

# BIZBASH

EVENTS  
MEETINGS  
MARKETING  
STYLE  
STRATEGY  
IDEAS

Toronto

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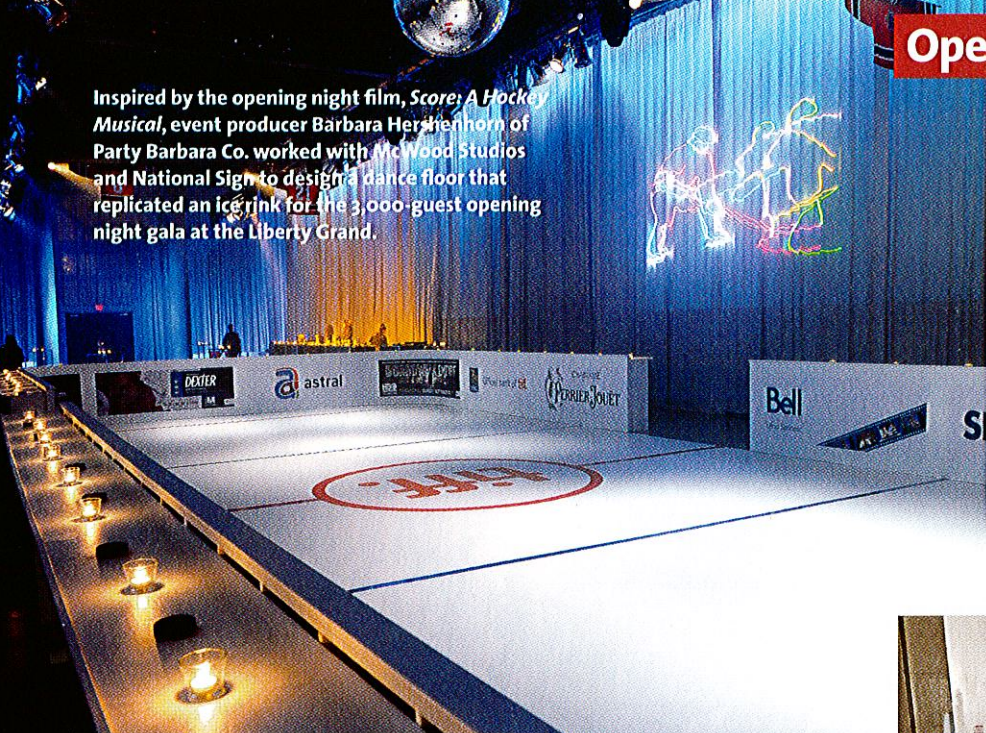
# BEST OF 2010

The Year's Trends, Event Launches, Smart Makeovers,  
Ambitious Campaigns & Ideas to Steal

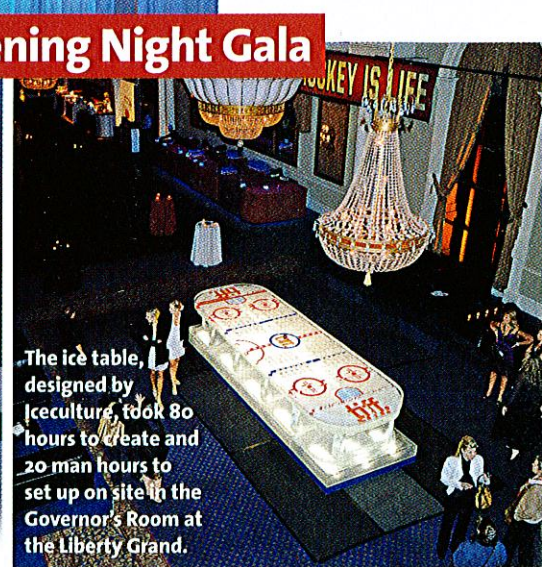
**PLUS: Sponsor Integrations, Holiday Party Bites, Stylish Stages,  
Twitter Skepticism, 26 New Venues, Planners' Favourite Trends & More**

## Opening Night Gala

Inspired by the opening night film, *Score: A Hockey Musical*, event producer Barbara Hershenhorn of Party Barbara Co. worked with McWood Studios and National Sign to design a dance floor that replicated an ice rink for the 3,000-guest opening night gala at the Liberty Grand.



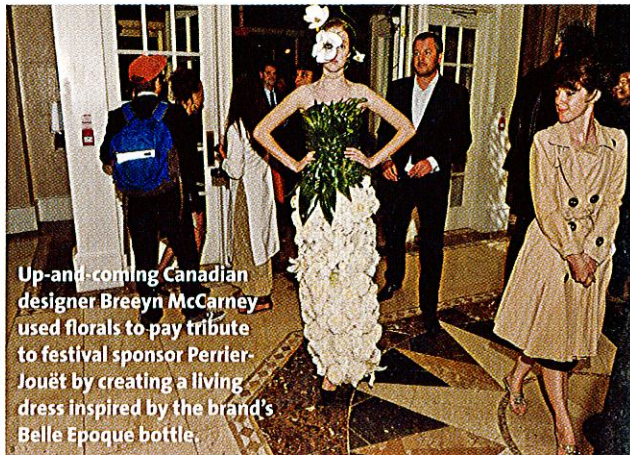
The ice table, designed by Iceculture, took 80 hours to create and 20 man hours to set up on site in the Governor's Room at the Liberty Grand.



## Party Circuit

**TORONTO** In addition to showcasing more than 300 films, the 35th Toronto International Film Festival—which ran from September 9 to 19—featured a host of official (and unofficial) parties hosted by magazines like *In Style* and *Hello! Canada*, charitable organizations like Amfar, and brands like Absolut Vodka.

By SUSAN O'NEILL



Up-and-coming Canadian designer Breeyn McCarney used florals to pay tribute to festival sponsor Perrier-Jouët by creating a living dress inspired by the brand's Belle Epoque bottle.