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Sustainable Style

Sillapere hosted this classy event to demonstrate sustainable event style for corporate, independent and association event planners, as well as other event industry professionals. The goal was to show how events can be beautiful, modern, cost-effective and highly sophisticated without negatively impacting the planet.

To start, the invitations were created on post-consumer recycled paper using vegetable-based inks. Held at Big House Studios in San Francisco, the event portrayed Sillapere's approach to combining high design and innovation with alternative materials and processes that are less resource-intensive or nontoxic.

Besides presenting a stunning environment, Sillapere collaborated with a top-notch caterer to provide organic cuisine, along with speakers from the Green Vision Council for the City and County of San Francisco and a local lighting company. Speakers from Sillapere discussed creative ways to design using materials such as hemp (which grows without pesticides), and processes such as re-use.

Other décor included re-used silk screens, which lined the glowing entrance hall, and a

suspended garland of salvaged silverware. Sillapere also introduced guests to the Global Cooling Collective, which works with communities and individuals to plant trees, and the use of green certificates, programs that encourage renewable energy use while offsetting fossil fuel energy.

1 Tree shadows were created by using a gobo. The lighting concept was designed by Sillapere and all energy usage was offset by planting trees and investing in renewable-energy green certificates.

2 The white background for the projected images utilized the existing studio wall rather than new materials for a dramatic backdrop.

3 Seating cubes and sofas are reusable furnishings owned by Sillapere. Sillapere also designed the slipcovers out of eco-fleece, which is made of recycled plastic bottles. The fabric is high-quality, extremely soft and comes in a variety of colors.

4 The tabletop décor introduced the guests to several sustainable products. Among the items were eco-fleece "confetti" made from remnant fabric, locally made soy candles and "toadstools" hand carved from foraged wood (rather than traditional lumber from cut trees).

5 The flooring consisted of carpet tiles made from renewable and non-toxic materials. The tiles can be individually recycled with the manufacturer rather than having to replace a whole carpet as it begins to show wear or stains.



Backstage submissions must include a print-quality digital photo (6 inches by 8 inches at 300 dpi) or high-quality print, a 100-word description of the event, plus highlighted vendor information (company name, city and state). E-mail submissions to pat@event-solutions.com.