




Design on a *Budget*

Presented by:



Seminar: Design on a *Budget* 

- Event design is not ego-centric.
Design is like art and music-very subjective. If it looks good, it is good. As long as the one who thinks it looks good is the one writing the check!
- Find inspiration!
Good event designers study the work of other event designers. Great event designers, study everything!
- There is no such thing as an original idea!
There is a difference between stealing someone's designs, and being inspired by someone's designs. If it looks worse than the original-it's stealing. If it looks better, it's inspired by!
- Making a Silk Purse out of a Sows Ear.
There really are no small budgets, only small ideas.
- It take a village!
Truly great event design is a collaborative effort, not a solo effort. In the history of events, there never has been any one person that did every floral piece, focused every light, hung every swag of fabric, and built every scenic element.
- Stay Cutting Edge.
The reason we are all here!

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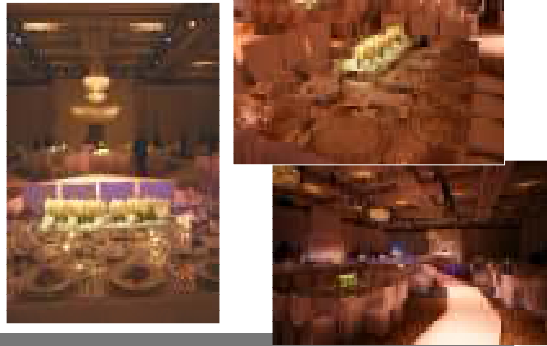
Event Design is “*not Ego-centric*”

“Egocentric”:
“Having little or no regard for interests, beliefs, or attitudes other than one’s own; self-centered”

Know your client/guests *and* the event that you are to create:

- Who are they?
- What are the demographics of the guests?

Study your client's style



"Dream Foundation"
Valentino Fashion Show
Santa Barbara, California



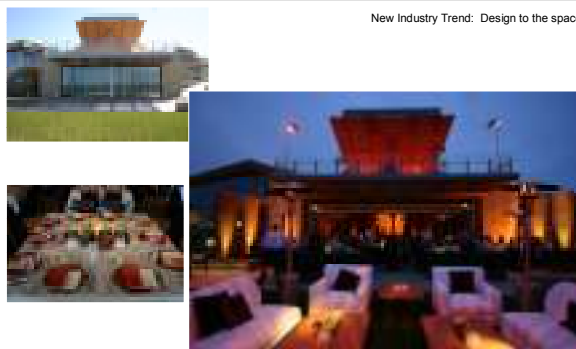
New Industry Trend: Design to the space



"Scripps Seaside Forum Building"
Scripps Institute
San Diego, California



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The constant search for Inspiration

Good event designers study the work of other event designers. Great event designers, study everything!

Culture Music
Television Fashion
Movies
Architecture

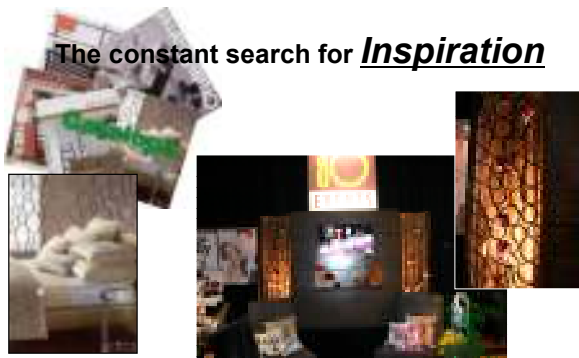
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The constant search for Inspiration



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The constant search for Inspiration



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The constant search for *Inspiration*



Marriott International - Marriott Masters
Biz Bash Award
Gala Award Nomination

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Industry blogs



www.designdawgs.net

www.ready2spark.com
www.davidstarksketchbook.com
www.cococozy.com

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“Making a Silk Purse from a Sow’s Ear”

Four tips for getting the biggest bang for your buck!

A. Working with props!

- Put all your eggs in one basket! One main focal point or grouping props.
- Oversize it.
- Design with props that “triple size”

Control their focus: "Putting all your eggs in one basket!"



Making a Silk Purse out of a Sow's Ear – Working with Props



Oversize it!



"Meet the Robinsons"
Disney Animation
Gala Award Nominee
Esprit Award Nominee

Making a Silk Purse out of a Sow's Ear – Working with Props



Props that triple-size!



Making a Silk Purse out of a Sow's Ear – Working with Props



Props that triple-size!



Making a Silk Purse out of a Sow's Ear – Working with Props



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“Making a Silk Purse from a Sow’s Ear”

Four tips for getting the biggest bang for your buck!

B. Lighting

- Selective Visual Lighting. (The dark is your friend)
- Cover large surfaces.
- Bold colors and patterns.

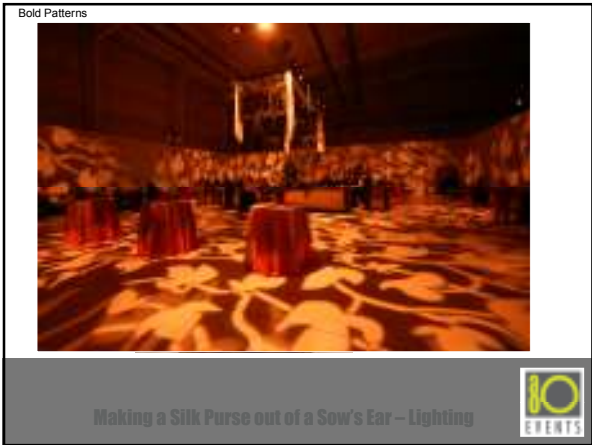
Selective Visual Lighting: The Dark IS your friend!



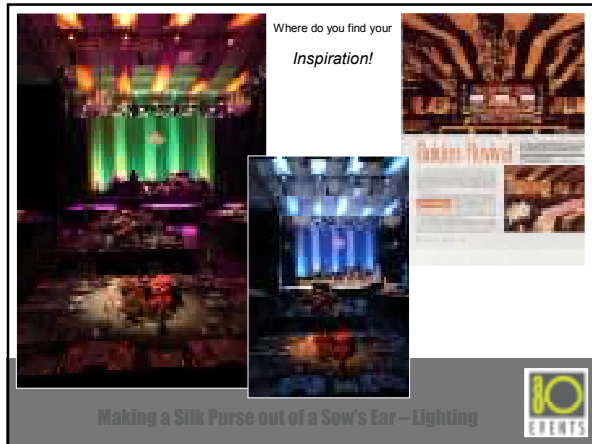
Making a Silk Purse out of a Sow's Ear – Lighting












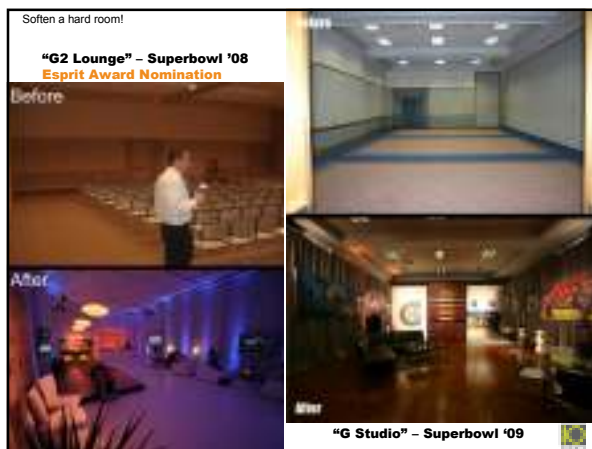
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“Making a Silk Purse from a Sow’s Ear”

Four tips for getting the biggest bang for your buck!

C. Pull it together!

- Soften a “hard” room with fabric.
- Bring the ceiling down to make it more intimate with fabric and/or lighting.
- Define boundaries with fabric and/or lighting.



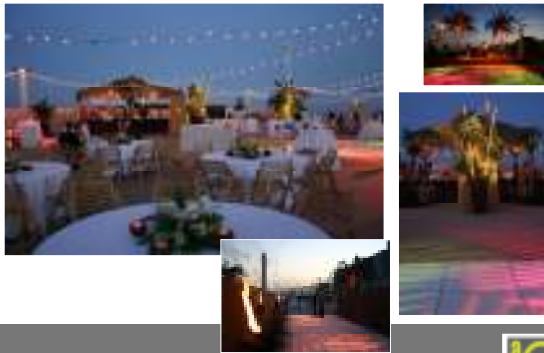
Define boundaries and Soften a hard room!



Making a Silk Purse out of a Sow's Ear – Pull it together!



Bring the ceiling down and define boundaries



Making a Silk Purse out of a Sow's Ear – Pull it Together



Bold patterns and define boundaries



Gaia Award Nomination 2010
Making a Silk Purse out of a Sow's Ear – Define Boundaries



Bold patterns and define boundaries



Gala Award Nomination 2010
Making a Silk Purse out of a Sow's Ear – Define Boundaries



Defining Boundaries



Making a Silk Purse out of a Sow's Ear – Pull it Together



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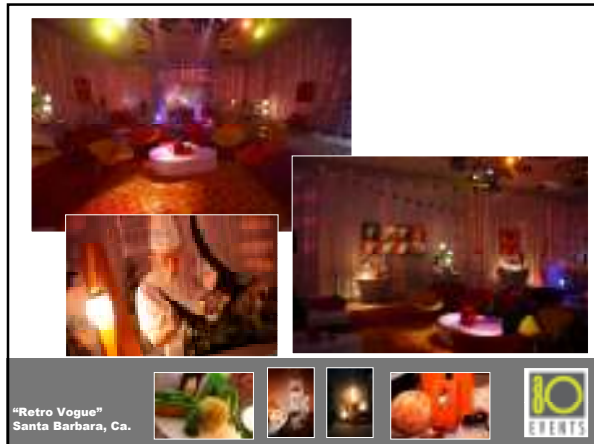


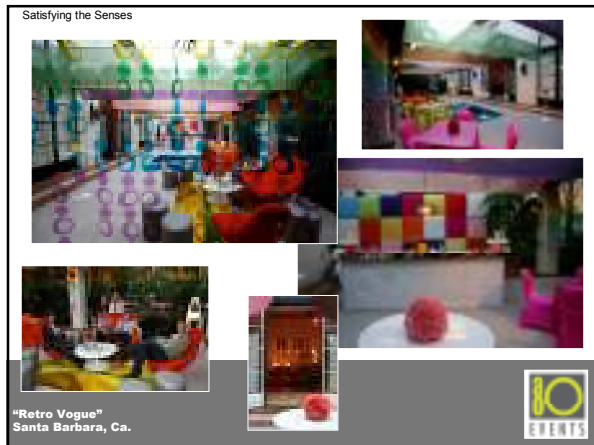
“Making a Silk Purse from a Sow's Ear”

Four tips for getting the biggest bang for your buck!

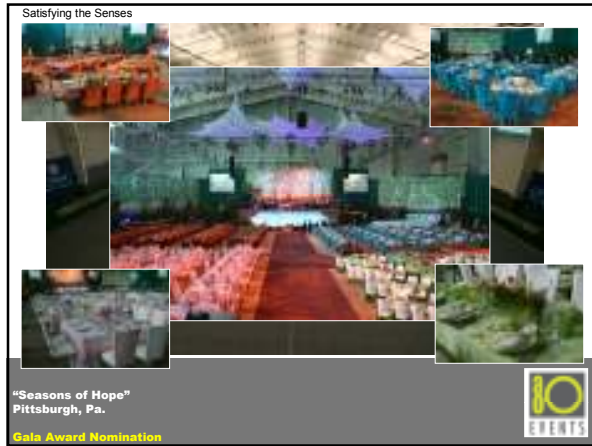
D. Satisfy all the ‘senses’ as you can!

- Taste, touch, see, hear and feel the event!
- Combine as many of the senses to give them the overall experience.





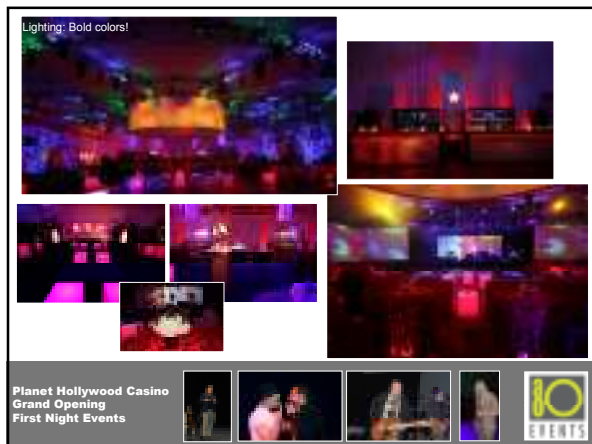


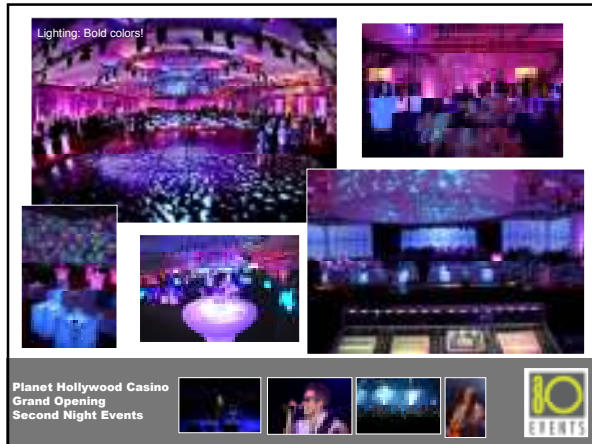


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Staying **"Cutting Edge"**

- In what they See:
Lighting – The LED World







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5. Staying **“Cutting Edge”**

- In what they hear: Bose Technology

Sound

ISD – Invisible Speaker Drives

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5. Staying **“Cutting Edge”**

- In what they Smell:

www.scentevents.com

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5. Staying **“Cutting Edge”**

- In what they Taste:

Mobile Food Trucks
www.latinburgers.com
 (Miami)





www.sweetgreen.com
 (Washington DC)

Premium Spanish Fritters
www.xooro.com



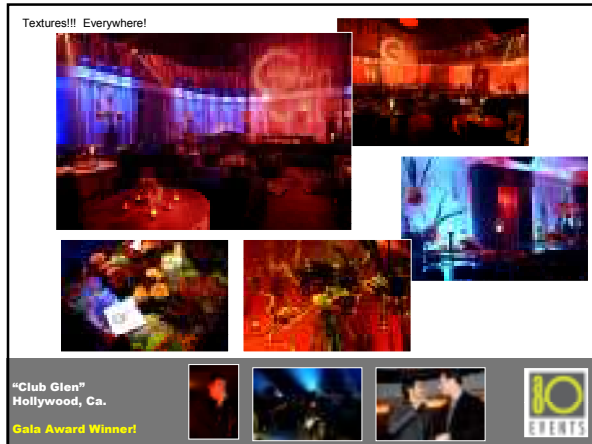
A new cupcake alternative:
gourmet churros

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5. Staying **“Cutting Edge”**

- In what they Touch:

?



**A⁺ ACADEMIC
EVENT
PROFESSIONAL**

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 David Merrell
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