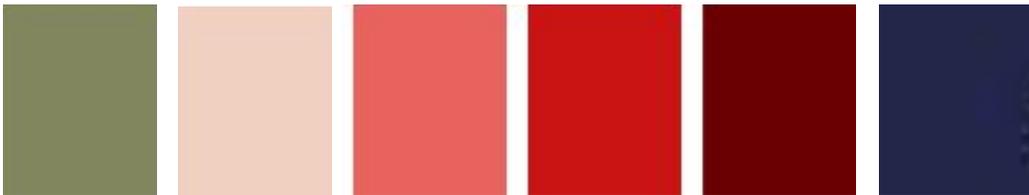


# CASSY ROSE

E V E N T S



Stevie and Scott  
DESIGN PLAN  
September 12, 2020  
Private Home, Ann Arbor, Michigan  
FRESH - ELEGANT - GARDEN - ROMANTIC





## EVENT BRANDING + PAPER GOODS

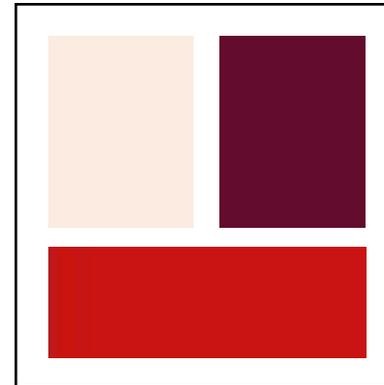
COLOR: MULTIPLE HUES OF PINKS/REDS | POPS OF DEEP BURGUNDY | WHITE | NEUTRALS

TEXTURE: LINEN | CERAMIC | WOOD | GLASS

GRAPHICS AND FONTS: Final proofs TBD



Custom Graphic



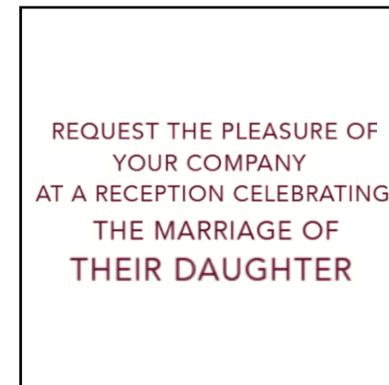
Paper Accent Colors



Header Font



Logo



Details Font



## GUEST ENTRY

### Overview:

From their first steps into the garden, guests will be greeted by servers tray-passing champagne and inviting them into either the ceremony space (VIPs, pre-ceremony) or through the garden to the boat house patio (all other guests, reception).





# CEREMONY

## Overview:

The ceremony design will naturally draw guests eyes toward the garden house patio. The aesthetic of this space is intentionally designed to reflect the intimate setting and provide non-obstructive views of the lake while still providing an impactful visual experience. As guests walk through the garden, they will see the asymmetrical floral “arch” that appears to be growing naturally from the entry archway. They can also see “peeks” of the floral installations within. The entire ledge overlooking the lake will be adorned with lush floral and the aisle way will be lined with complimentary arrangements as well.



White bentwood chair (with pad)



Inspiration floral for ledge (composition and color)



Inspiration floral for entry arch composition (more floral/color heavy vs greenery)

CR







## VIP COCKTAIL HOUR and DINNER

### Overview:

After the ceremony, guests will be directed to cocktail hour on the boat house patio overlooking the lake and met with servers tray passing wine and specialty cocktails to alleviate any wait times at the bars. Cocktail hour decor will be intentionally minimal so as to not take away from the breathtaking lake views. In addition to a large white wood bar, high and low cocktail tables will be the extent of the decor on the patio. A long, lush table will run the length of the patio adorned with abundant floral and a combination of whimsical and modern elements to perfectly reflect both the romance and the modernity of Stevie and Scott's aesthetic. The table design will bring in all tones from the color palette with refinement. Double thick letterpresses menus will be wrapped in soft red velvet linen, securing a name card for each guest on handmade petal pressed paper.

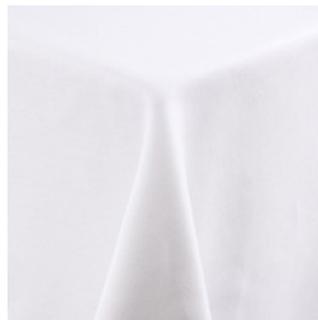
### Rentals and Linens:



White bentwood chair



Outdoor tall cocktail table linen  
Tuscany Rouge



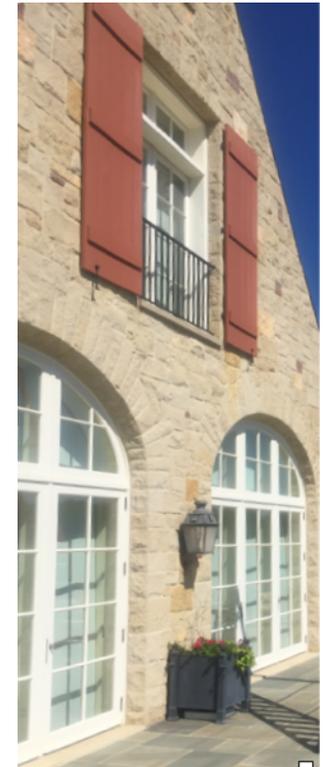
Welcome drink table, gift table  
Dublin White



Assorted throw pillows for existing lounge furniture (CRE to source)



Sample vases and floral inspiration





**Tabletop Details:**

- White Bentwood Chairs (with white pads)
- Blush glass charger
- White china (chop, dinner, salad, b&b)
- Crystal glassware
- Contemporary flatware
- Harper Poppy floral linen (tablecloth for kings tables, napkins for rounds)
- White Dublin linen (tablecloth for rounds)
- White Tuscany linen (napkin for kings tables)
- Custom designed table numbers and menus
- Burgundy taper candles (on kings tables)
- Assorted and abundant votives on all candles
- Lush, bright florals



White bentwood chair



Table linen



Napkin



Visual representation of Harper linen on a table



Petal paper tags









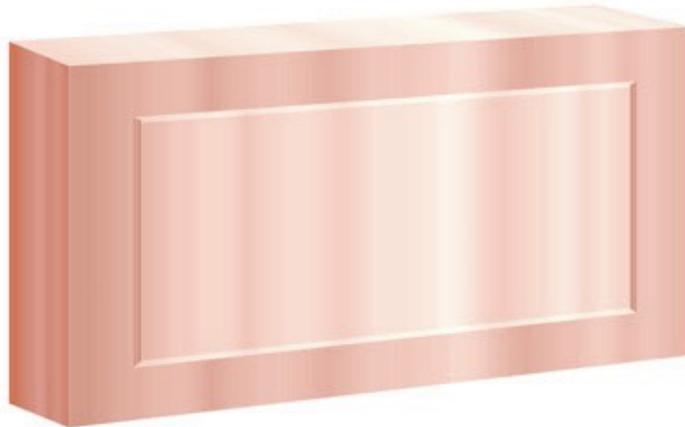




## RECEPTION TENT

After the VIP dinner, guests will be invited to walk back through the garden into the reception tent. This is also when general guests will arrive. Because the remainder of the evening will be a strolling cocktail style reception with dancing, the tent design will be intentionally considering guest movement. The dance floor will be a major focal point of the space. Inside the tent guests will find:

- Entryway is adorned with floral arrangements (on pedestals of varied height) repurposed from ceremony aisles
- Light tan-colored carpet flooring
- String lights strung across the top canopy of the tent
- A 21' bar with assorted geometric hanging chandeliers above
- An oversized bloom-heavy installation hung over the dance floor
- A DJ "booth" lined with repurposed floral from the ceremony ledge
- A mix of tall and low cocktail tables as well as lounge furniture surrounding the dance floor
- Custom designed white dance floor with secondary event logo decal



Copper bar for DJ booth



Custom dance floor graphic



Geometric chandeliers over bar



Dance floor hanging install inspiration



Carpet color



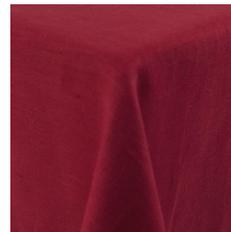
Oatmeal fabric for bar inserts (alternative options available)



Lounge area furniture



White bentwood chairs



High cocktail table linens



Low cocktail table linens



Assorted votives throughout















## LIGHTING

Overall the goal is for the lighting to provide a natural romantic glow throughout the evening without taking up too much of a physical/visual footprint. We also would like to provide festive lighting to highlight a number of unique event features, again while not being ostentatious or obstructive. The following lighting is proposed:

- 18 dynamic uplight fixtures (clamped onto every other tent pole for ceiling wash)
- 10 dynamic uplight fixtures from center poles (on floor with covers)
- 12 dynamic uprights for garden/landscaping lighting
- 3 wash light set ups, appropriately scaled for 2-bars and 1- hanging install



Garden/Landscape lighting  
Inspo



View from outside tent  
Inspo

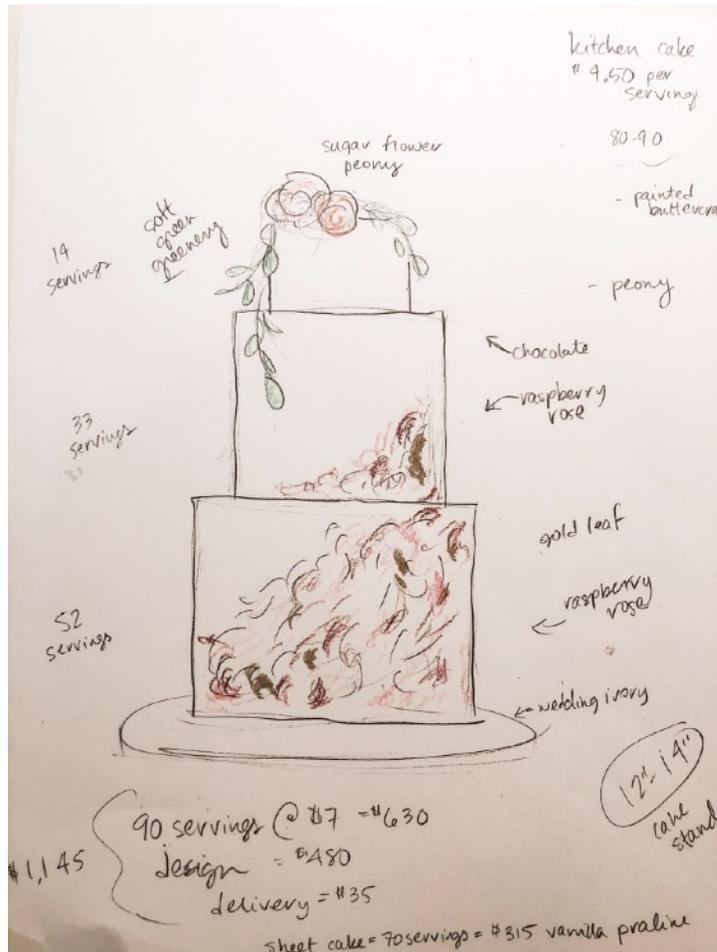


Color inspiration  
(alternatives available)



## CAKE DESIGN

Cake will have a loose "oil painted" look with sugar flowers (see artist's rendering) and be placed on a copper cake stand (CRE to provide). Cake table (48" round) will be placed on the center of the dance floor and then removed after cutting. The linen will be a deep burgundy color so the cake really pops visually.



Cake designer's rendering



Inspiration cake



Tuscany Rouge linen



## CEREMONY CONFETTI

What a fun way to celebrate your walk back down the aisle! Confetti poppers filled with dried petals will be placed on guests' seats. We will have the paper designer custom design a sticker note that we can adhere with the instructions for guests.



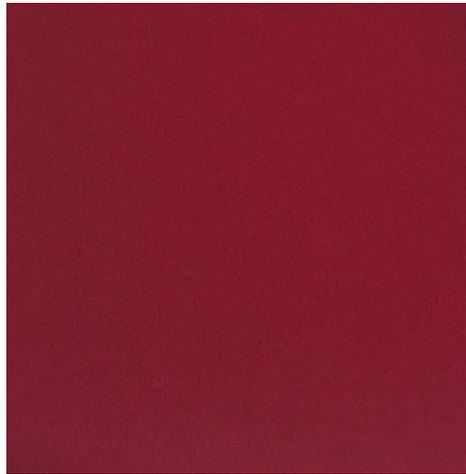
Inspiration photos



## ALTERNATIVE LINEN OPTIONS



Yelitza Cherry  
(rec for cocktail tables or cake)



Poly Ruby  
(Bar inserts instead of white)



Essex Berry  
(rec for cocktail tables or cake)



Sample of bar with custom fabric



## ALTERNATIVE TABLETOP + LAMP OPTIONS



Crystal cut glassware



Standard glassware (with flute or coupe)



Mother of Pearl flatware

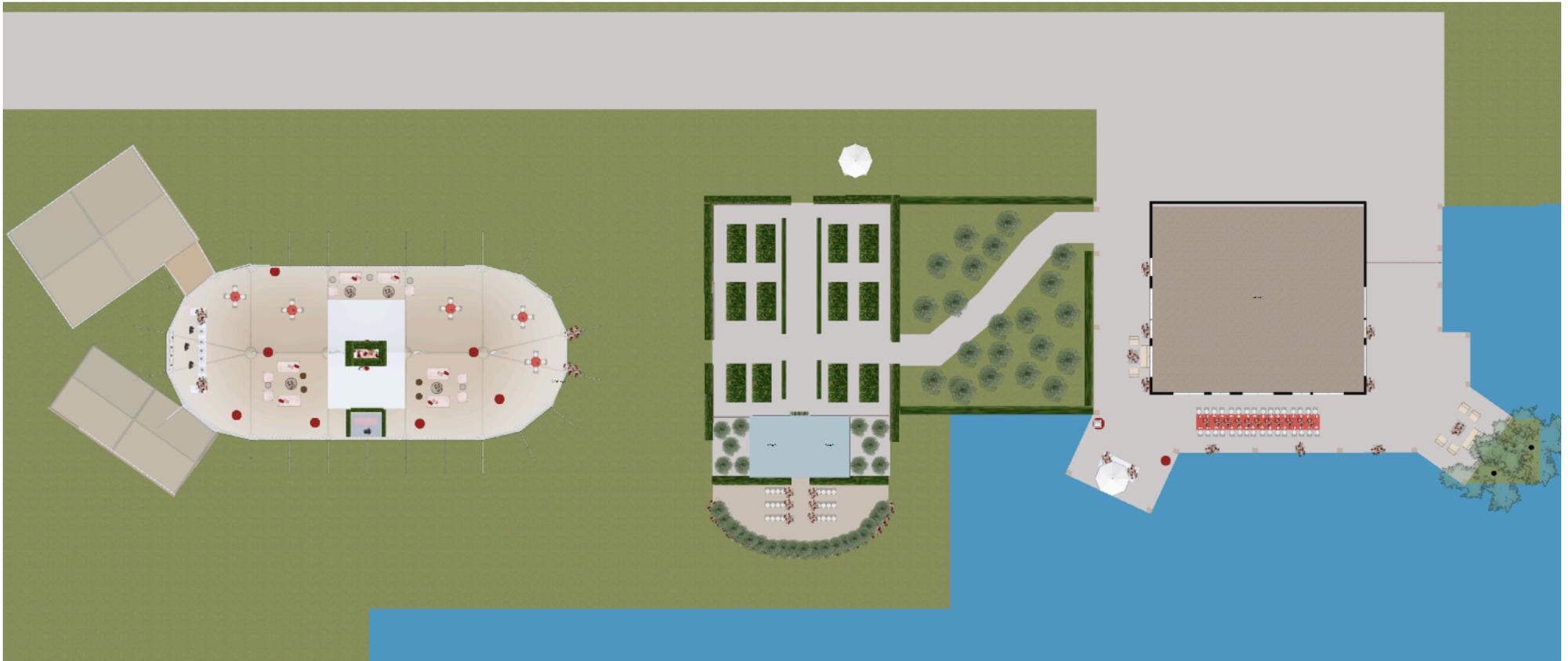


Gray Rattan chandeliers over bars



# FLOOR PLANS

Aerial view - Full event space





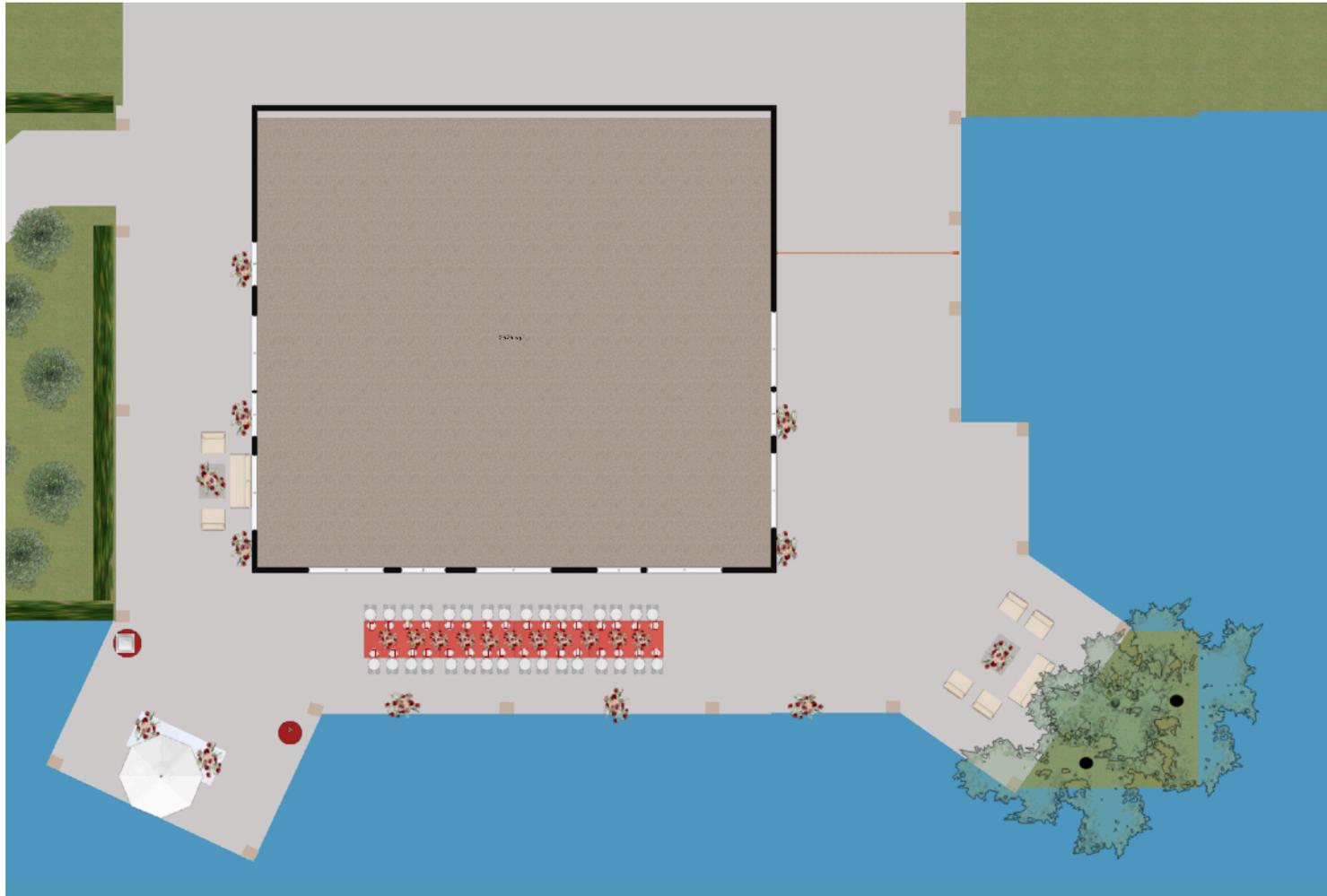
FLOOR PLANS  
Aerial view - Ceremony Garden





# FLOOR PLANS

Aerial view - VIP Cocktail Hour and Dinner





# FLOOR PLANS

Aerial view - Reception Tent





## DISCLAIMER AND LEGAL NOTICE

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Written descriptions, 2D floor plans, 3D digital renderings and decor images are used to illustrate the overall aesthetic. The software used has limitations and therefore computerized decor may not accurately represent each proposed element exactly. These documents are intended to be presented during an in-person design meeting with additional context, physical samples, and a virtual tour of the spatial experience. All outlined pricing is based on current vendor proposals and is not guaranteed by Cassy Rose Events. Pricing is subject to change based on individual vendor terms. Please reference the current floral proposal for in-depth, itemized descriptions of installments, vessels and florist-provided decor. Floor plans may not be exactly to scale, though great care has been taken to be as accurate as possible. All floor plans and designs are contingent on a final venue walk-thru.