DESIGN BUREAU

KARIM RASHID

The designer we know and love, or love to hate?

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SURVIVORMAN
LES STROUD IS KICKING
NATURE'S ASS, DIY STYLE

—

THE MODERN FARMHOUSE
AT-HOME STYLE THAT'S
BEEN STEPPED UP

—

10 TIPS
FROM A PRO
HOW TO MAKE IT
AS AN ARCHITECT

+

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JANUARY/FEBRUARY 2012
$8 USA/CAN

Warm oranges, yellows, and reds bring to life a fancy picnic in Prospect Park.

Picnic House, Prospect Park
/ / / / /
Designed by Soraya Jollon
Photos by Carlos Andres Varela

THE VISIONARY /

SORAYA JOLLON

OCCUPATION: EVENT DESIGNER LOCATION: BROOKLYN

How do you conceptualize the perfect event atmosphere?
Once I've heard my client's vision for the event, I usually concentrate on a few descriptive words or phrases that become the cornerstone of the design. Some examples are "a midsummer night's dream that takes place in the fall," "early 20th Century industrial with a blush of romance," and "hand-picked but not homespun." As we put together the party elements—floor plan, menu, music, event flow, invitations—I check back often to see that each element is expressing the phrase. It's a way to keep everything integral without straying into matchy-matchy territory.

Is there anything similar about planning a wedding and a nightlife event?
A wedding ceremony is in its own category and should be the perfect mix of joy and gravitas. The party following it, however, should have all the elements of any great nightlife event: delicious food, plentiful drink, music that propels the action, and a moment when even the most jaded guests are swept up by the energy of it all. Planning a wedding should take all of these factors into consideration, as you would for a blowout party.

Fill in the blank for us. Great parties always:
...have an interesting mix of guests that actually want to be there, a bit of serendipity, and leave guests wishing it had lasted a little longer. —KRISTIN LAMPRECHT

GET CREATIVE!
The team at Hatch Creative Studio has worked with Jollon on a number of weddings and events, including one themed after the movie, *The Royal Tennenbaums*. "The photo booth was designed to look like the royal living room and the guests could dress up and take photos in this set. Super fun!," says Barbara Salzman of Hatch. The team at Hatch creates unique events by spending time getting to know their clients from a personal perspective. They often task their clients with filling out zany questionnaires, which gives them the ability to interpret the clients' natural style.