

AFM Behind the Bash: Hole in One

Written by Written by Susie Tyler-Alofs

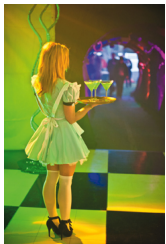
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A whimsical and glam Wonderland garden, with subtle touches of golf inspiration, made for an over-the-top opening night at Fairmont Scottsdale Princess for this year's Waste Management Phoenix Open.



Inspiration

The design inspiration began with the 2010 Tim Burton film, "Alice in Wonderland," and evolved into a flirty and enchanting theme. The designer, Amy Helsing of Dream Studio Productions, worked closely with Kevin Schillig, chairman of the Phoenix Open party, to create entertainment that was interactive and stimulating to all the senses. Every few feet, a new vignette awaited guests and baited them to interact. Actors dressed as movie characters, including the Mad Hatter and Alice herself, engaged guests in real life, as well as through plasma TV's hung from the ceiling.



Grand Entrance

Guests entered the space through a full-scale, three-dimensional oak tree that included the Phoenix Open logo embedded in the bark. Then, they'd take a trip down a Phoenix Open-inspired "rabbit hole," which showcased video of past tournaments and golf memorabilia. Lovely Alice-costumed servers greeted guests with green cocktails which contained a pewter wine charm and a tag that read, "Drink Me." Next, guests stepped through a 12-foot tall carved keyhole that served as the entrance to the main tent, where more magic awaited.



Décor

Among the standout décor were 24,000 sparkling organza butterflies that hung from the ceiling, a 12-foot tall queen's throne, over-size mushroom props, glowing tables and back-lit flowers. To add even more interest, there was real hedging, 30-foot tall Ficus trees and a complete garden with swings amid the soirée.



Entertainment

The moving eye candy was just as spectacular, including sexy Cigar Dolls who rolled cigars with logo-printed bands, 12-foot tall "tree people" who walked about and two contortionists, or "butterfly ladies," who danced inside 10-foot tall spheres. To end the evening, Las Vegas band Zowie Bowie brought down the house and packed the dance floor.

PARTY PROS:

Venue: **Fairmont Scottsdale Princess, www.fairmont.com/scottsdale.**

Design and Production: **Amy Helsing of Dream Studio Productions, dreamstudio@mac.com.**

Floral: **Aarica Alexander-Sovine of Scent Floral, 480.946.4696.**

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Trees: [Moon Valley Nursery, www.moonvalleynursery.com](http://www.moonvalleynursery.com).

Band: [Zowie Bowie, www.zowiebowie.com](http://www.zowiebowie.com).

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