

# BEST EVENTS

## NEW YORK

JANUARY 2010 ANNUAL SPECIAL EVENTS RESOURCE DIRECTORY

CELEBRATING SPECIAL EVENTS AND MEETINGS

### Event Experiences

AN AMERICAN BALLET THEATRE GALA BASKS ATTENDEES IN PURPLE AMBIANCE

### Business Theater

AN EVENT AT ELLIS ISLAND RECREATES IMMIGRANT VOYAGES

### Pop-Up Events

BON APPÉTIT TURNS AN EMPTY STOREFRONT INTO A SUPPER CLUB

### Press Events

VICTORIA'S SECRET GOES ALL OUT FOR A MEDIA EFFORT SUPPORTING VELVET

# The Big Picture

MACY'S GROUP VP AMY KULE TAKES YOU INSIDE HER YEAR-ROUND EVENT PORTFOLIO



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## 2010 SPECIAL EVENTS RESOURCE DIRECTORY

Your guide to the leading partners serving New York's event community  
pg. 30



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## LOCAL ACTION

NEW YORK NEWS, PEOPLE AND HAPPENINGS

- 06 **Maximum Return**  
An empty storefront becomes the Bon Appétit Supper Club
- 10 **Velvet Rope**  
Victoria's Secret mixes models and cake for the launch of Velvet
- 12 **Purple Rain**  
The American Ballet Theatre creates some purple ambiance
- 14 **Business Theater**  
Recreating the immigrant journey at an Ellis Island event
- 18 **Strut It**  
Venues show off their wares via interesting planner events
- 20 **Five in 5**  
Barkley Kalpak's Jeff Kalpak



## MAXIMUM RETURN

BON APPÉTIT MAXIMIZED ITS ROI BY TURNING AN EMPTY storefront at 57th Street and 6th Avenue into the Bon Appétit Supper Club and Café—and hosting events at the space day and night for five consecutive days.

By day, the Bon Appétit Café hosted consumers who lined up to sample designer sandwiches and daily specials created by celebrity chefs. Nationally famous chefs including Emeril Lagasse from New Orleans, Daniel Boulud of New York, and Rick Bayless of Chicago participated

## LOCALACTION



in the event, so for many guests, this was a once-in-a-lifetime opportunity to purchase a meal created by one of these superstar chefs at a reasonable price.

The lunches were served daily in the street-level portion of the space in an area designed as an indoor organic farmer's market. Amid displays of fresh fruits and vegetables, super graphics of sunflowers, and ceiling murals of billowing clouds, guests wandered from station to station

inspecting daily menus created from fresh, local produce. Guests could also watch a live cooking demonstration at the adjacent test kitchen—or watch live footage of the demonstration on a video monitor while they ate. The event drew over 5,000 lunch guests over five days and caused lines that wrapped around the block.

Upstairs, the casual elegant Bon Appétit Supper Club served as an overflow space for lunch diners seeking some quiet. That is until evening—when the Supper Club became an event space extraordinaire. Over the five days the Club was open, Bon Appétit hosted five different events including a film premiere after party, a celebration of the 125th anniversary of Playbill, and a charity event for the Joyful Heart Foundation. Celebrities and Bon Appétit clients attended the events, which all featured meals created by the vip guest chefs.

The Supper Club's striking décor leveraged many natural items. Pottery vessels and vases were sourced from rural farms in upstate New York, and the handmade organic wall covering was crafted with natural magnolia leaves and fibers. To contrast with the black tabletops, miniature white pumpkins were added as sculptural but organic décor.

The décor budget of the event was minimized by inviting sponsors to donate finish materials in exchange for promotion and recognition. ☺