



Taste & Style event



Project Type: Custom Promotional Event

Location: Tanger Outlets, Deer Park, NY

Services Provided: Environmental Design, Services Contracting & Coordination, A/V, Entertainment, Furniture Rental, Delivery & Pickup, Electrical

Creating a professional culinary environment in only 10 days is not an easy feat, but Tanger trusted us to get the job done right. With no time to spare, we created an environment that appreciated both food and style for celebrity chef Curtis Stone, who was on tour.

The plan was for Chef Stone to hold an interactive cooking demonstration, so we created a kitchen stage that could accommodate a live cooking show. The idea was to make guests feel as though they were getting a private cooking lesson, so we created an aesthetic that made the chef pop and brought attention to the cuisine. The morning of the event, we collaborated with Chef Stone's assistant to make sure all food prep and event needs were taken care of. Despite time constraints, we sought the talents of a local executive chef, who helped backstage to prepare the ingredients so that

Chef Stone's presentation could go off without a hitch.

Even with such a short timeline, our team fine-tuned A/V and lighting so that the appetizing experience was truly immersive. We provided electrical equipment such as overhead cameras and television screens, and even booked event host MC ECHO, NYC's DJ Gio, and both a professional photographer and videographer to capture the flavorful event.

Our event production efforts led to a truly rewarding experience, which gathered hundreds of guests and generated rave reviews for Tanger. We received accolades for a job well done and even Chef Stone called it a "perfect execution." Quite a compliment from someone with such discerning tastes!