard Goods
 4. Live Goods
- 66

Artful use of patterns elevates design



Artful use of patterns elevates design



Artful use of patterns elevates designs









Food and beverage as sensory aesthetic experience



Food and beverage as sensory aesthetic experience



Creative food display incites interaction and conveys design message



Creative food display incites interaction and conveys design message



Creative beverage display incites interaction and conveys design message



Creative beverage display incites interaction and conveys design message



Week 2: The Designer's Toolbox Entertainment

Entertainment

1. Music
2. Performances
3. Interaction

Thematic entertainment as aesthetic experience



Live performers can convey design concepts



Performance style can convey design concepts



Week 2: The Designer's Toolbox
Gifting

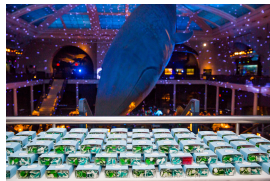
Gifting

1. Favors
2. Gift Bags
3. Giveaways

Gifts and giveaways present brand consistency beyond the event



Gifts and giveaways allow guests to take design home



Customization is always a possibility



CRAIG PAULSON

Gifts as independent design experiences



Week 2: The Designer's Toolbox

Color

Color

1. Prevalent in all aspects of life and design
2. Familiar to all people
3. FREE!

Color

1. Power: the emotional strength of color
2. Intention: the visual that is associated with a color
3. Relationships: how colors interact with each other

Color incites and displays emotion



Color incites and displays emotion



Color shows nuance and intention



Color shows nuance and intention



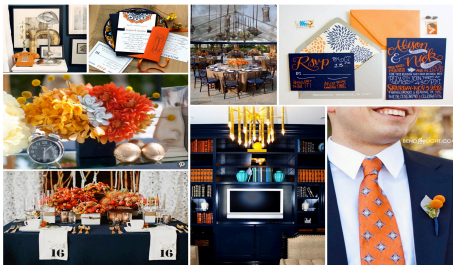
Color shows nuance and intention



Creating color palettes can define an event



Creating color palettes can define an event



Creating color palettes can define an event





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