


GALAS

(The Anatomy of an Event)



Fine handiwork: An elegant acrobat shows her stuff for an international audience of graphics-software specialists at an Adobe event designed by Branduin Creative in San Francisco's Golden Gate Park.

ADOBE'S SYSTEM

One bash, two venues, 3,000 guests. San Francisco's Branduin Creative devises a strategy that engages minds and moves bodies.

By Natasha Garber

Adobe Systems' November customer-appreciation event in San Francisco had more than one thing going for it—in fact, it had two. Staged at the new California Academy of Sciences and adjacent de Young Museum—two landmark Golden Gate Park buildings separated by a public lawn—the annual bash stood to benefit from being held at two of the city's most noteworthy venues. All that San Francisco-based event production firm Branduin Creative had to do was figure out how to create a cohesive environment out of the spread-out site and get 3,000 designers and developers to go with the flow. With 20 years' combined experience, the team—led by Branduin president Bree Shapiro, creative director Molly McDanel, producer Elizabeth Bainbridge and business development director Todd Benzies—did just that.

BRIDGE WORK Branduin welcomed the many possibilities offered by the

remarkable venues—one a state-of-the-art “green” site designed by Pritzker Prize-winning architect Renzo Piano, the other a revamped classic created to showcase priceless works from the Americas, Africa and the Pacific. But the team knew it had its work cut out for it.

Most notably, “Our client was very concerned that the party would feel disconnected, and guests would just stay in one venue,” Benzies recounts. To overcome this obstacle, Branduin focused on a “music concourse” between the two sites, lining it with a series of 12-foot-high illuminated cones that drew attention to the main entrances of each venue. For guests who preferred not to walk the distance between the two—“or just wanted to try out a quintessential San Francisco ride,” notes McDanel—a system of faux “cable cars” offered an entertaining alternative.

In addition to bright lights and big cones, Branduin appealed to the techie guests' interests with an ingenious

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