



FROM CONCEPT TO CONTRACT IN UNDER 4 HOURS



By Marco Rose

As an independent event designer in today's world of instant Twitter, instant oatmeal and instant gratification, I don't find it surprising anymore when clients call on their cell phones with a vague conceptual idea for an event or layout and end the conversation with "you know what I mean" and "I need something back ASAP!"

At that point it is up to me to take their verbalized ideas and turn it into a hard drawing - to bring their mind's eye view into reality... and do it quickly. It is for this reason I choose to use Vivien. I have access to a number of artistic rendering and engineering CAD programs but more and more I find myself relying on Vivien for its speed of design and fundamental accuracy. The CAD programs may give you dimensional accuracy down to one 16th of an inch, but that is seldom needed in the early concept stages of a project, while the artistic rendering software gives you pretty pictures but lack many of the true-to-scale properties Vivien has.

With a picture you can always draw 50 chairs in a room meant for 40 by simply drawing the chairs smaller but when the client accepts the picture as reality, there are going to be problems and disappointments down the line when the pretty picture won't fit. Vivien will not allow this to happen because objects drawn are in true scale to the space.

With Vivien's large library of special event related objects (over 20,00 items) I save multiple steps in the layout process. I don't have to spend time drawing the individual legs, seat and back of a chair before saving, copying and pasting it into a layout while still guessing on the row spacing. I just find one of the many pre-made chair types, color it as I wish and say I need 50 in a space so big by so wide and that's it, the built in wizard does the rest. If they won't all fit in the way I want them spaced, I will know right away. Last month an event planner called me from her car and said she had just left a meeting with the PR firm of a clothing importer and needed to create a red carpet entrance display for a textile trade show. The idea was to have 10 live fashion models on dance boxes set in a semi circle as delegates entered the convention center. My client said she was getting on the highway and would call me to discuss it when she got to her office in about an hour. I

opened Vivien to blank space, drew a 100' square riser 1" tall with some stone texture to represent the pavement, created one 4' x 4' x 30" white dance box, put a casual women on it, polar cloned it 10 times and e-mailed it to my client before she got to her office so we both could look at something in real time when she called back. As we talked again I tweaked the layout and resent it to her at the end of the conversation. She forwarded the picture to her client who promptly accepted the idea and asked the event planner to fax over a contract. So we went from verbal concept through full visualization to client approval within 4 hours. While not all my projects move so quickly it is just one example of how the speed of communicating ideas can be handled with Vivien.

Marco Rose has been involved in the special event industry since majoring in Technical Theater in 1979. For the past 10 years he has been principal designer for Illuminat Inc., a Miami based event design & production firm providing comprehensive special event design and technical management throughout the United States and Caribbean. Current design projects include events for Art Brasil 2009, Miami 2010 Super Bowl Host Committee and the South Beach Wine & Food Festival 2010. Mr. Rose also frequently lectures on the technical & production aspects of producing large special events.



Editor's note: Every once and a while, we at CAST like to share interesting stories from users of Vivien – Virtual Event Designer, the most comprehensive event planning software tool available to event and meeting professionals. Many lighting professionals today are finding themselves involved more and more with a complete project, not just lighting, and find this tool invaluable for everything from fashion shows to special events. Here is one such story showing the software's value to that important first step: getting the job.


Miami Fashion Week - from concept to presentation - *continued*

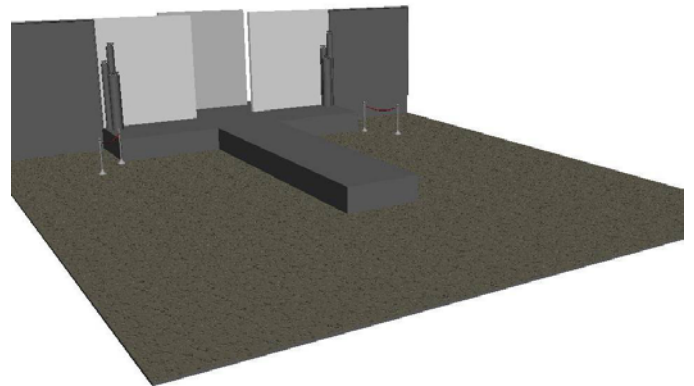
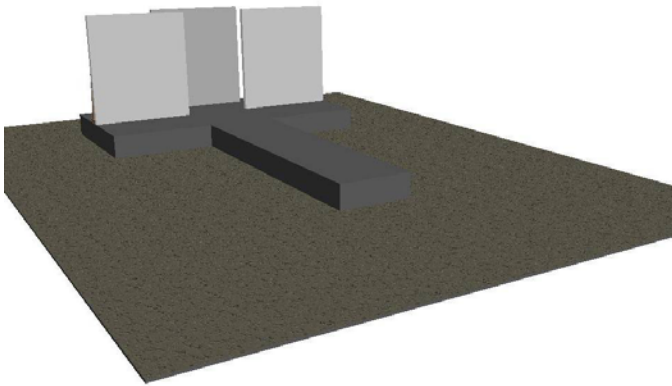
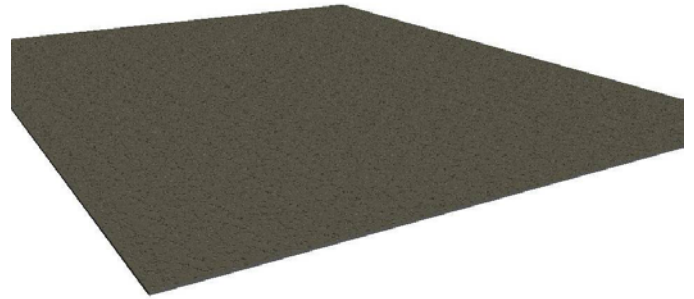
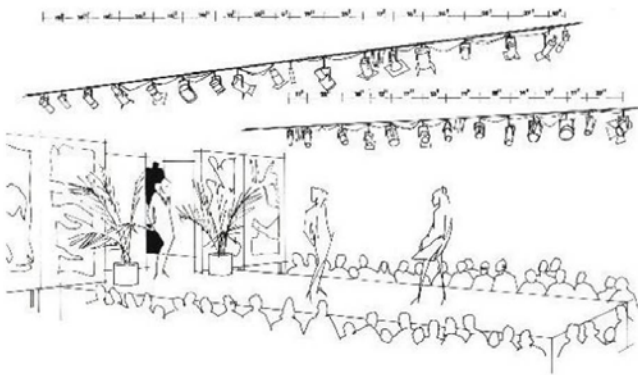
Marco, as you already know, is adamant that Vivien is easy to use for everyone, and that it produces timely, stunning results that convert into \$\$\$\$. (If we were accountants, we'd call that instant payback!)

Marco created another helpful file in a snap for Miami Fashion Week 2008. "I did this for two reasons," says Marco, "one primarily was to show a client how the empty warehouse building they had rented for the show could be transformed into a runway show

space. Secondly just for fun to find a way to create an animated presentation using the tools readily available (Vivien, AutoCad and Power Point)."

Just how easy? Take a look at the layout of his PowerPoint demo below (or click to [download](#) the slide show).

Sweet! 



Miami Fashion Week - from concept to presentation - *continued*

