

EVENT REPORT 05.17.06

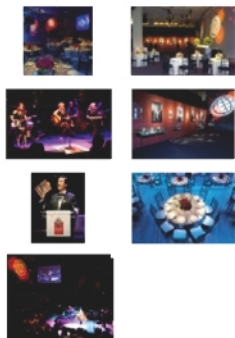
Heavy Hitters Make Time for *Time*

The newsmagazine gave stars and leaders a good excuse to celebrate themselves at the gala for the Time 100 issue.

Not one, but three separate red carpets paved the way to the gala *Time* magazine hosted to launch its *Time* 100 issue. Just as the issue celebrated influential artists, entertainers, religious and political leaders, business tycoons, scientists, and thinkers, a swarm of the powerful and popular—**Condoleezza Rice**, **Jennifer Lopez**, **John McCain**, **Martha Stewart**, and **Ralph Lauren**—walked the red carpets to gather for the party.

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PHOTO GALLERY



Walls were bathed in a variety of colors—blues, golds, and reds—and with gobos of globes that imitated the globe in the *Time* 100 logo.

The magazine's events director, **Kathy Petersen**, oversaw the event and worked in tandem with **EventQuest** to produce the festivities. The three red carpets filled the street entry to **Jazz at Lincoln Center**, the ground floor lobby of elevators, and the sixth floor entry to the space. Guests then assembled for cocktails in the atrium—where EventQuest built a 25-foot-high wall of stretched lycra to conceal a wall of images of jazz performers and make the overall look of the event more cohesive. Also in the atrium space, **Cartier**, one of the event's sponsors, put together an exhibit of classic jewelry worn by famous people from the past, who in their day may have been on the list of important people—actress **Gloria Swanson** and heiresses **Barbara Hutton** and **Doris Duke** among them.

Inside the Allen Room, where 350 guests were seated for dinner by **Great Performances**, tables were covered with neutral-colored linens and an overlay with a cocoa-colored band, which gave a runnerlike effect. The menu included a first course of roasted vegetable pavé (made with layers of potato, zucchini, red pepper, squash, and parmesan) with baby artichokes and shiitake mushrooms. The main course consisted of herb-crusted lamb chop and grilled loin of lamb with a truffle jus served with parsnip puree, sea beans, carrots, and morels. EventQuest bathed the walls in a variety of colors—blues, golds, and reds—and with gobos of globes that imitated the globe in the *Time* 100 logo. The magazine's signature deep red border inspired simple floral arrangements of red roses and deep purple calla lilies gathered in square glass vases filled with glass pebbles.

To entertain notable guests were, well, more notables: an eclectic mix of three acts that appeared on this year's list performed at the party. The **Dixie Chicks** played a few numbers, humorist **Stephen Colbert**—fresh from his much-debated appearance at the White House correspondents' dinner—doled out 10 minutes of witty banter, and **Paul Simon** performed a selection of his classic songs. After dinner and presentations wrapped up in the Allen Room, guests spilled over into the atrium for an after-party that lasted well past midnight and featured rosé champagne from Cartier.