



Thank you for your interest in Party Artistry. As you may already know, our firm has been creating and coordinating unique special events for over 35 years. We are a full service event planning firm specializing in design.

In 1973, we realized the growing need for professionals to handle all details of special events. From destination management, space location and entertainment to dramatic floral and room designs, Party Artistry is the single point of contact for all components that go into an event.

In addition to our New Jersey showroom and warehouse we also have offices in Manhattan, which service the Tri-State area as well as national clientele.

Enclosed you will find a corporate client list, a description of some of our events and letters from some of our satisfied clients as well as articles from various publications. We hope that we may look forward to working with you in the future.

Sincerely,

Judy Davis and Tracy Davis-Fox

Party Artistry, Inc.

Special Event Magazine Gala Award Winner for Best Wedding

Special Event Magazine Gala Award Winners for Best Theme Décor

Featured in New York Magazine Weddings

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■ NEW YORK:  
222 Park Avenue South  
New York, New York 10003  
(212) 995-2299

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■ NEW JERSEY:  
50 Williams Parkway  
East Hanover, NJ 07936  
(973) 503-1333 Fax: (973) 503-0643  
[www.partyartistry.net](http://www.partyartistry.net)



## Services

### COMPLETE COORDINATION OF YOUR EVENT

This service provides you with a single point of contact for all vendors commencing upon signing of our contract through the completion of your event. From Decor, Caterers and Musicians, to Tents, Photographers and Entertainers all needs are met through our competent planning. This includes floor plans, power requirements, bandstands, rentals, etc. and our professional Party Planner on site during the event to insure the proper flow of all vendors.

### DESIGN SERVICES

Party Artistry provides all decor for your event which includes fresh floral designs, artwork, linens, draping, props and lighting, table numbers and accessories, sign in boards etc. creating a total environment for you and your guests. Each item is priced separately for your approval and installed by our team of qualified artists. There is no additional fee to hire Party Artistry strictly for décor. Should the proposed estimated budget fall into a higher price bracket than you wish, we are most flexible and will work with you on bringing it down to a comfortable, but realistic level.

OR:

### BOOKING SERVICES

A fee of 15% will be added to the price of any music, entertainment or outside vendors booked through Party Artistry. More than three vendors would constitute full coordinating services.

### SPACE LOCATION

Party Artistry will provide you with a choice of no less than 6 locations to choose from for a fee of \$350.00 plus the cost of transportation.

We thank you for your consideration.

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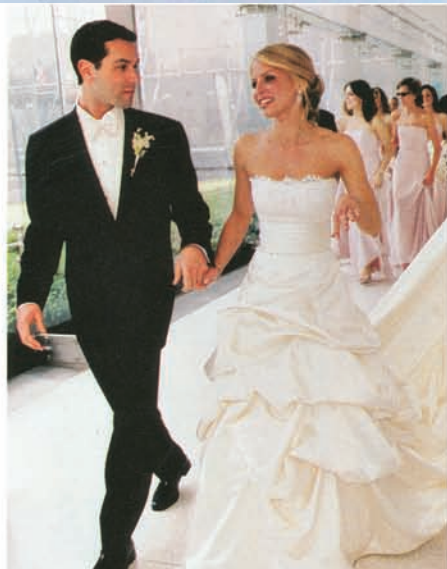
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222 Park Avenue South  
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# Weddings

## NEW YORK

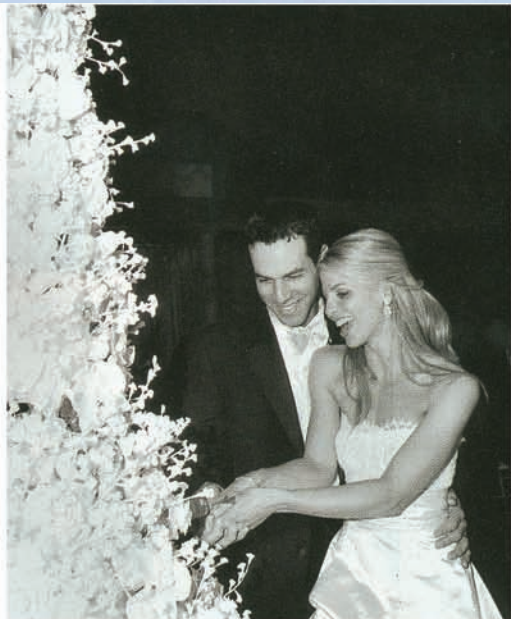


BLACK-TIE  
EXTRAVAGANZA

### Haley Joel & Matthew Satnick

*American Museum of Natural History*

APRIL 8, 2006



*Haley had her train extended three feet beyond cathedral length so it would cascade down the museum steps. While this made for a dramatic entrance, it proved somewhat tricky when it came time for Matt to circle*

*her as part of the traditional Jewish ceremony. "He smiled and gave me the sweetest little wink," Haley says, "then started off down the steps and all the way around my fantastically long train."*

**A**LTHOUGH HALEY AND MATT were together for two years before they married, their courtship required a commitment from the very start: Haley, a television and movie actress, was living in Los Angeles, while Matt, a private equity fund associate, was residing in New York. "The beginning of our relationship," Haley says, "was made up of flying cross-country every weekend"—which, as anyone who has ever taken the red-eye knows, demands nothing short of true love. The formerly bi-coastal couple became engaged during a Napa Valley vacation. Matt had planned to propose in a vineyard, but after spending 48 hours with the ring in his pocket, he couldn't wait any longer and asked Haley to marry him in the garden behind their cottage only minutes after they had checked in. Eight months to the day—and many thousands of miles later—they were wed.





Haley selected pale-pink bridesmaids' gowns to complement the soft rose lighting and cherry-blossom-covered chuppah. "I wanted the ceremony to have a romantic feel," says Haley, "so we had hundreds of votives hanging from the chuppah's branches, and by the time we started the ceremony, the whole room was glowing."



**The Milstein Hall of Ocean Life**, where the reception was held, "is so grand, we didn't want to compete," says Haley. "But we wanted it to feel like a wedding too." So the couple stuck to an elegant white and silver palette, bathed the room in blue light, and served Gummi Sharks and Swedish Fish as a playful nod to the underwater theme.

Haley and Matt used music throughout the night to personalize the festivities. They chose classic movie scores for their processional, stationed musicians along the halls to lead guests from one part of the museum to the next, and projected their new monogram onto the floor as they took their first dance.



#### THE DETAILS

BRIDE'S GOWN: Monique Lhuillier  
 BRIDESMAIDS' DRESSES: Jim Hjelm  
 MUSIC: Starlight Orchestras & Productions  
 FLOWERS: Party Artistry  
 VIDEOGRAPHER: Milk&Honey Productions  
 CATERER: Newman & Leventhal  
 INVITATIONS: Cartier  
 WEDDING BANDS: Bob Swanson

Photographs by Terry deRoy Gruber



The New York Times  
**Sunday Styles**



LEFT 8:10 P.M.:  
 held and  
 Brooklyn Bride  
 raised over \$1  
 million for  
 Brooklyn  
 tal Center  
 A.M.  
 v



RIGHT 8:05 P.M.:  
 From left, PETER  
 DAVIDSON and  
 WITH LIPSKY, who  
 are honored,  
 SETH S. FAI-  
 SON, the chairman  
 of the hospital's  
 trustees.



ABOVE 8:20 P.M.: Among  
 the masked revelers was  
**PRUDY D'AURIO.**  
 LEFT 8 P.M.: LaCORTE  
**MEENA** and her feathers.

**Special Events**  
 THE INTERNATIONAL MAGAZINE FOR SPECIAL EVENTS PROFESSIONALS

Event-planning lovebirds  
**TRACY DAVIS & MARTY FOX**  
 turn their fairy-tale romance into  
 a storybook wedding.

**Isn't it romantic?**

BY SUSAN TERPENING  
 When a special event...  
 ding. When two...  
 fabulous party...  
 based event da...  
 Almar Party...  
 March ins...

THE TIMES UNION  
 Thursday  
 October 31, 1991

you can't count on a fabulous wed-  
 each other, well, now, that's a  
 vice president of New York...  
 and Marty Fox, owner of...  
 engaged vows last

**LOCAL**  
 Grand party honors new Colonie Center

Look — A non-dance (and no dance) during the Colonie Center above, and guests...  
 during a benefit for the Big Brothers and Big Sisters of Albany County more than 1,000 people attended the...  
 celebration  
 guests

Party Artistry Does Six Events in One for a Blowout Bar Mitzvah  
 Going Underground: Eventmakers' Edgy Video Game Launch

**SPECIAL EVENTS**

MAY/JUNE 2010



AMERICAN GALAS

# BUDGETING FOR SUCCESS

BY MINDY REAVES

Perhaps the government should have taken some budgeting tips from New York City's Party Artistry during 1990. Earlier this year, the company beat out the fierce competition in the Big Apple for the New York City Ballet Benefit at Lincoln Center — and stayed within the budget of less than \$10,000.

The original budget given Party Artistry owner Judy Davis was \$8,000 to create tabletop decor for a bayou themed event for 700 guests. The client booked beyond the initial reservation estimate, adding 80 guests, which meant eight more tables for Party Artistry to decorate, Davis says. This also meant that the client had to increase the budget to \$9,074.

"In the end, it cost me exactly what we charged them," Davis explains. "There weren't any profits. We didn't lose any money, and we didn't make a nickel!" So where did the nickels and dimes go?

They went to create a New Orleans regional theme that played on the tabletops. Collaborating with Tracy Davis, Judy's sister, Party Artistry's Manhattan office, Judy worked at alternating one in the tradi-

■ New York On \$10,000 A Night. Cost-conscious table decor included feathers, masks, balloons and ribbons in Mardi Gras colors. More designs were developed around another New Orleans icons, jazz and riverboats



ditional Mardi Gras green, gold and purple. Besides incorporating Mardi Gras colors, the centerpieces called upon images of the New Orleans celebration: masks, balloons, musical instruments and steamboats. The mask centerpiece design began with a 12-inch round base

covered with glitterwire ("Painted chicken wire," Davis explains) and a 30-inch-high, narrow Lucite cylinder filled with assorted Mardi Gras beads. At the top, masks and feathers were added. Atop another base-and-pole set was the second design: balloons. This design posed a minor problem. "We were



Thursday, December 7, 1995 • DAILY NEWS

24

## HOT COPY

BY A. J. BENZA & MICHAEL LEWITTES

### Best bets

Besides the estimated 450 people expected to attend Lt. Gov. Betsy McCaughey's wedding reception aboard the Intrepid Museum — folks like George Pataki, Alfonso D'Amato and Daniel Patrick Moynihan — many more will enjoy her nuptials to multi-millionaire Wilbur Ross tonight. After the reception, put together by "Party Artistry's" Judy and Tracy Davis, McCaughey will give away all the table centerpieces of white amaryllis and narcissus flowering plants in white and gold pots, and the white poinsettias decorating the two large buffet tables, to Memorial Sloan Kettering Cancer Center. All leftovers will be delivered to City Harvest.

"I want to share the beauty of this day with as many people as possible," McCaughey told us. "I'm very lucky. I'd like other people to have luck too." McCaughey chose plants over flowers because they last longer in hospital rooms. Obviously, the meal will be a buffet, and McCaughey says they'll "cut the cake, make a toast and call it a night." The cake, by the way, will feature two elephants with intertwined trunks.

On final question: Anybody notice the irony of holding an affair on the Intrepid on the anniversary of Pearl Harbor?

## Party Artistry

### New York

An automotive junk yard was created for this bar mitzvah; party. Guests turned keys in their individual ignitions to claim their place cards. Aluminum tubing, gas cans, hub caps, air hoses and various car parts made up a sculptured ceiling. Floral centerpieces featured highway and automotive props. Hot colored lights moved throughout the evening to reflect off the other design elements in the room to create an unusual effect

# Page Six

### Bagel destiny

CONGRATS to Yosi Tahari — brother of fashion mogul Elie Tahari — who's getting hitched to longtime gal pal Heather Goldsmith. The lovebirds will toast their engagement in the Hamptons this weekend with pals Jeff Tweety and Mark and Candy Udell. Tahari met Goldsmith, a budding television producer, at her parents' East Hampton bagel store, Goldberg's Famous. We wonder: Who'll design the wedding dress?



# Winners

of the  
Gala Awards

The Gala Awards Ceremony & Celebration, sponsored by Special Events Magazine, honors a wide variety of event professionals and their events. This year, the ceremony was held at the Peabody Hotel in Orlando, Florida on January 10, the last night of The Special Event '99. More than to 800 industry professionals gathered to applaud both nominees and winners of the 1999 Gala Awards. Special Events Magazine and The Special Event extend their appreciation to each individual and company who entered the competition this year. Thanks also to the members of the Special Events Magazine Advisory Board, who flew in a day early to judge the final nominees, and to the Gala Awards Committee for giving its time and energy to create a winning environment for the ceremony and celebration

FEBRUARY 19 9 9  
SPECIAL EVENTS  
MAGAZINE



## Styles

The New York Times

SUNDAY, FEBRUARY 18, 1999

### Always an Adviser, Now a Bride: The 'I Dos' And 'I Don'ts'

By LOIS SMITH BRADY

A small wedding was not the answer for Tracy Davis, Mr. Davis, 34, the president of Party Artistry, an event-planning company in Manhattan and Roseland, N.J., is to marry Marty Fox, 44, the owner of Almond Party and Tea Rooms in East Orange, N.J., on March 3.

Ms. Davis has known Mr. Fox professionally for a long time, as she tells in the occasionally snarky, but often amusing, "I Do, Marty, Married?" The answer, always, was, "Yes, honey." Then one day five

years ago, she asked and the reply was, "Not anytime, honey."

From Ms. Davis, who often advises brides to keep their weddings manageable and to continue living "work and breathing regularly," a list of that advice. Describing her own wedding, she said, "I am creating a definite mood."

She and Mr. Fox will be married at the Park Building, where they plan to have four huge indoor tents, each representing a season. In the Sun-

der tent, she said, "There will be benches, squares, wicker furniture, striped awnings, beach umbrellas. They're bringing in practically everything but the Atlantic Ocean."  
"Why create such a beauty?" "After all these years of watching other people's weddings, I've witnessed a lot of touching moments — the things people say to each other, the interactions between the mother and the bride," she said. "It's always been a dream of mine to have a nice moment."

NEW JERSEY EDITION

Summer/Fall 2009 • Volume 17, No. 2 \$4.95

# WEDDING Sites and Services

Visit Our Website at [www.sitesandservices.com](http://www.sitesandservices.com)

Joan Silverstein's daughters Lauren and Rachel both had their weddings at the Maplewood Country Club. Here, she describes her experiences for *Wedding Sites & Services*.

"I can't say enough about Judy and Tracy from Party Artistry. Their ideas, creativity and assistance made both of our weddings (and our showers) really unique and incredibly gorgeous! We talked for hours and they understood exactly the look that we wanted. Lighting was very important to us, so they had different color lights, with leaf gobos for our fall wedding and summery gobos for our summer wedding which shone on the ceiling and embraced the room with light. They encouraged me to get involved creatively by making my own seating cards and ladies room necessities basket."



## Party Artistry

New York

An automotive junkyard was created for this bar mitzvah party. Guests turned keys in their individual ignitions to claim their place cards. Aluminum tubing, gas cans, hub caps, air hoses and various car parts made up a sculptured ceiling. Floral centerpieces featured highway and automotive props. Hot colored lights moved throughout the evening to reflect off the other design elements in the room to create an unusual effect.

Best Theme Decor  
Budget Between \$10,000 and \$25,000



GALA AWARDS



When two people in the party planning business marry each other, you can expect unforgettable results and a windfall of great ideas. That's precisely what came with the elaborate wedding of Tracy Davis, vice president of Party Artistry in Roseland, New Jersey (with offices in New York City), and Marty Fox, owner of Almar Party & Tent Rentals in East Orange, New Jersey.

## Four Seasons

"Because we're in the business it was easier for us to narrow down our choices," says Tracy, whose mother, Judy Davis, is president of Party Artistry. "However, I still spent several months, full time, planning all the details of our wedding." A small amount of time, it seems, considering the scope of the theme chosen by the couple—the four seasons. (Not surprisingly, this celebration recently won the Gala Award for Best Wedding of 1996 from Special Events magazine.)

The couple were wed on March 2, 1996, at the [unclear] in New York



From top: Just married: newlyweds Tracy Davis and Marty Fox; a pretty scene from summertime; the rustic autumnal setting; a peek at the winter wonderland.

When two people in the party planning business marry each other, you can expect unforgettable results and a windfall of great ideas. That's precisely what came with the elaborate wedding of Tracy Davis, vice president of Party Artistry in Roseland, New Jersey (with offices in New York City)

Modern Bride



**13 Galas**  
Party Artistry president and proud mom Tracy Fox keeps the party moving—literally.

...ds of a klezmer accordion, man-  
...rt of upbeat Jew-  
...er the ceremony in  
...rench garden feel-  
...ests were led to a  
...t tents and awnings  
...of the seasons.  
...oom through "fall," a  
...th rugs, tapestries, vel-  
(continued on page 503)



Record photo by J.S. Carras

ENJOYING THE EVENING: Patti Scripps, left, Mary Buchanan, center, and Jim Scripps, right, all of Loudonville, enjoy Wednesday night's gala at Colonie Center.

## Colonie Center gala draws star-studded crowd

By CARMEN NAPOLITANO  
Record Reporter

COLONIE — Dressed in black ties and gowns draped with diamonds and gold, the Capital District's rich and famous came together for the gala reopening of the Colonie Center mall Wednesday evening.

The extravaganza was marked by a star-studded invitation list of visiting Belgian diplomats, local and national politicians and local businessmen. More than 1,400 guests paid \$75 a ticket to attend the reopening gala, which featured Emmy nominee Diahann Carroll, who performed in a Las Vegas-style revue.

The renovated mall was decorated with gold and purple tapestry. Flowers of red and yellow accented the lush green garden entrance leading to the mall's center court.

"This is probably one of the most extraordinary nights," said Rhonda Childs, chairman of the Gala Preview Party.

Proceeds from the ticket sales will be de-

...nated to Big Brothers-Big Sisters of Albany County Inc., which will use the money to develop new programs and expand existing programs for the Capital District's youth.

"This is the largest fund-raiser we have had," said Jim Snyder, director of Big Brothers-Big Sisters of Albany County.

The gala was sponsored by mall owner Equitable Real Estate Investment Inc. and developer Kravco Co.

The new Colonie Center, set to reopen at noon today, is an architectural feat and a renovation. It has 60 new shops, a planned third anchor store and a second-story international food court. In the works since 1987, the stores, stands as a bold contradiction to the bleak economic times.

An estimated \$500,000 price tag was put on the party, according to Angelo Anzone, owner of Glen Sanders Mansion of Scotia. About 380 bottles of champagne, 480 bottles of wine, 730 pounds of fish, 1,300 pounds of assorted meats and more than 12,000 hors d'oeuvres of

glazed lamb chops, smoked salmon, caviar and grilled tuna were prepared for the black-tie affair.

The entertainment also included the New York City-based theater group Le Clique and its Full Royal Regalia actors, saxophonist Nick Brignola and The Carl Landa Quartet and pianist Mike Purcell.

The buffet menu included a royal carving table of turkey and prime tenderloin. Guests were also able to select from various European and oriental delights as well as various shell and fresh fish. Sweet toothies were treated to banana foster flambé and cherries jubilee, macadamia nut chocolate mousse, assorted tarts, pecan clusters, lemons and raspberry squares and other gourmet pastries.

New additions to the mall include The Coffee Beanery, Great American Chocolate Chip Cookie Company, Belden Jewelry, The Body Shop, Victoria's Secret and Steinbach, as well as several other specialty-item and chain store businesses.

Look What People Are Saying About Us!



Letter Excerpts:

### **McGraw Hill Holiday Party**

"It was a most enjoyable evening, surrounded by a beautiful atmosphere that you created. The entire venue was brought to life by you and your team.

*-Gaye Currier, The McGraw-Hill Companies*

### **Americares Foundation.Fundraising Event –The USS Intrepid**

"I attended the event with a colleague of mine who also orchestrates events and we were both wowed by the beautiful job you did". By all accounts the evening went off without a hitch and a great time was had by all.

*Margaret Ripperger, Manager of Special Event-*

### **Brooklyn Hospital Founder's Ball**

"As we move on from Friday evening's event, many people have remarked on the unique atmosphere of the event, the festivities and that it was the best ever." The evening was an outstanding success in every way, primarily due to your organizational abilities, creativity and interpersonal skills."

*Kimberly Bond, The Brooklyn Hospital Center*

### **Ford Motors Dealer's Gala**

"The oohs and ahs begin with you-after all, the magic starts the minute they enter the world you've created". Thank you for always being pro-on time and never a cause for worry, it means so much."

*Nancy Basenese, Merchandising Specialist*

### **Chase Manhattan-Regional Recognition Rally**

"Our guests raved about the theme party you created for our event. You and your entire staff were wonderful in ensuring that the transformation of Roseland into an Academy Awards spectacular was smooth and effective.

*Kimberly Schafer, Director of Special Events*

### **The Philadelphia Orchestra Opening night**

"What a magnificent job you did for opening night. Everybody I've talked to has sung your praises and it certainly looked as though there was not a hitch in any of our plans. I knew that I could rest easy knowing you were handling the details."

*Elisabeth Walker, Director of Volunteer Activities*

# GALAS

(The Anatomy of an Event)

## Progressive Thinking

Party Artistry president and proud mom Tracy Fox keeps the party moving—literally

By Natasha Garber



**Rooms to move:** Party Artistry creates a bar mitzvah that moves through six "sub-parties," giving guests delightful variety.

### FUN FOOD

Hot Dogs in Blankets

Philly Cheese Steak Chimichangas

Brioche Sliders

Jumbo Pretzels with Cheese Sauce

Vegetable Dumplings with Sweet and Sour Sauce

Egg Rolls with Sweet Soy Glaze

Maki Sushi Platters

Photos by Jay Yagud Photography/www.jayyagud.com

**When an event** pro designs a party for a family member, you can be sure it's going to be something special. But even Tracy Fox herself admits that her son's December bar mitzvah was a little, well, over the top. "I created a monster," she laughs, noting that a client seeking the same scope of decor and entertainment could expect to spend \$75,000 to \$100,000. For all its thoroughly enjoyable excesses, though, the 230-guest event was also a once-in-a-lifetime chance for Fox, president of East Hanover, N.J.-based Party Artistry, to try out a few new tricks—and learn a couple of valuable lessons along the way.

**FAMILY AFFAIR** While Fox says her son's involvement in planning was limited—"Slater was involved in that we told him what we were doing and, thankfully, he was OK with it," she admits—the guest of honor did have a hand in one of the most important elements.

Fox initially planned to use the family's synagogue as her reception venue thanks to its ample size and layout. But, she recounts, her son said, "Mommy, if we told people we were having a party in a temple, they'd think it was going to be a really bad party."

That's when the planner came up with the idea of inviting guests to the synagogue, but dubbed with the much more enticing name "Slater Street at the Montrose Mansion"—a play on the venue's address.

Fox designed the event as a progressive party where guests would move as a group from room to room, with adults and children separating and then coming together at various points. With the help of her mother, Party Artistry executive director Judy Davis, and her husband, Marty Fox of Irvington, N.J., Almar Party and Tent Rentals, she organized the space into six different sub-parties that spanned the synagogue, an adjoining building owned by the synagogue and a tent. Load-in and setup involved an army of vendors, including lighting, rental, audiovisual, linen and staging providers, and took four days—significantly more than most dinner-and-dancing mitzvah receptions, Fox explains. "This party was structured differently than any other party I've ever done," she says. "It wasn't a club, a sit-down dinner or a buffet. It was this X-factor."

**ON THE MOVE** Fox says that on event



**Adults only, kids only:** For her son's bar mitzvah, Tracy Fox creates kids-only and adults-only zones, which alternate with spaces where all guests come together.



night, she wasn't quite sure how, or even if, guests were going to move en masse from party to party as planned. But after cocktails in a tent dramatically draped and lit by Don Calhoun's Draping and Lighting of Huntingdon Valley, Pa., and outfitted with 15 red crystal chandeliers and a tufted red velvet bar (kids broke the ice in a separate space with video games, a Velcro wall and nonalcoholic frozen drinks), move they did. They proceeded into a multi-room mansion space furnished with soft seating and accented with rugs and lighting to enhance the site's Victorian beauty. There, adults and kids joined together for speeches and blessings from the mitzvah boy's proud parents, simulcast on monitors in rooms where guests couldn't view the speakers live. "The plasma screens didn't look very Victorian," Fox admits, "but we made it look pretty."

A bongo drummer soon rallied the group into a lively conga line that traveled 240 feet across the building to dinner.

For the evening's main meal, courtesy of Laurence Craig Catering, Maplewood, N.J., adults dined on seared ahi and braised short ribs—"two courses, to keep it short"—in a

contemporary South Beach-themed space. Nearby, kids gobbled pizza-stuffed chicken breast and took a spin in a giant gyroscope.

Then it was on to "Slater Street Underground," where young and old again reunited, this time in a white-draped, white-carpeted space that "looked like one big dance floor," Fox describes. Banked with four LED-lit Lucite platforms and set with lounge seating, the room featured a club DJ perched 8 feet above floor on a scaffold. To help the well-traveled crowd regain its energy, professional dancers, live musicians and poi spinners took to the floor to mingle with guests.

Finally, the group returned to the adult dining space, which Fox's team had stealthily transformed into a "Viennese dessert room"—a turnover the planner admits now she might have jettisoned had she the event to do again. "Logistically we made a mini nightmare when we changed that room over for dessert," she says. "It was tough on staff and not really necessary to do."

**NEXT BIG THING** The progressive party went off without a hitch; in fact, the crowd was so excited for each new reveal, "We were five minutes ahead of schedule" throughout the evening, Fox says.

As for the planner-parent herself, she says she was able to enjoy the event thoroughly with the proper "psychological preparation," as she puts it. "Week in and week out, I'll look at a client and I think, 'She's so nervous that she's not able to have fun and enjoy the party, and she just spent \$150,000,'" Fox says. But as for Fox herself: "I willed myself to take the advice I give to my clients all the time to let go and be present in your moment." ●

## RESOURCES

**DECOR & PRODUCTION  
PARTY ARTISTRY**  
[www.partyartistry.net](http://www.partyartistry.net)

**AUDIOVISUAL  
REEL LIFE MEDIA**  
[www.reellifemedia.com](http://www.reellifemedia.com)

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LAURENCE CRAIG  
CATERING**  
[www.laurencecraigcatering.com](http://www.laurencecraigcatering.com)

**DRAPING & LIGHTING  
DON CALHOUN'S  
DRAPING AND  
LIGHTING**  
215/357-8200

**ENTERTAINMENT &  
GAMES  
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ENTERTAINMENT**  
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**LINEN  
CLOTH CONNECTION**  
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**RESOURCE ONE**  
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[www.tablewraps.com](http://www.tablewraps.com)

**RENTALS  
ALMAR PARTY &  
TENT RENTALS**  
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## Event planner Tracy Fox celebrates color in her high-energy South Orange home

BY CINDY POTTERS  
Photos by Anthony Bianciella

**W**hen it comes to her home in South Orange, Tracy Fox approaches the decor with the same mindset she uses when producing functions for her design and special events company, Party Artistry: combine a bit of drama, a dose of comfort and mega watts of energy.

"We're decadent people," the designer says with a sly smile referring to the style of the 1950s center hall colonial she shares with her husband, Marty, and their children Slater, 13, and Lexie, 9.

Details throughout the home reflect Fox's high-octane persona. "It's what I do, it's who I am," she says as only a woman with the confidence to pull off a vampire red runner could – with conviction.



## GRAND ENTRANCE

Clockwise from above: A grand piano and circular staircase in the entry foyer are poised before 20-foot tall, floor-to-ceiling windows overlooking Manhattan. One look at this dramatic entrance was all that was needed to convince Tracy and Marty Fox to buy the house in 1998; New IKEA kitchen cabinets pair nicely with a high-end chandelier from Denmark, which hung in the foyer for a spell; The “sexy” dining room (as Fox refers to it) is the ultimate in chic formality thanks, in part, to her mother and business partner, Judy Davis. Davis bought the shattered glass tabletop and the buffet at thrift stores in New York for next to nothing. The five-dollar mirror over the buffet was another lucky nab.



### **New York City Ballet-Dance with the Dancers**

Once again, it was an absolute pleasure working with you both. The event was a great success for the Company, both financially and in terms of our record-breaking attendance.

Your professionalism and reliability is both reflected in the décor of the evening and is very reassuring to us.

*Ruth Ann Devitt, Director of Special Events*

### **The Rockefeller Group Gala**

“Some people who have worked with us in the past have found our demands and attention to detail too much to handle, but I am glad to see that you share our high standards. There wasn’t a person at the party who wasn’t favorably impressed, the job you did in supervising the event was tremendous.

*Vince E. Silvestri, Director of Public Relations*

### **Merck Pharmaceuticals Awards Dinner**

During the past several months, I have attended several social and business functions and have compared those events to the affair that you arranged for Merck last summer.

My “unbiased” conclusion places your affair head and shoulders above the competition. Your arrangements for food, flowers, and decorations were uniformly outstanding.

*Michael M. Tarnow, Executive Director-Corporate Employee Relations*

### **Baby Shower for Rupert and Wendy Murdoch**

“Thank you again for the most beautiful invitations and décor-They made the baby shower a very special event!! Thank you for making the party so wonderful.

*Mrs. Wendy Murdoch*

### **Schering/Key Pharmaceutical Holiday Celebration**

The room looked beautiful!! The client was ecstatic! Thanks to you and Judy once again for making Executive Meetings and Incentives shine!

*Dina Rego, Program Manager*

### **Ogilvy and Mather Advertising-Christmas Party**

Another triumph! Last week’s annual Ogilvy and Mather Christmas party was a huge success. All my 900 Guests had a spectacular time and everything from the music to the food to the décor contributed to the festivities.

As usual your planning and consulting efforts were timely, creative and done in consummate taste.

*Jed W. Bernstein, Senior Vice President*

### **Ladenburg, Thalmann & Co. Holiday Gala**

“From the magic you created as we entered into the elegantly decorated ballroom, to the exquisitely prepared and presented hors d’oeuvres and buffet tables to the outrageous balloon trees and centerpieces, to the creative wizardry of your Dee Jay, and mostly to the magnificence of the ambience conceived and created by you and your super professional staff.”

*Tama Davis, Director of Corporate Finance Services*



# Special Events<sup>®</sup>

M A G A Z I N E

THE INTERNATIONAL MAGAZINE FOR SPECIAL EVENTS PROFESSIONALS



Event-planning lovebirds

**TRACY DAVIS & MARTY FOX**  
turn their fairy-tale romance into  
a storybook wedding.

## *isn't it romantic?*

BY SUSAN TERPENING

When a special event professional gets married, you can count on a fabulous wedding. When two special event professionals marry each other, well, now, that's a fabulous party. Such was the case when Tracy Davis, vice president of New York-based event design and production firm Party Artistry, and Marty Fox, owner of Almar Party & Tent Rentals in East Orange, New Jersey, exchanged vows last March inside New York's historic Puck Building.

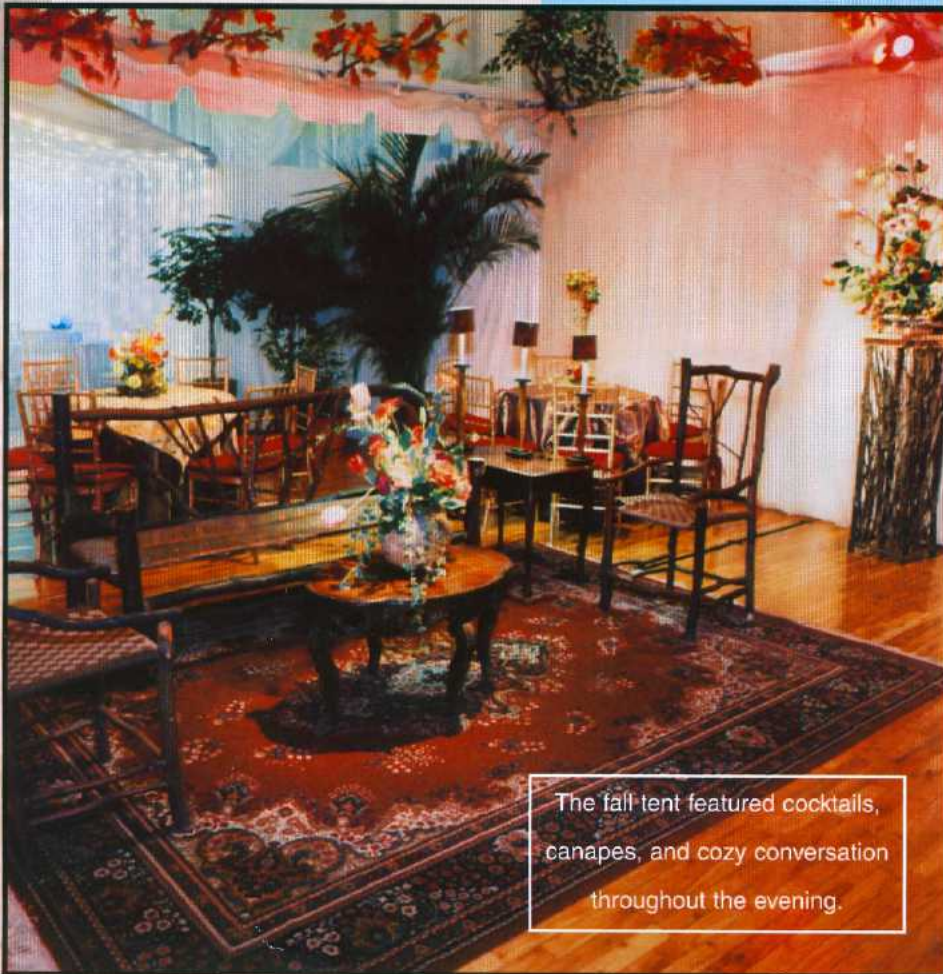
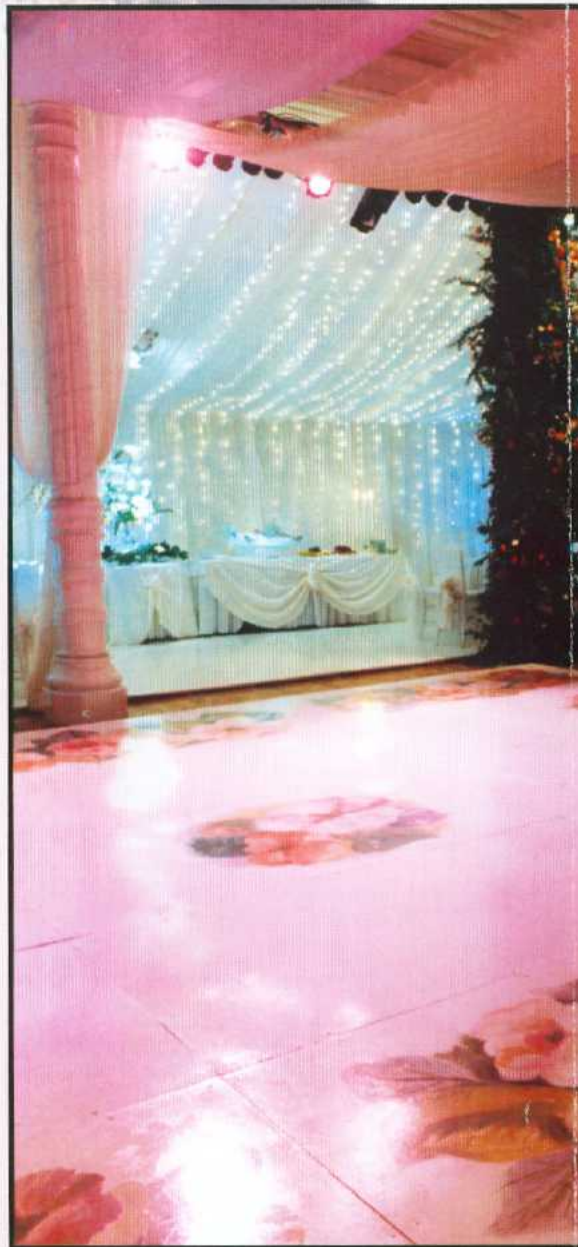
## A Wedding Album

The theme of the wedding—the four seasons—was one that Tracy and her mother, Judy Davis (who is president of Party Artistry), had originally developed as a theme to sell to clients. “I always knew that, when we did my wedding, that was going to be the theme,” says Tracy. “I didn’t have a groom at the time, but I had a theme!”

Little did Tracy know that she had already met her groom—back when she was 12 years old. Party Artistry was a year old in 1974, when 22-year-old Marty Fox approached the company to do business. He and his partner, Allan Chanin, had just started a party rental company called Almar Party & Tent Rentals. Judy Davis was their first client. Tracy often worked for her mother after school, making phone calls and ordering rentals. Occasionally, mother and daughter would drop by Almar to pick up smaller orders. “I always thought Marty was soooo gorgeous,” recalls Tracy. As she got older, she started asking about him, wondering if he

“It went from ‘work’ to ‘throwing a fabulous party.’ Planning this event with my mother was very special.”

TRACY DAVIS



The fall tent featured cocktails, canapes, and cozy conversation throughout the evening.

was married. The answer was always yes. Years later, at age 29 and vice president of her mother’s firm, she asked the question again. This time the response was “not anymore.” A few weeks later, while working on an event, Almar’s drivers accidentally picked up Party Artistry’s linens, so Tracy drove over to retrieve them. She came back with the tablecloths—and a boyfriend.

When it came time to plan their wedding, Tracy and Marty were at an obvious advantage. “It went from ‘work’ to ‘throwing a fabulous party,’” says Tracy. “Planning this event with my mother was very special, and knowing that

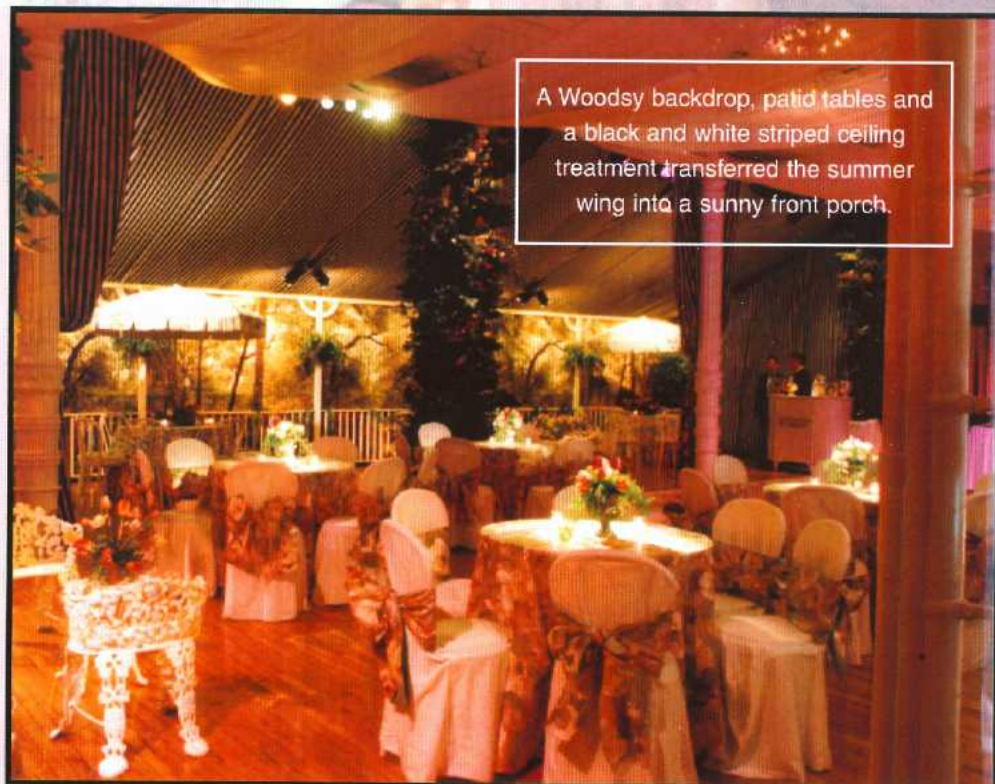
all the resources at my fingertips made it so much less stressful than you’d expect from your average bride,” she says. “Of course, I had to rein in our imaginations and had to rein them all together from time to time.” The design concepts ended up with six design concepts. The reception would comprise the six design concepts—the six other two—an inspired lounge, a French garden—house pre-ceremony cocktails and the marriage ceremony, respectively. The six would come under a series of tents and canopies.



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the Puck Building, a cavernous, turn-of-the-century loft in New York’s Soho district.

When guests arrived at the Puck Building Saturday evening, the cavernous loft had been transformed into a tented wonderland. A 16-by-64 foot pre-ceremony tent was embellished with rich red-upholstered furniture, much of which was brought from Judy’s apartment. Potted palm trees were uplighted and tent poles were draped in white tricot. Black and white flooring added a cosmopolitan, art deco feel. Klezmer—Jewish jazz-folk music—filled the room, further enhancing the lounge ambience.



A Woodsy backdrop, patid tables and a black and white striped ceiling treatment transferred the summer wing into a sunny front porch.

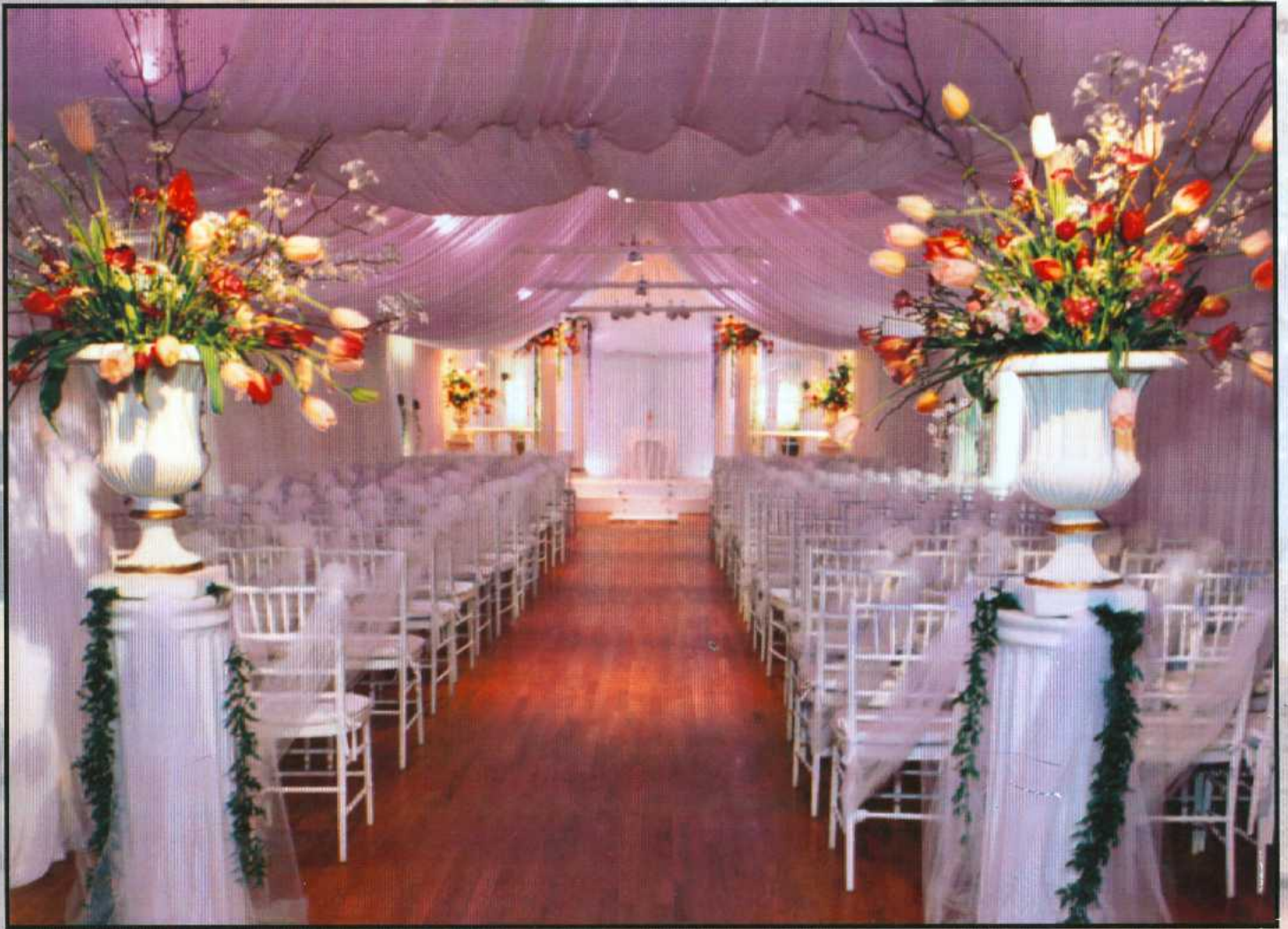
That tent led to the ceremony tent, a 20-by-80-foot frame tent that had been transformed into an ethereal indoor garden, with white tricot fabric lining the walls and billowing from the ceiling. The tent was lighted in pale purple. Urns filled with colorful spring floral designed by Party Artistry were placed on pedestals draped with white tulle netting and ivy. A custom made platform outfitted with balustrades contained the chuppa—four white columns festooned with spring floral and garlands. The columns, pedestals and balustrades were provided by 28th Street Marketplace of New York. Two sets of French doors were hung on both sides of the chuppa. Lighted scenery murals (“the kind used for prom photo backgrounds,” explains Tracy) were installed behind the doors. This same door treatment was used on the side walls of the tent. Existing hardwood floors were left bare, with the exception of a hand-painted white aisle runner. Each guest chair was draped in white tulle.

A 9-by-20-foot clear-top canopy leading from the ceremony tent to the ballroom area represented the first season—fall. Faux autumn foliage from Tropical Fantasies of New York was suspended from the ceiling. Oriental rugs and tapestries covered the hardwood floor. Furniture made of tree branches from New York-based Central Props was interspersed with

dark wood dining chairs. Tables—36-inch rounds—were covered in assorted tapestries custom-made by New York-based Ruth Fischl. Amber and red-toned lighting warmed the space. “This was the most popular area,” says Tracy. “It was a little darker than the other rooms, and very cozy.”

From here, guests entered the main ballroom area, the center of which was flanked by two “wings”—three-sided fabric structures custom-made by Almar that opened out onto the center of the room, which was designed to look like spring, and housed the dance floor and the band stand. The wings represented winter and summer, and held tables and food stations.

To capture the essence of springtime in the center area, Party Artistry relied on floral—both in arrangements and linen. A faux tree trunk festooned with fresh magnolia branches, custom-made by Party Artistry, commanded the center of the room. Diaphanous pastel chiffon fabric was swagged from the ceiling. Four existing 18-foot columns were covered with flowers, creating what Party Artistry refers to as “flower towers.” The dance floor, designed by Judy Davis and built by Juan Gonzalez of Almar, was hand-painted to match the tablecloths by staff artist Darleen Tapper. A combination of pastel gelled lights and Intellibeams lighted the area. Faux formal hedges



Photography: Sarah Merians

and topiaries, also from Tropical Fantasies, boxed in the bandstand. White wrought-iron garden furniture interspersed throughout the area lent a garden feel.

Contrasting this area was the stark whiteness of the winter wing. Tent walls and ceilings were lined in white tricot and backed with twinkle lights. Simple white satin cloths covered the tables, which were topped with centerpieces made of light boxes on which bubble bowls filled with submerged Casablanca lilies were placed. Chairs were covered in white organza and the floor was painted white.

For the summer wing, lighted photographic murals (similar to the ones used in the ceremony tent) were attached to one wall. White fencing and uprights custom-built by D & D Productions were erected against the wall and hung with plants to give the impression of a porch. Black and white striped fabric was draped on the ceiling as if it were an awning. A wicker bar and two umbrella tables added to the front porch feel. The umbrellas were painted to match the floral tablecloths.

Food stations serving appetizers followed by entrees were set up in each area, with foods reflective of the seasons. Caterer Mary Chris Rospond of Millburn, New Jersey-based Exquisite Entertaining created the menu. Fall featured an antipasti bar followed by a pasta bar; summer, a raw bar followed by fresh seafood selections, including poached salmon, swordfish provencal and rare tuna; spring, a fresh vegetable crudite cart followed

by an assortment of salads; and winter, caviar and vodka on ice followed by a carving station with herb-crusted tenderloin of beef and roasted rack of lamb. Myriad passed hors d'oeuvres were served in conjunction with the food stations.

The final area—a casino set up behind the bandstand area—was kept a surprise until after the cake-cutting ceremony, when the curtains were drawn and guests were given gambling tokens. "My husband and his family love to gamble," says Tracy. "So this was a fun surprise." The casino equipment was provided by Krystal Party Productions and Duro Casinos, both of Long Island.

"The whole wedding went off like clockwork," says Tracy, who attributes this to "advanced planning and a great on-site staff." She continues: "My mom and I were definitely guests at this party. I've never felt so calm in all my life."

Now that, as many brides can attest, is no ordinary wedding.

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## Recent Highlights

### Wedding Celebration of Haley Joel and Matthew Satnick The Museum of Natural History-450 Guests

New York Magazine, Summer of 2007 Wedding special covered the “Black Tie Extravaganza” which took place under the Blue Whale in The Millstein Hall of Ocean Life. Guests sat at white tufted silk square tables with bejeweled edging and enjoyed thousands of magnificent Phaelenopsis Orchids and antique objects d’art while dining. An appliqué with the couple’s new monogram was placed in the center of the dance floor and engraved on the napkins.

The Wedding Canopy was dripping with hundreds of orchids and cherry blossoms and crystals and the room was aglow when the couple walked down the aisle surrounded by Violinists.

### Bar Mitzvah Celebration-The Pierre Hotel-325 Guests

The Upper levels of the Pierre Grand Ballroom were turned into the Guest of Honor’s own TV Studio complete with multiple Plasma screens displayed on shiny silver truss towers and a “televised” break dance routine featuring the Bar Mitzvah boy and his “team” dressed in satin embroidered bomber jackets.. White Mod furnishings, glowing bubble bowls and fantastic lighting added to the ambience.

The central part of the ballroom was as elegant as ever with custom Dupione Silk linens. All white florals , a multitude of candlelight and flowering branches in abundance made for a spectacular event.

### Graduation Blow Out-Mendham, New Jersey-200 Guests

The Pucci Print invitation set the tone for this modern day version of a high school graduation. An all white tent complete with white carpet and flat panels of sheer fabric on the walls set a stark backdrop for an ultra modern look. Furniture vignettes in white leather and Lucite lit from within surrounded the dance floor and were accented by Pucci pillows and colorful throws. Tight arrangements in geometric vases with white and apple green flowers adorned the tables.

A separate “sleeping” tent was erected and covered from wall to wall in foam rubber with pillows and blankets for all.

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### Carly's Classics- 220 Guests

Imagine sitting atop a horse ring where Olympic Equestrians train their horses, but no longer are you staring at stables but are eating dinner in a magnificent hunter green tented ballroom on Ralph Lauren's dining room table. Brown leather love seats, bookshelves with trophies, coffee tables with hardcover books and stunning flowers make this look not only like a living room at someone's country estate, but give the warm feeling of home. Smack in the center is the dance floor, flanked by horse jumps and white fencing and Carly's Classics logo painted in the middle.

### The SS Jessica – 150 Guests

Guests were greeted by the Cruise Director and escorted upon the SS Jessica, AKA Shackamaxon Country Club in Westfield. After taking their picture with the Captain on the main deck, the cruise documents were passed out complete with motion sickness pills, luggage tags and a BINGO card. The ballroom was draped from floor to ceiling in deep navy blue, bathed in light by hues of the sea in turquoise and royal blue. The room was banked to create levels for seating, and Jessica's friends were seated upon a giant façade of a cruise ship which spanned one end of the club.

### Ivy League Frat House

A prestigious University: Enter through the ivy covered gates to a personalized frat-house, including the campus cafeteria. Distressed leather furniture, sports memorabilia, towering columns and even books, were gathered around a glowing fireplace. Fall colored tables and centerpieces were accenting the entire college experience

### Simply Sarah - No Black and White for Me!

Do you know where you are?: A complete transformation of this ballroom with draping and luscious lighting created a rich, contemporary two-tone event. Half neon pink and half neon green. Stylish seating and stroll around menu made this party one to remember. Fun and lots of games for the teens and the most creative interactive sign-in board had the guest wondering "where am I?" Following the party, we created a spa "night" out for the girls with plush robes, glittering slippers and a comfy place to relax.

### Mr. Miami Beach – 180 Guests

Welcome to sunny South Beach Florida! Upon entering the Country Club, guests were ushered up the red velvet carpet by bouncers to get into Miami's hottest night club, Mr. Miami Beach. Lining the far wall of the cocktail area was a custom built façade of Lincoln Road, complete with hedges, retro style furniture vignettes and a working fountain. The ballroom was transformed into the ultimate nighttime pool party. Palm trees, Asia D'Cuba style seating, turquoise and lime green spandex chair covers, cabanas for a quick upper back massage...and of course, a swimming-pool dance floor with tiled edges and lounge chairs made the look complete!





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