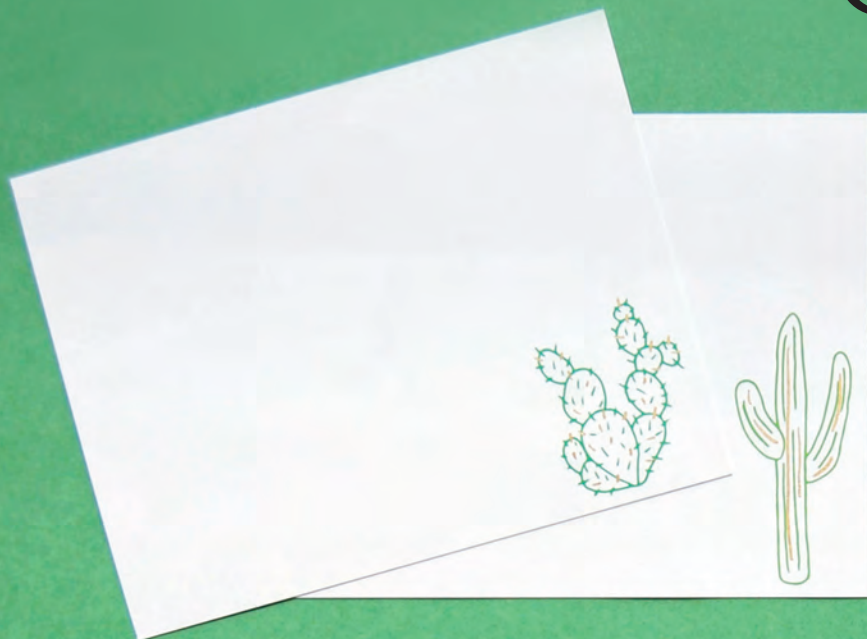


# Stationery

SUMMER 2014

· TRENDS ·

## The Design Issue



DESIGN FROM A to Z

*The Gardening Life*

*The resource for greeting cards,  
gifts and all things stationery*





No big project is complete without a favorite element, and for Gifts For the Good Life's Susan Turnock and Heather Arak, it was viewing 350 illuminated lanterns at the summit's gala. "Seeing (them) hanging on a wall of live hydrangea was so exciting, and the tableau really came alive when the guests interacted with the installation. It was great fun to see people wearing their lanterns with the ribbon wrist-strap at the top!" *Photo courtesy of Chellise Michael Photography.*

## Hello, engage!

Gifts for the Good Life helps set the tone  
at this major bridal conference

BY SARAH SCHWARTZ  
EDITOR-IN-CHIEF

In December 2013, the engage! luxury wedding summit hit Arizona's sun-kissed Montelucia Resort and Spa for four days of nuptial bliss. Susan Turnock and Heather Arak of Gifts for the Good Life were thrilled to collaborate for the fifth time on branding, gifting and other details with the summit's organizers, Rebecca Grinnals and Kathryn Arce.

"For us, engage! is a huge opportunity to work on an event with lots of moving pieces that begin with a pre-arrival mailer and can end with a departure gift or follow-up mailer," Turnock explained. "(It) has all the elements of our ideal project: amazing collaborators who love small details and big moments, lots of opportunities to create visual vignettes and a long leash (to) let us try out fun concepts. We have a great time brainstorming with Rebecca and Kathryn as they are playful, enthusiastic and up for challenges."





Other party elements played on elements from the style guide including the saffron and cranberry palette, arabesque forms, Moroccan architecture and tile patterns. Left, photo courtesy of Scott Clark Photo. Right, photo courtesy of Chellise Michael Photography.

The main challenge with the summit is keeping it fresh every time, since the biannual event draws lots of repeat attendees, Arak continued. "We have to continuously change the design and execution of gifting experiences and details that surprise and delight."

To achieve this, a style guide encompasses guidelines; this edition's featured elements such as saffron and cranberry; arabesque forms;

Moroccan architecture; and luxe details like cloisonné zipper pulls and leather tags.

The word "hello" also played a big role, creating a cohesive touch while simultaneously adding some pop culture nostalgia, Turnock described. "For example, 'Hello, is it me you're looking for?' was a fun nod to Lionel Richie on the luggage tag insert. (There's also) 'Hello,

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A great event needs great swag, and Gifts for the Good Life delivered. Clockwise from top left: the pre-arrival mailers; a tea light and match set; the Hello, Inspiration box featuring patterned pencils within its handle; the snack box with a chip clip cleverly incorporated into its design; a posh hangover kit (Photos: Jeremie Barlow); and a hydration kit (Photo: Chellise Michael Photography).





Here's a glimpse at the processes that went into several creations. Clockwise from top left, the candle kits, inspiration boxes, lanterns and snack kits are shown.

Gorgeous,' 'You had me at Hello' as well as visuals like the 'Hello, my name is ...' sticker."

Branded pieces included pre-arrival mailers, welcome gifts, hot/cold tea kits, hangover kits, presentation gifts and gala accessories from cocktail napkins to table numbers to 350 paper birdcage escort lanterns.

The entire project was created during a rather intense four-to-six-

month timeline of "living, breathing and dreaming the color palette, concepts and details," Arak finished. "We love the creative process, so to see our sketches and crazy concepts come to life, and (then) experience engage! with our friends and collaborators is a great joy. We love every part, from the brainstorming to the refining of concepts, designing, production and on-site assembly and installation ... it's a very well-rounded experience for us." **S**