

Daniel et Daniel's 25th Anniversary Rocks the Design Exchange

With Daniel et Daniel's reputation in the hospitality industry for creativity, consistency, and quality, it was no surprise that the caterer's 25th anniversary bash drew more than 600 past clients including corporate and private clients to celebrate in true Daniel et Daniel style. Held in the spacious trading floor room of the Design Exchange, the event titled "25—Our Colourful Future" provided guests with a smorgasbord of food and entertainment.

Daniel et Daniel catered to a variety of tastes, with six newly designed food stations offering lamb, lobster, scallops, venison and black cod. Guests were also offered cocktails from two half circle bars split in the centre to make room for a raised performance platform for the evening's changing entertainment.

Four times throughout the evening an ambitious theme change took place. Signalled by waiter costume changes and shifts in lighting colour palettes, Daniel et Daniel created four parties in one.

As guests marvelled at the succulent food and drink, musical performances by chanteuse Shakura S'Aida Schmed, famed jazz saxophonist Perry White, and dance acts from the Filipina Dance Troupe and the Esmeralda Enriqu e Flamenco Dancers, courtesy of the Community Folk Arts Council entertained guests. As if that wasn't enough, models from CORE Staff acted as eye candy, while Sunny Tang's Lion Dance and The Saucy Tarts put on performances which proved to be crowd favourites.

DJ Piers of Third From the Sun matched the beats to the night's hourly theme changes, while CCR Solutions put on an unforgettable light and sound show as guests chilled under mirrored chandeliers on gorgeous white Barcelona chairs and lounges, provided by Signature Rentals. Stunning white calla lily and chrysanthemum arrangements by Crimson Flowers and Mike's Flowers accentuated the night's overall regal feeling.



A radial pattern in the room set-up allowed entertainment to be presented in-the-round.









Six newly designed food stations presented fresh menu items and culinary creations.



Buffets stations were gorgeous landscapes from every angle.



Daniel et Daniel's Russell Day offers tips for planning a successful event:

-  Give yourself LOTS of lead-time. Three months is good. Set aside times for creative brainstorming, site visits, menu tastings, run-throughs, set-up, etc.
-  If you require media coverage, hire a PR company. They have the contacts!
-  Involve your staff and suppliers in the process to foster team spirit. Encourage ideas and teamwork.
-  Keep your event goals and themes in focus (it helps here to name the event.) You will find that by keeping focus, your ideas will support the theme and inconsistent ideas, although good, may have to be set aside and used another day.
-  Hire a reliable production staff to run your event on the "day of" in order to allow you to mingle with and greet your guests
-  Think "out of the box" when it comes to speeches and give-aways. Keep your speeches very short and simple to keep your event flowing. Give-aways don't necessarily have to be for everyone. Raffle off a few coveted items instead creates excitement and keeps people around if spaced throughout the event.

