

Choose Your Local Market TORONTO BOSTON CHICAGO LAS VEGAS LOS ANGELES MIAMI/SOUTH FLORIDA NEW YORK ORLANDO WASHINGTON



Order Your Print Copy of the 2011 BizBash National Venue Guide at bizbash.com/ordernvg



Access Now! BIZBASH

Search

ADVERTISE | FEEDBACK | ABOUT US | RSS | GOOGLE TRANSLATE



Subscribe

Suppliers Venues Event Coverage Trends & Ideas Tips & Strategies Our Trade Shows & Events Jobs

TIFF Opening Night Gala Gets Space-Age Decor

EVENT REPORT 09.09.11 4:00 PM

PRINT • SEND TO A FRIEND



Like 12 Send

1

Thursday's opening night gala was the first of many Toronto International Film Festival parties scheduled during the 10-day confab. Held at the Liberty Grand, the evening took its theme from the festival's opening film, *From the Sky Down*, a documentary about U2. Some 3,000 people attended the event, including band members Bono and the Edge, where audiovisual and lighting components were the decor focal points, thanks to a collaborative effort from Westbury National Show Systems and ESG Show Services.

With the cooperating weather, the venue's courtyard quickly became a popular spot for guests. Minimal furnishing kept the focus on the four-foot mirror ball suspended from steel cables attached to the pillars of the building. "When I did a walkthrough with Joel [Dubin, account manager and technical director of Westbury], I asked him, 'Is there a way to get a mirror ball in here?'" said Barbara Hershenhorn, president of Party Barbara Co., who designed the event. "They had never done something like this before." The suspended ball seemed to float in the air and reflected light everywhere in the courtyard.

CONTINUED >



CLICK TO SEE SLIDE SHOW

A second audiovisual highlight was a wall of 18 TV screens, which created a moving backdrop within the Artifacts Room. The screens were different sizes and each looped a surreal video—a mirror ball slowly became the galaxy, for example, and the screens periodically switched to static. The video took about a day to program, but Dubin explained, "The hardest thing was actually finding the TVs. No one has TVs anymore—plasma, yes."

TIFF sponsors also played an important role at the event. Diet Coke had an area to itself in the Governor's Room, with its own bar and lounge comprised of white sofas and red and blue chairs. In the Dick Cole "Star Between Dinner" photo booth,

TORONTO INTERNATIONAL FILM FESTIVAL OPENING NIGHT GALA

- Catering Liberty Entertainment
- Group Catering
- DJ DJ Lissa Monet
- DJ JojoFlores
- DJ Mark Oliver
- Flowers Emblem
- Furniture Rentals Divine
- Furniture Rental
- Audiovisual Production,
- Lighting ESG Show Services

Search for Suppliers

- Activities/Experiences
- Catering/Food Services
- Decor/Design/Flowers
- Entertainment
- Event Planning & Marketing/Meeting
- Event Production/Audiovisual Service

Search for Venues

By Type

- All Types
- Activity Venues
- Ballrooms (All Venues)
- Banquet Halls
- Bars/Clubs/Lounges
- Boats/Cruises

By Neighborhood/Location

- All Neighborhoods
- Annex
- Baldwin St. Area
- Beaches
- Bloor St. West
- Bloor West Village

Show Only New Venues

RECENTLY VIEWED

Stories

[TIFF Opening Night Gala Gets Space-Age Decor](#)

CONTEMPORARY FURNITURE RENTALS INC.

Special Events & Catering by Eaterment

andrew richard designs EVENTS



and red and silver pillows. In the Diet Coke "Stay Extraordinary" photo booth, guests could pose for photos that were printed out on the spot, posted online, and later, sent to guests on a USB key. Another sponsor, Skyy Vodka, served signature cocktails and had models posing like pinup girls inside a giant martini glass, while Perrier-Jouët served Champagne in the sectioned-off V.I.P. lounge in the Artifacts Room. The three DJs, [Lissa Monet](#), [JojoFlores](#), and [Mark Oliver](#), played simultaneously throughout the venue till the party wrapped around 2 a.m.

Audiovisual Production, Lighting, Video Westbury National Show Systems
Decor, Event Management, Production Party Barbara Co.
Security Star Security
Staffing Liberty Entertainment Group
Venue Liberty Grand Entertainment Complex

—Carla Warrilow

RELATED TOPICS [Toronto International Film Festival](#), [TIFF](#), [Diet Coke](#), [Skyy Vodka](#), [Perrier-Jouet](#), [U2](#)

MORE STORIES ABOUT TORONTO INTERNATIONAL FILM FESTIVAL

[Inside 5 Sponsor-Filled Gifting Suites at Toronto International Film Festival](#)

[2001-2011: TIFF Gets a Home, Becomes World-Class Film Festival](#)

[Canadian Film Centre Gala Goes 3-D](#)

MORE STORIES ABOUT TIFF

[TIFF Gifting Suites Differentiate Themselves With Product Categories, Audiences, and Delivery Options](#)

[TIFF It Lounge Relocates to NKPR Offices, Sets Up Retail Pop-Up, Celebrity Dressing Suite](#)

More Suppliers/Venues to Consider

ADVERTISEMENT



Royal Ontario Museum

With its exceptional permanent collections, acclaimed special exhibitions, and dramatic public areas, the ROM offers an unequalled venue for business cultivation, seminars, celebratory dinners, receptions, and fund-raising events. Inspired by the ROM's mineralogy collection, renowned architect Daniel Libeskind's iconic Michael Lee-Chin Crystal presents stunning and unexpected prismatic forms that showcase long-hidden treasures and provide spectacular locations for corporate and social entertaining.

EMAIL THIS RESOURCE



10tation Event Catering

At 10tation Event Catering, they create memories. Their goal is to allow you to be a worry-free guest at your own function. [MORE >>](#)

EMAIL THIS RESOURCE



Contemporary Furniture Rentals Inc.

Contemporary Furniture Rentals Inc. is the industry's choice for event and lounge furniture rentals. Their complete line of products, much of it custom-designed, is available in a wide range of colours with depth of inventory for all styles of events.

EMAIL THIS RESOURCE

MOST POPULAR

- [Today](#) | [This Week](#) | [This Year](#)
- [Toronto](#) | [All Markets](#)



1. [TIFF Opening Night Gala Gets Space-Age Decor](#)
2. [10 New Menu Items From Toronto Caterers](#)
3. [10 New Rental Items for the Fall Season](#)
4. [After Microsoft Canada General Meeting, Employees Head to Beach Party](#)
5. [Inside 5 Sponsor-Filled Gifting Suites at Toronto International Film Festival](#)
6. [Fall Preview: 10 Most Anticipated New Toronto Event Venues](#)
7. [2001-2011: The 50 Best Ideas of the Past 10 Years](#)
8. [Local Ad Agency Celebrates 10th Anniversary With 3-D Mapping](#)
9. [10 New Toronto Bars and Clubs for Events](#)
10. [Lingerie Française Eschews Seating, Adds Pop-Up Boutique](#)

<p>Toronto Supplier Directory Toronto Catering/Food Service Toronto Decor/Design/Flowers Toronto Entertainment Toronto Event Planning & Marketing Toronto Event Production Toronto Gifts/Premiums/Awards</p>	<p>Toronto Venues Toronto Venue Directory Toronto Venue Directory by Neighborhood Toronto New Venues Toronto Venue News Toronto Event Coverage</p>	<p>Magazine Download an Issue Where to Find a Copy Our Events & Promotions Trade Show Jobs</p>	<p>Subscribe Magazine E-Newsletter RSS Feeds Follow us on Twitter Find us on Facebook Advertise</p>	<p>Other Markets Boston Chicago Las Vegas Los Angeles Miami/South Florida New York</p>
---	--	--	---	---

[Toronto Invitations](#)
[Toronto Photography](#)
[Toronto Rentals](#)
[Entire Directory](#)

[Toronto Trends & Ideas](#)
[Toronto Tips & Strategies](#)

[About Us](#)
[Contact](#)
[Senior Management](#)
[Privacy](#)
[Disclaimer](#)
[Site Map](#)

[Orlando](#)
[Washington](#)
[Global Event Resource Network](#)
[Mexico](#)
[Spain & Portugal](#)
[Italy](#)
[London](#)
[Austria](#)
[Germany](#)
[Switzerland](#)
[Scotland](#)
[Argentina](#)

©2001-2011 BizBash Media Inc.