



EVENT REPORT 03.08.07 7:16 PM

Food Network Celebrates Awards With Floral Fantasy

Guests enjoyed signature cocktails and culinary creations as they celebrated with The Food Network's award winners at the Paris Theater.

After-parties typically follow a scheduled event on the same night. This was not the case, however, with the first-ever **Food Network Awards**, held at the **Jackie Gleason Theater** the previous night. With **Emeril Lagasse** as master of ceremonies, the event attracted a slew of star chefs including **Rachael Ray**, **Sandra Lee**, **Paula Dean**, and Miami's own **Ingrid Hoffman**. Actors **Catherine Zeta-Jones** and **Aaron Eckhart** also attended and presented several awards as well. Also attending: food icons such as **Mr. Peanut**, the **California Raisins**, **Tony the Tiger**, and **Colonel Sanders**.

The Food Network Awards after-party, which took place on Saturday night, was a glamorous follow-up to the colorful, star-studded—and somewhat campy, thanks to Tony the Tiger and his cohorts—awards show. When asked to describe the after-party's theme in one word, event planner **Lauren Mueller** insisted on two: "delicious fantasy." "Our focus was, of course, the food, and we think we crafted a fantastical environment that would make guests enjoy the food even more than if it were a sit-down dinner."

The "fantastical" environment created by

Ken Ryan Productions was achieved using orchids, orchids, and more orchids, mostly of the hanging variety, and flowers were found in a variety of unlikely places—like spilling out of glass tumblers—and wheatgrass was used to simulate real grass in a number of floral arrangements. "Since the vision was to incorporate food elements as well as flowers, the wheatgrass was a perfect touch," notes **Clover Ryan**. "We stayed with cool colors like greens, purples, and blues." The night's colors were reflected in the custom-made see-through light box dining tables bearing The Food Network logos. The cocktail tables dispersed throughout the theater were fitted in white spandex and glowed with implanted LED lights.

Color permeated the food trays as well. In addition to a kaleidoscope of butler-passed goodies such as chicken empanaditas, pecan-crusting Cajun catfish, and andoori lamb loin, **A Joy Wallace Catering Production & Design Team** presented two types of "Creative Stations" for the more than 500 guests. Two cocktail stations on the theater's entrance level featured fun food and alcoholic beverage combos, like mini grilled cheese sandwiches with Bloody Marys in shot glasses served together on a five-inch white plate, and yummy steak chimichurris presented open-faced atop glasses filled with chili margaritas. Slider stations on the ground floor near DJ **Tavin Reiter** and the dance floor were stocked with BBQ pork, seared tuna, and sirloin cheeseburgers arranged on petite brioche buns, and had an old dinette or automat feel which offered a welcome post for hungry folks coming off the dance floor.

And speaking of the dance floor, it lit up and featured live video and animation that worked in The Food Network's logo. VJ **Zeev Weissman** of **AVS Entertainment** projected colorful displays on a screen backdrop behind the DJ, too, and lighting designer **Everlast Productions Inc.**

employed DC1 lights to create a bubbly-water look throughout the space.

Upon entering the foyer of the **Paris Theater**, each guest was offered a burgundy pomegranate martini with mango rum and a slice of lime—just the thing to get the night going. The three bars served signature cocktails at no charge throughout the evening. No doubt that was one reason why the dance floor was jumping by 9:30 and the evening was such a success.

—*Makkada Selah*



The dance floor at The Food Network Awards After-Party was lit up and featured live video and animation.



AVS projected colorful displays on a screen backdrop behind DJ Tavin Reiter and Everlast Productions created a cool bubbly-water effect.



Food Network lollipops were placed in the event's many wheatgrass floral arrangements.



Innovative floral installations were found in a variety of spaces.



Mini grilled cheese sandwiches and Bloody Mary shot glasses were served on five-inch white plates.



Orchid arrangements adorned purple- and green-lit glass tables.



Some of the attending "celebrities" included Mr. Peanut, Tony the Tiger, the yellow and red M&Ms, Colonel Sanders, and Keebler's Snap, Crackle, and Pop.



Room Service, So Cool Events, and Ken Ryan Productions worked together to set-up the event's decor.



A whimsical effect was achieved through the use of massive, multi-colored floral centerpieces like the one pictured here.

FOOD NETWORK AWARDS
AFTER-PARTY

PARIS THEATER
SATURDAY, 8:30 PM TO 1 AM

Catering [A Joy Wallace Catering](#)
[Production & Design Team](#)

Event Production [Scenic Elementz](#)
★

Flowers/Plants [Touch of Paradise](#)

Lighting/Sound [Everlast](#)
[Productions](#) ★

Rentals [So Cool Events](#)

Rentals [Room Service - Miami](#) ★

Transportation [Advantage](#)
[Destination and Meeting Services](#)

Venue [Paris Theatre](#)

Video [AVS Entertainment](#)