

Our First West Coast Issue!

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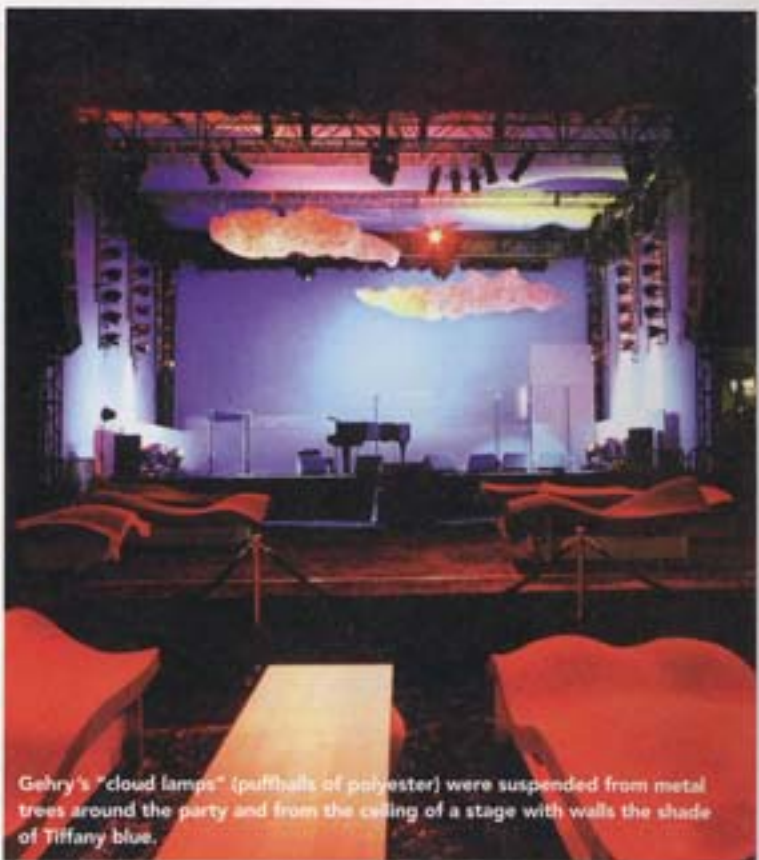
Benjamin Ball and Gaston Nogues created walls, seating, and bars with sensuous curves out of four-inch-thick cardboard. Gehry used die-cut computer technology to realize the undulating architecture.



Seating was constructed from corrugated cardboard, the architect's signature material from his first furniture collection, Easy Edges.



Twelve windows of varying sizes lined the cardboard wall across the street from Tiffany. Each framed different body parts of models in frozen positions, which served as canvases for the jewelry.



Gehry's "cloud lamps" (puffballs of polyester) were suspended from metal trees around the party and from the ceiling of a stage with walls the shade of Tiffany blue.

Gehry's High Style Inspires Tiffany Party

The launch of the iconic architect's collection with the famed jeweler featured an impressive landscape of undulating designs.

IF FRANK GEHRY AND HIS ACOLYTES EVER DECIDE THEY need something to fall back on, they could always try special events. The über architect's distinctive style was the inspiration for a sumptuous outdoor artscape that served as the setting for Tiffany's launch of his new line of sculptural jewelry and home accessories. The architect behind such 20th-century icons as the **Walt Disney Concert Hall** in Los Angeles and the **Guggenheim** museum in Bilbao, Spain, is the first new designer to launch a jewelry collection for Tiffany since **Paloma Picasso** a quarter century ago. The company is spreading the word with stylish special events, beginning in Gehry's hometown of Los Angeles and rolling out to New York, Tokyo, London, and Toronto between now and September.

For the party's design, Gehry chose **Silver Lake** architects **Benjamin Ball** and **Gaston Nogues**, both formerly of **Gehry Partners**, to channel his

vision in concert with event planning firm the **Donahue Group**. Tiffany staged the outdoor event outside of Tiffany's Beverly Hills store, on the block of Rodeo Drive just north of Wilshire Boulevard, which was closed off to traffic. The 600 guests were directed past the front door of the store, where they could inspect the new collection.

This outside location featured an impressive Gehryland constructed from corrugated cardboard—the architect's signature material from his first furniture collection called **Easy Edges** (which was available from 1969-73). Borrowing from the theme of Tiffany's ad campaign, "body as landscape," (which invokes Gehry's architectural approach to jewelry design), Ball and Nogues created walls, seating, and bars with sensuous curves. Gehry used die-cut computer technology to realize his undulating architecture, a new development in event design.

On the stage **John Legend** and **Patti LaBelle** performed a rousing rendition of "Voulez-vous Couchez Avec Moi." Guests left with Gehry necklaces (for women) and bracelets (for men) created especially for the evening. —*Irene Lacher*

WORLDWIDE LAUNCH OF FRANK GEHRY'S COLLECTIONS FOR TIFFANY & COMPANY

Tiffany & Company,
Rodeo Drive
Sunday, 03.26.06,
7 PM to 10 PM

Additional Staffing LA, Models
Audiovisual Production
Cutting Edge Productions
Catering Spago Beverly Hills
DJ Samantha Ronson
Event Management/
Production/PR
Donahue Group
Furniture/Set Construction
Ethos Design
Lighting Design/Equipment
ShowPro
PR I.D. Public Relations
Rentals Classic Party Rentals
Sound ATK Audio Tek
Corporation
Staging All Access Staging &
Productions