A Seen on TV

From The Sopranos to The Apprentice, the hottest job on television the e day i planning event

Lawyer, cop, doctor, and nurse have been populating television how for decade, but lately it eem that an unlikely occupation has been pop ping up on TV how. Event profe ional, real and imaginary, are infiltrating all type of program ming a television producer and viewer perceive the job a a peculiar mix of tre and tyle, drama and glamour.

There is an inherent drama in event when they actually happen. Will it be fun? What if no one how? ay Maxim pecial event director Dan Parente. When event go well, it a all celebration and mile. When they cra h and burn let ju t ay there some good drama there too.

On fictional program, an event job can put character in unu suation and help define them a character. On TV and in movie, people occupation can fill in all back story, ay Tara Ariano, co-editor of Televi Ion Without Pity, a Web site that fanaticcally chronicle TV how. For example, character who work in adverti ing are funny and mart, but not o mart that they put off viewer. And making someone a party planner in television industry, at ea t eem to uge t per on style and a little superficial.

Queer as Folk Emmett the erie mo t flamboy ant character tared planning partie during the erie third ea on. On the new Showtime erie Huff, the title character event planner wife wa recently flirti ng with her caterer. And remember Kim Catrall, a publici t Samantha on Sex and the City, working the door at various chichi partie ?

That characterization explain the cene on The Sopranos when the notorious mob boss learned hi on wa inted in planning partie. It a little di tre ing that Tony and Carmela Soprano looked like they were going to faint when they imagined their on wanted to be an event planner, ay Janet Elin, pre ident of the Lo Angele -ba ed event company EventWork.

Naturally, real-life event pro don t care for the e type of portrayal of their indu try. I think that the repre entation are a little light and don t reflect the many layer of detail and hard work that our job require, ay Matthew David Event partner Jennifer Madover. Sometime it is portrayed a being a little too effort le.

The TV trend mimic the new vi ability acro all media for tar- tued event and the people who plan them. In Style to blame, Ariano ay. They have really ireed ed the coverage of celebrity partie and that ha pread to other media, and now hou eiv in Mi ouri know P. Diddy White party.

Various net work have been feeding that curio ity with horror of event planning it not a glamourou it eem, ay RCA Mu ic Group enior director of travel and event Carrie Smith. There are a million thing you have to think about like securi, the whole check-in and regi tration proce . They don t even get into that. They ju t how you the party.

But Pam Bri tow of Pam Bri tow LLC think the oppo se. They don t make it look glamorous enough event planning let you meet the mo t intere ting, bizarre people. We once produced an event where we were dealing with a nake charmer, a Cone i land hot dog vendor, a pack of bulldog, and Lizzie Grubman. It wa amazing.

It not ju t the fluffy, here how-to-decor ide of the profe ional that ha viewer watching. Bu ine -minded event planning ta k have been featured extensively in the conte tant project on The Apprentices. Each of la t ea on two finali t wa charged with running a charity event, and the producer found plenty of drama in cri e familiar to many real-life planner: On the night before their event, one player had an M.C. cancel, while the other faced a pile of un- tuffed gift bag and prayed that rain wouldn t ruin hi polo match.

Planning event one of the e thing where you have to be detailed and organized, ay Maureen Ryan-Fable, pre ident and C.O.O. of event firm Fir t Protocol. That make it both an appropriate part of Donald Trump made-for-TV interview proce , and an intere ting spectacle for viewer. It can relate to any other job that you re doing.

Not that the producer how every detail. When the Apprentice group had to emble all of the gift bag, you never really aw it all come together, ay Sinderbrand. Did each piece of the gift bag arrive on time? How did they get delivered and who a emble and delivered them to gue t ? Viewer didn t get the whole picture.

Still, indu try pro generally appreciate that the erie how the importance of their kill. I think that howca ing an event planner who make 250,000 a year in the media can only be good for the indu try, Elin ay.

And it help in social suation, too. [Event planning] ju t o well known a a profe ional now, and it wa nt before, Ryan-Fable ay. I don t have to explain anymore when I ay I am an event producer. —Aisandra Dubin & Chad Kaylor
5 Eye-Grabbing Staffing Idea

Model Decor at Armani Show
As AX Armani Exchange fa hion how at Pier 94, T&L Event Management male model, dre ed in A/X jean and painted with a black A or X letter on their tor o, po ed atop glowing Lucite cube that lined the entryway to the fa hion how after-party. Then, midparty, Giorgio Armani told the model to dance on the cube when he grew tired of their static po ing.

Launch Ha Male E cort
At the red-lit launch party for men grooming product line Billy Jealous y, Fournier Communication arranged for hunky men from At Your Service taffing to greet gue t (mo tly female beauty and fitne editor) at the door. Each gue t wa aigned an e cort, who took her coat, and then offered her hi arm and guided her to the bar, where he ordered her a drink. What if he arrived alone? No problem e cort tuck around for conve ation and general flattery.

Virgin All-Inclusive Promo
In anticipation of Virgin Mobile big Chri mahanukwanzkah rollering holiday party and promotional event at the Roxy, Pam Bri tow organized a street team dre ed in holiday co tume and roller kate to hand out invitation to the event to hip, young people around Bryant Park and the Virgin MegaStore in Time Square. The hilarious if lightly acritis giou co tume included a man in a green body tocking dre ed a a red dreidel with white angel wing and an Afro wig, a woman in a black-brimmed Ha id hat and earlock, a gingerbread man in a papal miter, and a woman wearing a short-kiried Mr. Clau co tume.

Fake Seller Are Server
Twiggy-e que female caterwaiter and male caterwaiter dre ed like Peter Seller ered her d ove at the after-party for the premiere of HBO Film The Life & Death of Peter Seller, a biopic about the chameleonic actor be k known for his role in the Pink Panther erie and Dr. Strangelove HBO chairman and C.E.O. Chri Albrecht ho ted, and Kate Edmond of Kate Edmond Corporate and Private Event planned the winging-60-themed after-party.

Film Fete Ha Ballet Boy
If nudity ju t in t hocking any more, how about cro -dre ing? At Vanity Fair and Toronto department tore Holt Renfrew promotional event during the Toronto International Film Fe rival, catering company McNabb Roick Event dre ed it taff in black tux jacket with white hirt and pink bow tie, and pink bal- lerina tutu with black knee-high boot. The male taff all wore identical monastery black eye makeup and black pencil mu tache. The attire wa isigned for its hock value, according to McNabb Roick Jeffry Roick, who conceptualized the look.
Up the aisle or from up above, the newly restored landmark Hudson Theatre can make your wedding entrance (a well as the rest of your service and reception) truly unforgettable.
Who Doing What

Event marketing company XA acquired event design and production firm Mu ter & Company. Mark Mu ter will be XA’s new creative director for New York.

Former LaForce & Steven vice president Patrick McGregor is now the vice president of public relation at BCBG Max Azria Atelier.

Joyce Creak is the new special event manager and Gina Madore is the new special event coordinator for the northea t region of Deloitte.

Specialty food retailer Balducci hired Katy Spark, formerly of Guilty r e taurant, as a culinary director and chef.

PEAK Entertainment Group Ltd. appointed Greg Archilla to the artit development committee.

Tanya Toone, formerly a publicist at Universal Studio in Los Angeles, is now the West Coast event marketing coordinator for Los Angeles Confidential.

National Trade Production (NTP) brought aboard Steve Greenpan, a executive director of business development. He will oversee TS2—nicknamed “the tradehow about tradehow”—which NTP recently acquired.

Andrew Skim left Corporate Audio visual Service to join AVTek Staffing Service as an operation manager.

What are you working on? Let us know: Email: AVTek@avtek.com

Soda With Scent

Fa hion de igner Norma Kamali (212.957.9799 ext. 120) has put her mark on something be ide clothe with the launch of Lovely Bubbly. The carbonated soda are perfumed with naturally derived ences of lavender, ro e, ja mine, violet, or orange flower, and they make aromatic mixer for unu al cocktail at an event. A ca e contain 24.10-/ounce bottle and whole ale for $3.00.

—Mark Marignian

JAVITS EXPANSION WATCH

New York State Legis lature Sign On

In DECEMBER, the New York State Legis lature approved a $1.4 billion plan to expand the Jav it Center, after pitting the plan apart from a propel al to build an adjacent J e t football stadium at the co of another $1.4 billion. The approval gives the go-ahead for constr uction to begin this year on 340,000 square feet of new exhibition, meeting, ballroom, and hotel pace, which NYC & Company e timate will generate more than $1.1 billion from exhibitor and event organizer annually. The new center and hotel will stretch from 34th to 42nd Street along 11th Avenue on the far West Side. Mayor Michael Bloomberg and his administra tion had hoped to keep the Jav it expand ion linked to the stadium project, which is a key part of the city’s bid for the 2012 Olympic Game.

In late December, the stadium plan was further talled when two different group made up of We t Side bus ine owner re ident, advocacy group, and Madi on Square Garden owner Cablevion ion, which fear competition from a new stadium—filed law ul challenging it environmental impact. If the stadium prope al tied up in court beyond the Olympic Comm ittee’s July c ellection deadline, it could be abandoned alto gether. —Alessandra Bulan
**DISCOVERY INVITATIONS**

**So Hot They’re Cool**

Sophisticated and funky, the e invitation for Moet & Chandon M Lounge—a promotion that popped up in various cities this winter—were made with out-of-the-ordinary material.

Produced by TPN (312.599.6691), the invitation was heat-embossed liquid crytal coated onto black vinyl and then sealed with Mylar. The surface changed color as a recipient handled the card. The raw material is available from **Liquid Crystal Resource** (800.677.5575) and price varies by quantity for in tance, 100 to 249 square feet costs $16.35 per square foot, and 250 to 499 square feet costs $13 per square foot. —Mark Mariglian

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**INSPIRATION: A Sparkling New Boutique**

Take note of the new Catherine Malandrino tore (652 Hudson St., 212.929.8710) in the meatpack-
ing district. A collaborative effort between the French fashion designer and architect Christophe Pillet, Malandrino’s New York headquarters have an airy, colorful look evocative of a terrace, combining interior and exterior elements. The tore’s environment incorporates driftwood and wisteria, vine chair that interplays with rough brick wall, marble floor, and curvaceous wall covered with overlapping squares of amber-colored mirror. A particularly magical touch is a long unuinal of a more like a piece of sculpture—installed under a sparkling array of 800 pendulous Murano glass drops. —MM

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**DISCOVERY ENTERTAINMENT**

**A New Way to DJ**

A n alternative to a standard DJ, Audio Tile (312.948.8084) provide customized play lists for special events, restaurants, lounge, or retail stores. The company has programmed iPods (or burned CD) to match a client’s vision for client including *BBS, Mondo Moderne, Wired* magazine, and the *Regent Beverly Wilshire* hotel. Per-sonalized playouts start at $75 an hour (with a minimum of two hours) and carry an additional fee of $5 an hour. —MM

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A Culinary Adventure

Dinner cruise on the Hudson River just got a boost with the launch of Henry, the revamped culinary program from World Yacht (212.560.8000). The company renovated two of its luxury vessels and called on Marcu Samuel and Hakan Svalin of Aquavit, Ringo, and the Townhouse Restaurant Group to overhaul the menu. The three-hour cruise now features a menu focused on Northeaster regional cuisine, including food tuff from the Hudson on River Valley. —Mark Maving

TREND SPOTTED: Glowing Touches

Neon and glowing items often give an event a nostalgic, 80’s vibe. But we’ve noticed a comeback with a contemporary, 1970’s vibe.

At the Miu eum of Modern Art preview gala, Target red glow-in-the-dark plat tastic martini glas e (right) with the company’s signature bull-eye logo filled it red lounge.

Christian Wa man de signed the Brooklyn Mu eum of Art’s Next Wave gala, where gue t name printed on glow tick replacement name card. (Read our story on page 25.)

At the Dia Center for the Art annual gala at the Dia Annex, Lite Brite Neon u pended a grid of red neon from the ceiling (below)—a nod to artis Dan Flavin’s Dia-curated exhibit at the National Gallery. —Suzanne To

3 BUDGETS, 3 IDEAS

Speaker

BARGAIN: What Their Appetite

For a crowd inten eed in food and culture, have food his tourian Francine Segran (212.722.8225) de ign a lively menu i pied by the pa t and then guide gue t through the meal with intere ting commentary. The author of three book , he an expert on food and dining in Shake pes time, the Victorian era, and ancient Greece and Rome. One of her book , Movie Menus is about film influ- enced by food. Her rate be in at $500.

MID-PRICE: Make It a Slam Dunk

Pat William, an Orlando Magic exec, know a thing or two about ba keball, but thi humorou and motivational peaker i al o the author of numerous lea d books. Touring to promote hi late t, How to Be Like Walt—hi take on the life of Mr. Di ney—William can be booked through the Athlete Agency (877.932.7732). Fee tart at $1,000.

SPLURGE: Get Political

Everyone curious about an in idee take on the state of the nation and many big-time political hit the peaking circuit after leaving office. A top-level tate men like Dick Gephardt, Colin Powell (right), and John A. Hecroft leave their po t, the Greater Talent Network (212.645.4200) expect their market value to be in the $50,000 range. —M.M.