

Alexandra Palace Party

Brief

To create a spectacular evening black tie dinner and party for employees and partners.

Venue

- >> The West Hall and Palm Court at Alexandra Palace
- >> Sufficient size and scope to handle the number of guests for pre dinner drinks, meal, entertainment and dancing along with themeing.
- >> Flexible space and an historical context on which to build the event theme.

Audience Size - 1600 guests

Solution

- >> The chosen theme was based on Around the World in 80 Days with the countries being chosen from client office locations (London, Turkey, Greece, Russia & Africa).
- >> Menu was developed to be consistent with the theme
- >> Routemaster London Buses were used from transfers from the station.
- >> London pub was constructed in the Palm Court for pre dinner drinks with a Cockney pianist providing background music.
- >> The West Hall the room was divided into four areas:
 - >> A jungle area was created for the Africa element complete with rhino, crocodile, trees, vines, foliage and a real life Tarzan and chimp (man in a costume, not the real thing).
 - >> Turkey was represented by a Turkish Souk complete with Tarot Readers, Henna Tattooists and Belly dancers.
 - >> Huge statues of Athena and Zeus gave the Greek area it's themeing with columns, urns and Olympic rings.
 - >> The Russian area was to contain main bar and so had to be spectacular. The bar itself was made to look like an ice bar with 6ft Perspex panthers lit from the inside with rotating colours and a huge 20m custom painted backdrop to give the area that special Russian feel.
- >> Each area was individually lit with different colours to further enhance the themes and tables were pin spotted to give a feeling of intimacy in the vast room.
- >> 15m x 8m stage. On top of this was a 1/3 size replica of an ocean going galleon and the 6ft head of a shark
- >> Flying above the stage was a life size balloon basket.
- >> All this was backed by a vast star cloth.
- >> Entertainment was provided by the Cockney pianist in the London bar along with the Tarot readers, Henna tattooists and belly dancers and the Madness tribute band The Los Palmas Six.

“ **JUST COME DOWN TO EARTH AFTER** ”

last Saturday nite, I thought it was great and we've had some great feedback and only one complaint - apparently it ended too soon! Not bad huh?"

PA to Managing Director, Global Oil Company.

