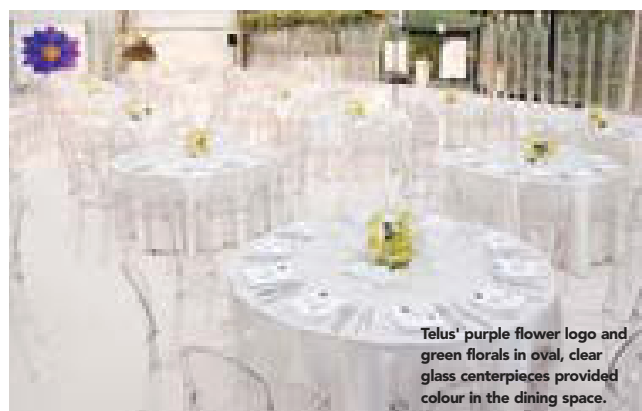




San Remo Florists and McNabb Roick Events created a wall of glass and flowers to divide the dinner space from the cocktail lounge.



White planter boxes filled with potted plants and garden lights formed a pathway to the entrance to the tent in the parking lot.



Telus' purple flower logo and green florals in oval, clear glass centerpieces provided colour in the dining space.



Staff from the Butler Did It passed wine at Telus' invitation-only dinner at the Power Plant Contemporary Art Gallery to kick off the launch of Luminato.



Regal Tent Productions set up a massive white tent in the Power Plant parking lot.



White urns filled with summer foliage from San Remo Florists the Telus colours were in the lounge area.

Telus Celebrates Luminato in White

The telecommunications giant threw a party in a large white tent in the parking lot of the Power Plant Contemporary Art Gallery for the new festival of arts and creativity.

HEAT, OPPRESSIVE HUMIDITY, AND A HEAVY RAINSTORM THREATENED TO disrupt Telus' invitation-only dinner to kick off Toronto's new festival of arts and creativity, Luminato. Telus is a major sponsor of the 10-day event. Fortunately, the rain subsided shortly before the McNabb Roick Events-designed affair got underway, and double good fortune, the precipitation cut the temperature down to a bearable level. Staff from the Butler Did It signaled the start of the proceedings by opening the doorway to the venue: a huge white tent from Regal Tent Productions in the parking lot of the Power Plant Contemporary Art Gallery. The path inside traveled between two massive white urns filled with green, white, and fuchsia foliage. A decor highlight was the row of low white planter boxes containing tall clear tubes with bouffant florals bursting from the tops. The planter boxes served as a wall separating the lounge space from the dining area. Large brandy glasses filled with green orchids, lime-coloured moss, and silver balls from San Remo Florists topped square white

cocktail tables from Signature Rentals in the lounge. A simple white bar emblazoned with Telus' purple flower logo occupied one end of this space, while a collection of white leather lounge furniture formed a small seating area at the other end.

Several additional Telus logos on the walls and more green florals in oval, clear glass centerpieces on the tables provided the only colour in the dining space. The floor, linens, and napkins all were white, and the wine glasses, charger plates, and Victoria Ghost chairs were clear. rotation catered the event, serving wild mushroom strudel, beef tenderloin, and for vegetarians, slow-braised whole artichokes stuffed with fresh mint and herbs on a bed of spring pea risotto. —Robyn Small

TELUS CELEBRATES LUMINATO
Power Plant
Thursday, 05.31.07

Additional Staffing The Butler Did It
Audiovisual Production, Sound, Staging, Lighting Westbury National Show Systems
Catering 10tation Event Catering

Décor, Event Management McNabb Roick Events
Flowers San Remo Florists
Photography Henry Lin
Rentals Signature Rentals