

EVENT REPORT 07.31.07 5:43 PM

Barton G. Stretches Imaginations at Moore Building

Barton G., in association with Bridge House Events, hosted a launch party to celebrate their new partnership for the Moore Building.

The **Moore Building** was the star of Miami on July 19. Bright spotlights and colorful lighting illuminated the building from the inside out, techno music pumped out the doors, and a red-carpeted sidewalk welcomed guests for **Barton G.**'s "Stretch the Limits of Your Imagination" event.

To introduce his new partnership with **Bridge House Events** and the Moore Building, Barton G. stretched his own imagination to create multiple ways to showcase the full extent of what the venue has to offer for events.

During the evening, the DJ was raised and lowered on a moving platform suspended by cables and rigged from the trusses, drawing guests' eyes up across the full expanse of the building. Two spandex-clad performers connected to each other across two floors further emphasized the "stretch" aspect of the evening's theme.

Well-known transsexual Amanda Lepore was also on hand, accompanied by three male models, to pose for photographers in a variety of stages of undress.

Food stations throughout the second and third floors offered samples of a variety of delicacies catered by Barton G. One station featured seared tuna and salmon, prepared fresh in front of guests on blocks of dry ice and garnished with salad and a choice of drizzled sauces. Another station led guests into temptation with vanilla and chocolate milkshakes served in chocolate-chip-cookie- or macaroon-rimmed martini glasses, accompanied by a large selection of sundae toppings. A culinary expert was present at each station to assist guests.

Throughout the building, the walls were lined with large marketing posters promoting the Moore Building as "Miami's Most Extraordinary Event Venue."

—Channing Muller



Amanda Lepore posed on stage for photographers throughout the evening,



Vanilla and chocolate milkshakes were served in chocolate-chip-cookie- or



The ceviche stations offered a choice of scallop or mahimahi, four sauces, and a variety of

progressively getting less dressed as the night wore on.

BizBash

macaroon-rimmed martini glasses and accompanied by a variety of sundae toppings.

BizBash

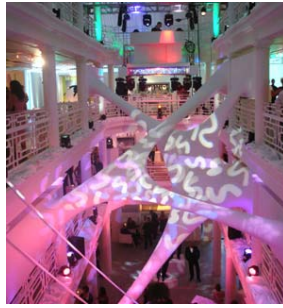
seasonal toppings.

BizBash



The food stations on the second and third floors offered a variety of cooked and raw meats and fish, cheeses, vegetables, and flatbreads.

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Barton G. illuminated the four floors of the Moore Building with opulent lighting, food, and entertainment that drew guests upward to explore the entire venue.

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The DJ played techno music on a platform that was raised and lowered throughout the night to showcase the numerous floors of the building.

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The Moore Building could be seen from blocks away, with bright spotlights illuminating the venue while two people rappelled down the side of the building to draw people's attention to the large poster displayed there.

BizBash



One food station featured seared tuna and salmon, prepared in front of guests on blocks of dry ice and garnished with salad and a choice of sauces.

BizBash



Two spandex-clad performers were connected to each other across two floors of the building to emphasize the 'stretch' aspect of the evening's theme.

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Many guests began the evening mingling on the main floor before heading up to explore the rest of the building.

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**Catering, Event Design,
Management, Production** [Barton
G.](#)
Venue [Moore Building](#)