

14 Most Innovative Meetings

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Building off of the yellow color designated for this year's show, organizers went with a "lemon" theme for the party. Absolut Citron sponsored the party and provided lemon cocktails, while women in vintage yellow dresses passed out lemon cupcakes served on old-fashioned cigar cases. Yellow flowers and bowls of fresh lemons throughout the space added to the theme.

Sony sponsored a lounge where guests could use special glasses to view 3-D photos taken by five different artists. Throughout the evening, a live jazz band provided mellow music.

"We had to choose entertainment carefully since with an art fair, people are talking and trying to sell the whole time," said show manager Claire Taylor of MMPI Canada. "You need to make it fun and uplifting, but not so loud and intense that it distracts."

Overall, the show saw a 20 percent increase in attendance, bringing in about 12,000 guests throughout the weekend. Merchandise Mart Properties Canada Inc. reports that 75 percent of participating artists signed up to sell again at next year's fair.

—Brendan Spiegel

**The Artist Project
Opening Night Party**

Audiovisual Production CCR Solutions
Band, DJ Symmetry Studios
Catering Centerplate Catering
Decor Heintzman Productions
Lighting, Staging Juice Works Exhibits
Production MMPI Canada
Staffing BBW International Inc.
Venue Exhibition Place

displayed on monitors. Meanwhile, an artist perched on a riser in the middle of the party painted a mural of the event itself, using the evening's pink, white, and black color scheme.

Elsewhere, a lounge area was decorated with blown-up photography from *Elle Canada* covers, a silent auction featured original art by Canadian designers, and guests could stop for a moment to design their own Pandora bracelets.

"There was an exciting vibe in the room the whole night because there was so much action," said Socket. "People were moving around, from the silent auction to watching the live painting to making a bracelet, and then going to tweet about what was going on."

Attendees were encouraged to tweet their thoughts and photos, which were fed into screens; with a contest offering a free follow-up cocktail party for 10 at Hotel Le Germain, awarded to the best tweet of the night.

—B.S.

**Elle Canada 10th
Anniversary Party**

Audiovisual Production, Lighting Pandor Productions
Catering Eat My Words, Presidential Gourmet Fine Catering
Decor, Production Francine Socket & Associates, Event Architects
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Furniture Rentals Contemporary Furniture Rentals Inc.
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