

2018 | CATIE Awards

Best Tablescapes Design



Overview

An intimate fall luncheon designed for a handful of the most highly sought after social media design influencers to come together, mingle, and Instagram.

Instagram influencers and bloggers were flown in from all around the country to enjoy a spectacular luncheon hosted by Overstock.com in an effort to guerilla market for them.



Concept & Design

The priority for the design was to utilize as many Overstock products as possible, while creating an environment that would take everyday products to a designer level. Our venue was a natural history museum built in the style of modern architecture. The tablescape needed to meld nicely with the venues' design.



Concept & Design

Our design featured a neutral palette of cement, golden pecan, indigo, and ivory, with accents of burgundy and sunset tones. Organic elements such as fresh fruits and vegetables, manzanita branches, and a collection of decorative greenery were showcased. A custom canopy was created with cotton fabrics and arranged with strong angled lines to mirror the architecture of the magnificent venue. Layers of faux fur and jute anchored the design under the canopy. Hidden motifs of tonal stripes are captured in the rugs, napkins, and menu cards. Mixed metals were used with floral containers, steel frames, and flatware, while contemporary elements, reclaimed wood and vintage styles also played a large role. With the blending of metals, modern, and vintage elements, we acknowledged the diverse tastes and opinions of the guest list.

Best Tablescape Design | CATIE Awards 2018



Event & Guest List

Best Tablescape Design | CATIE Awards 2018

Overstock.com flew in 10 of the most influential social media designers from all over the country to come and enjoy, post, and mingle. This luncheon was designed to showcase our design as well as have these influencers post online about their experience with Overstock.com.



Why this design?

The audience in attendance was looking for new and fresh trends that reflect the boutique styles and services popular among the upcoming generations. The influencers create images that box stores and chain restaurants do not provide, and share them with their followers. They needed an experience that highlighted the local and national trends of the organic, reclaimed, and boutique style. To showcase this style to our highly trend-minded guests we provided them with locally sourced menu items. The design included box store elements peppered with custom pieces in order to create the perfect backdrop to our locally sourced menu with layers of gourmet flavors and appearance.

Best Tablescape Design | CATIE Awards 2018





Best Tablescape Design | CATIE Awards 2018



Functionality and Practicality

The design elements for this event were chosen very meticulously. Each facet had a reason for its presence. When the guests first arrived they were enveloped by a stunning presentation of reclaimed wood, vintage elements, and natural pieces.

Each place setting was set with a striped linen napkin, rose gold flatware, menu card, etched water goblet, and natural elements in the form of fresh local produce to secure the menu card. The center of the table featured a large centerpiece loaded with elements such as artichokes, seeded eucalyptus leaves, privet berries, and wildflowers.

The decor included items we hand selected and were then provided by Overstock.com in order to guerilla market them. Surrounding the table were a mix of wood and upholstered side chairs and a wooden bench to reinforce the organic tonal color scheme of the event. Rather than matching all of the seating to the table, we chose to mix it up to showcase as many of the vendor products as possible.

Draped above the table was a custom canopy designed to shade from the sun of a warm fall day. To anchor the designed space, natural jute and faux fur rugs were carefully chosen to compliment the design. we designed all the way to the floor. Our base consisted of multiple rugs carefully chosen to compliment the rest of the design.

A vintage inspired bar cart was the perfect fit to close the space off from adjoining public areas and serve a custom cocktail from. The signature cocktail was the focal point of the bar car. Designed with hand-cut wine bottle glasses in mind, an autumn cider mocktail was created.



Best Tablescape Design | CATIE Awards 2018

