

mrs mac ltd.

a life changing event?

**1920s ball
august 2007**

the brief

A household name approached mrs mac ltd. to organise a social event for staff and clients. They wanted it themed and had a healthy budget to spend. There would be approximately 280 guests. As the venue had already been booked, the client needed an events company to theme and dress the entire venue, book entertainment, choose food and drink and to manage the whole event for them. The ball would also act as a fundraiser for the company's chosen charity.

the organisation

mrs mac ltd. together with the client, brainstormed various themes for the event and a 1920s theme was agreed upon.

As the venue was already themed with a garden feel, it needed completely re-dressing and mrs mac ltd. appointed a draping company to cover all the walls in black cloth. The ceiling was lowered using rigging and covered in starcloth. A lighting company was then brought in to light the cloth and surrounding areas. All the lights were dimmed and the walk ways lit with small spots.

A graphic designer was commissioned to produce 18 images of ladies from the 1920s, 5 of these were blown up to 2m by 4m on lightweight polystyrene boards. These were light enough to be hung from the rigging and lit by spots around the room. The following 13 images were produced as A2 size and propped up on easels around the venue. Plants, including palms, were brought in to stand next to the 1920s images giving a slight film set feel.

Old silent movies from the 20s were projected onto a mini-cinema screen complete with pleated material surround, these played continuously throughout the evening.

During the cocktail reception, two cigarette girls circulated in full 1920s flapper girl dress to sell items of fancy dress from the era; feather boas, cigarette holders, fedora hats, pearl necklaces and many more. The cocktails were named in keeping with the theme; Chicago, Bronx, Luigi and Coffee Manhattan.

The tables were dressed in black cloths with black chair covers and gold ties. 1920s glass table lamps were placed in the centre of each table.

A well known comedian was sourced to host the evening and mrs mac ltd. managed the relationship.

During dinner a pianist was brought in to play the venue's existing upright piano, to continue the 1920s feel. After dinner a specialist band was brought in to play classics from the era, gradually updating to well known songs from the 70s, 80s, 90s and today.

The evening closed around 01:00 hours with taxis waiting outside to escort all guests home.

As always, mrs mac ltd. has had a feedback meeting with the client and there were no issues to be discussed, they were very happy with the event.