



A NIGHT TO CELEBRATE

THE ROYALS OF DESIGN

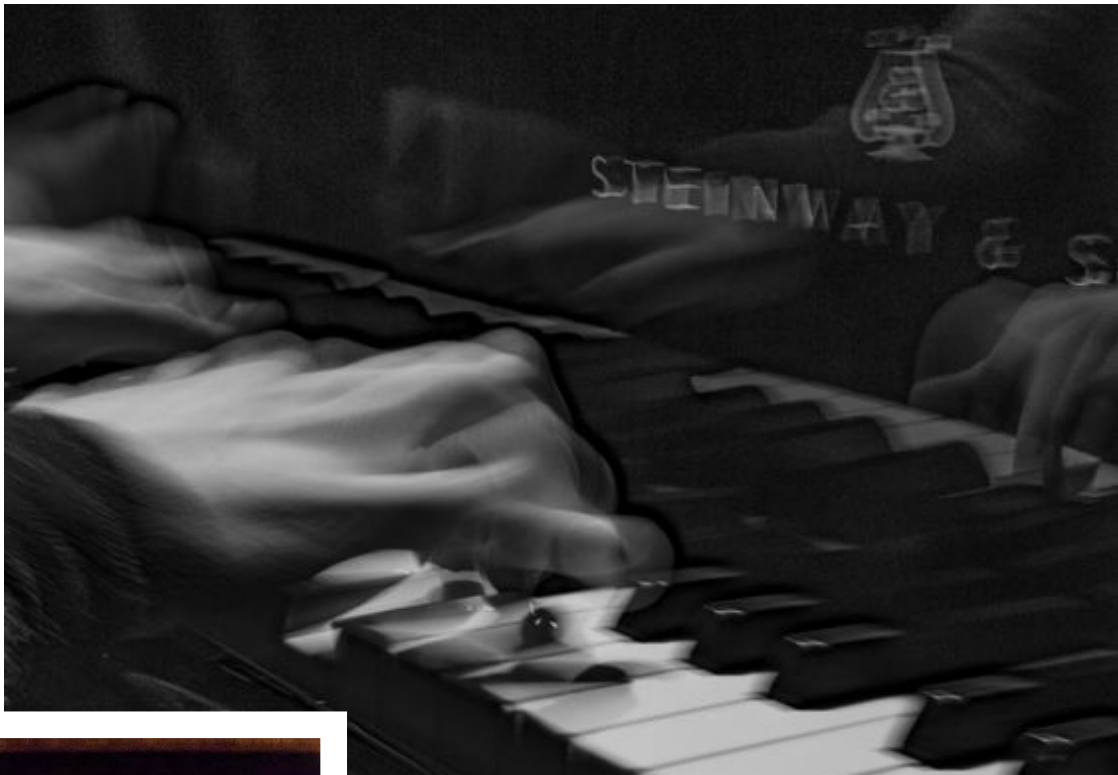
A GALA DINNER
IN SALA DELLE CARIATIDI, PALAZZO REALE

CONCEPT

INTRODUCTION

“Strange to see how a good dinner and feasting
reconciles everybody.”

- *Samuel Pepys, The Diary of Samuel Pepys*



DINNER

TIMELINE



AS ‘**ROYALS OF DESIGN**’

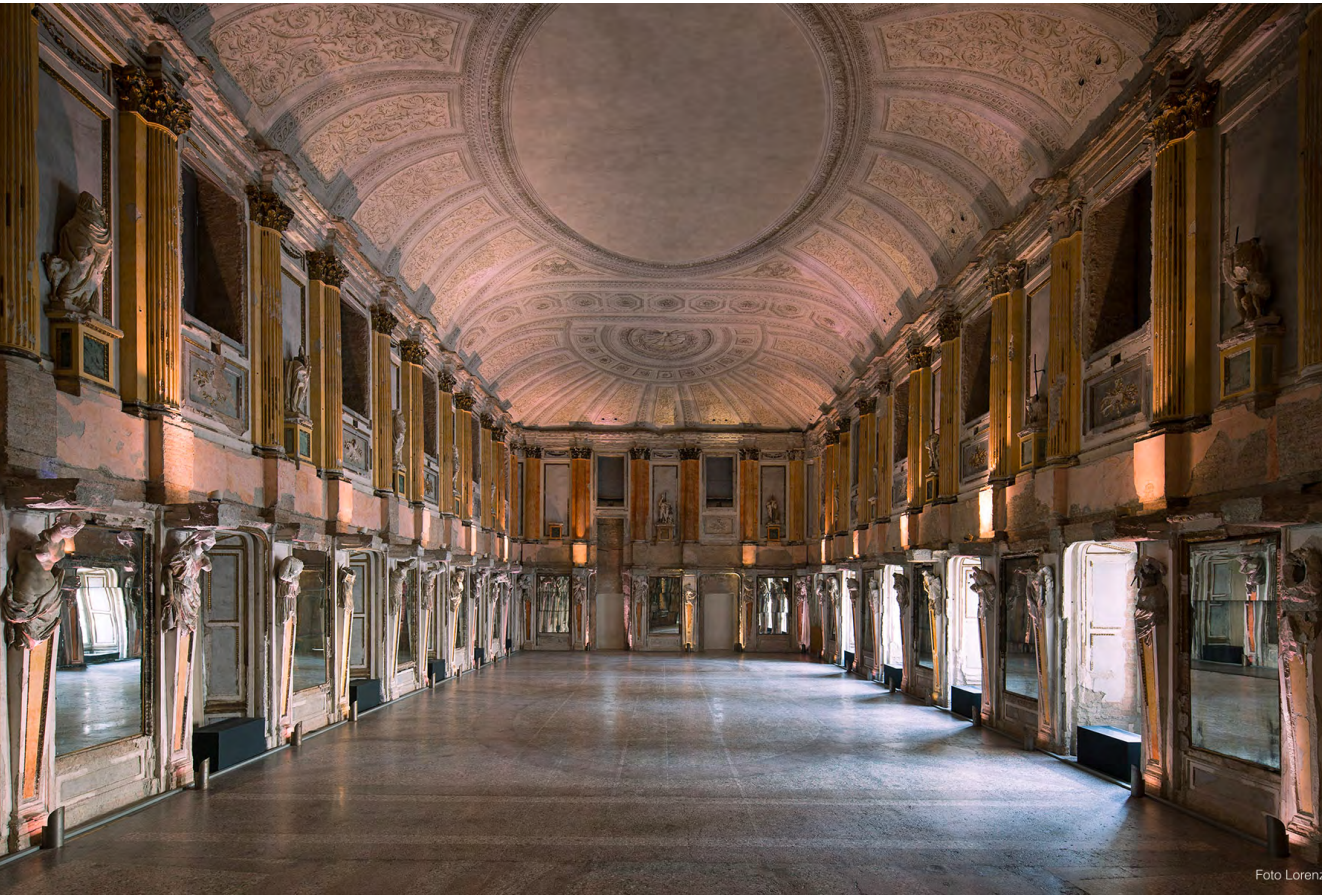
WITH **HEINZ BECK** AND (**PIANIST NAME**)

IN **SALA DELLE CARIATIDI, PALAZZO REALE, MILANO**

TIMING	19.30 -Opening of The Sala - 20.00 -Dinner
TYPE	PRIVATE EVENT
DRESS CODE	BLACK TIE EVENT
GUESTS	250 PEOPLE
MUSIC	CLASSICAL

DINNER

LOCATION



Antonio Bonamore (1845-1907). *The Festivities In Milan For Emperor William I (Oct. 17, 1875)*
- *The Court Ball, In The Sala Delle Cariatidi*



SALA CARIATIDI

PALAZZO REALE

The Sala delle Cariatidi was created between 1774 and 1778 by the architect Giuseppe Piermarini, who was also responsible for the construction of La Scala Theatre in Milan (1776-1778). This room was located on the piano nobile of the Palazzo Reale in Milan, once the seat of medieval mayors and Renaissance dukes, and the residence of Spanish governors, Napoleonic viceroys and Austrian governors. Few places in Milan reflect both the glories of the past and the history as the Sala delle Cariatidi of Palazzo Reale. Located in one of the most splendid urban royal residences in Europe, it continues to amaze and inspire with its wonders.

THE DESIGN OF TASTES

The Personal Experience of Design on Tasteful Levels

THE TALENT OF GASTRONOMY

HEINZ BECK



THE DESIGN OF SOUNDS

Harmony Creates Beauty

PIANIST

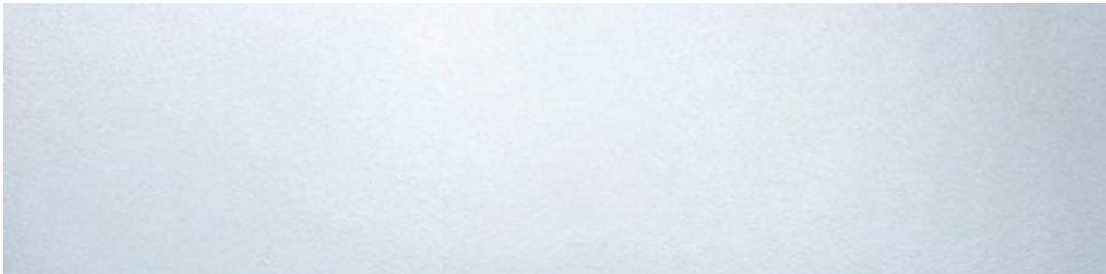
LAVINIA BENI



DINNER

MATERIALS AND COLOURS
OF TABLE & UTILITIES

MATERIALS



CLEAR GLASS

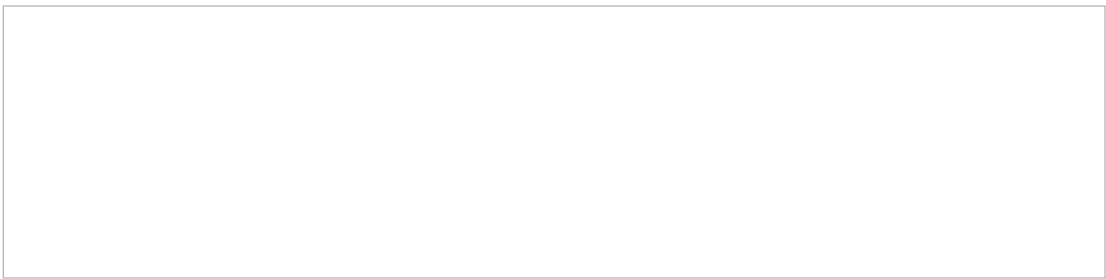


GOLD METAL- SOFT FINISH



MATTE SILK/SATIN - ALIKE FEELING

MAIN COLOURS



WHITE



SOFT GOLD



OFF WHITE



SHARP GOLD

ACCENTS



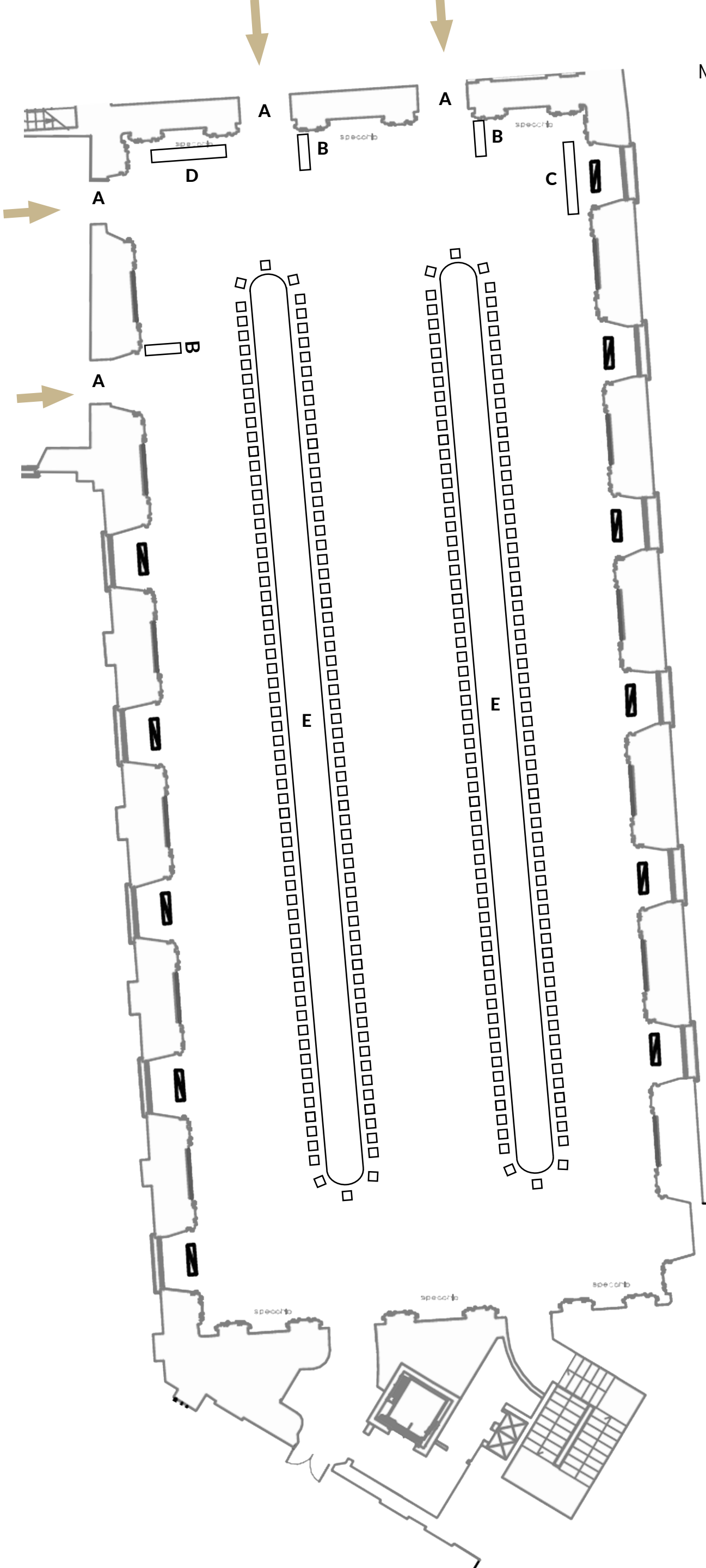
RED



NATURE GREEN

ROOM INSTALLATION

AREAS/ASSETS



- A. ENTERENCE
- B. WELCOMING
- C. GIFT BAR
- D. PHOTOGRAPHY /ENGAGEMENT
- E. DINING TABLE

ENVIRONMENT

SHAPES & MATERIALS

THE SPACE: DINNER



HISTORICAL
ANTIQUE COLOUR PALATTE
SCRUPTURAL ELEMENTS FOR DECORATION
TALL CEILINGS WITH HALF CUT DESIGN

CEILING



FLOORS



DOORS/ENTERENCE



FURNITURE

SHAPES & MATERIALS

B/C. WELCOMING/ GIFT BAR DESKS

MINIMAL, LINEAR/ In the Picture: West Elm- Mid-Century Art Display Mini Desk



MAIN MATERIALS/FINISHING:

SOFT GOLD - CLEAR GLASS



D. PHOTOGRAPHY/ ENGAGEMENT:

RED THICK VELVET CURTAIN



MATERIAL:

WINE RED THICK VELVET

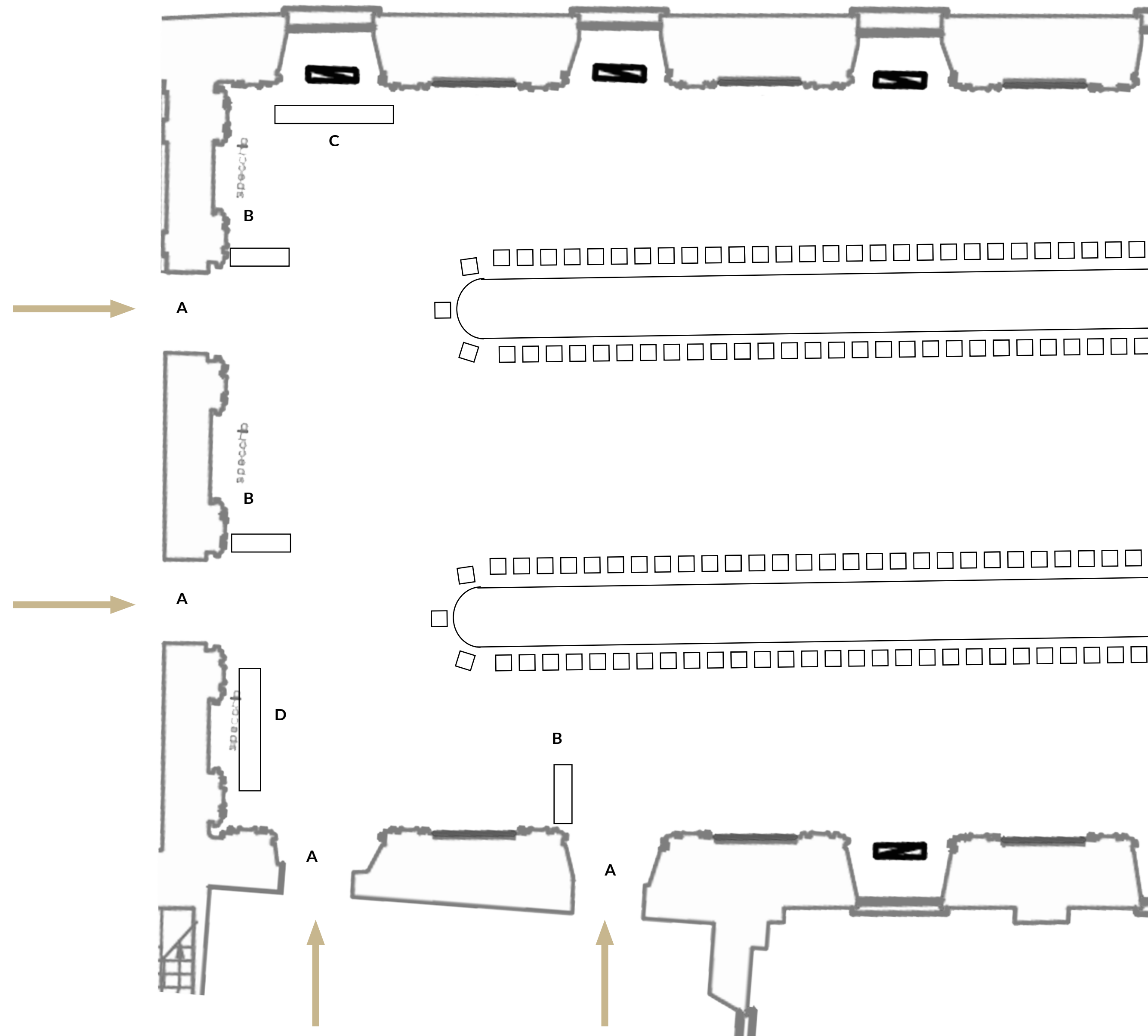
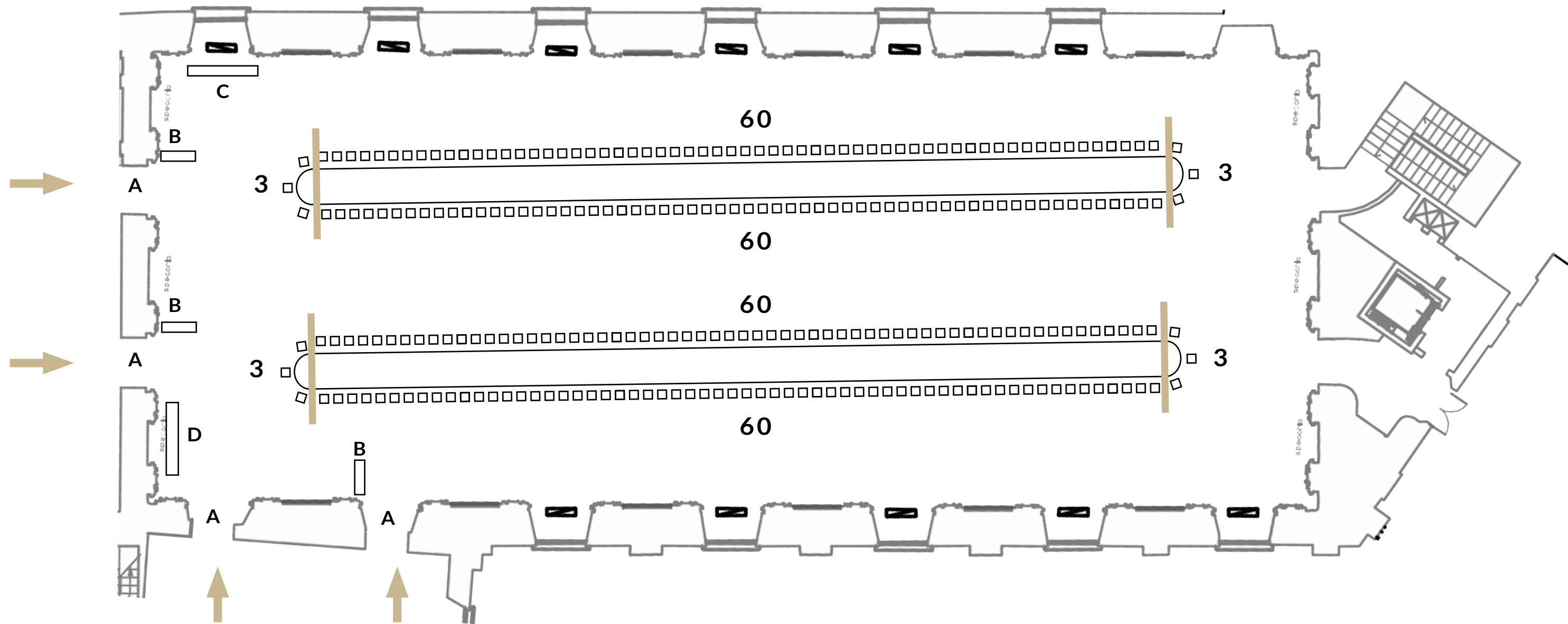


TABLE ORGANISATION

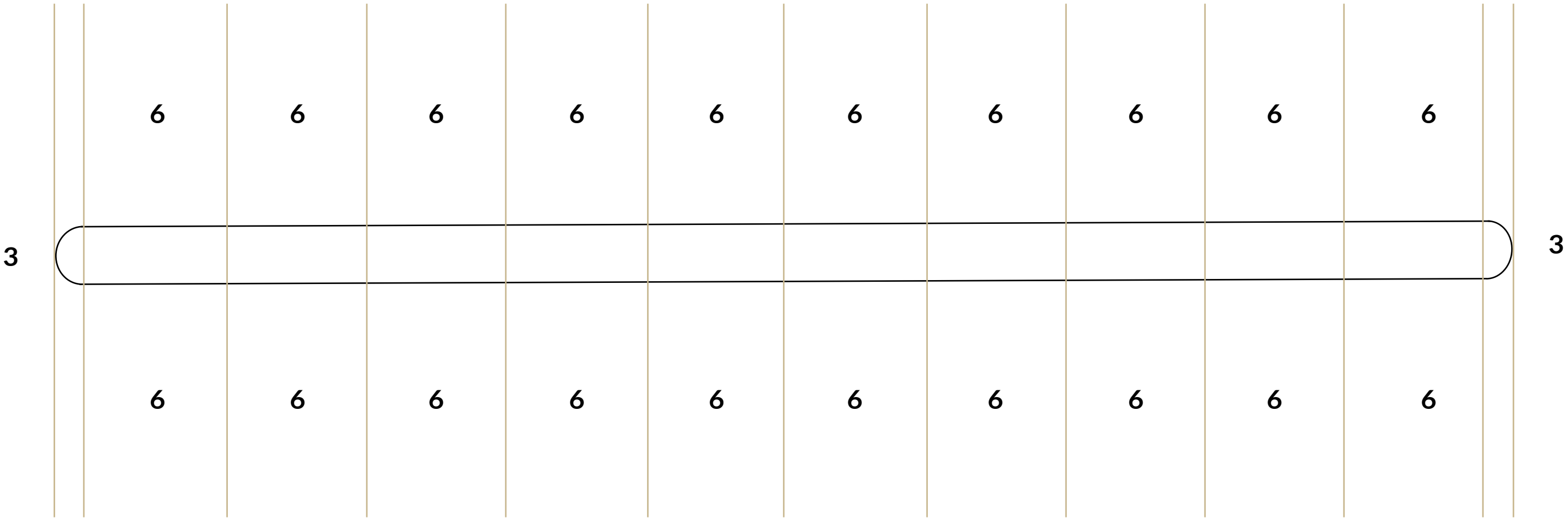
SITTINGS



TOTAL TABLE LENGTH:	30m
TOTAL TABLE WIDTH:	1,2m
A TABLE:	126 CHAIRS
A LINE:	60 CHAIRS
TABLE ENDS: (3+3)	6 CHAIRS
TOTAL: (120 + 6) x2Tables	252 CHAIRS

TABLE INSTALLATION

TABLES



- A TABLE LENGTH:

3m
- A TABLE WIDTH:

1,2m
- TABLE TYPE 1 AMOUNT:

10 CHAIRS
- TABLE TYPE 1:

12-16 PEOPLE
- TABLE TYPE 2:

HALF MOON 3 PEOPLE/ FOLDABLE ROUND TABLE 6 PEOPLE
- ALIGNMENT:

HALF MOON+RECTx10+HALF MOON

FURNITURE

TABLES & CHAIRS

(COVERED) TABLES:
RECTANGULAR 12-16 PEOPLE



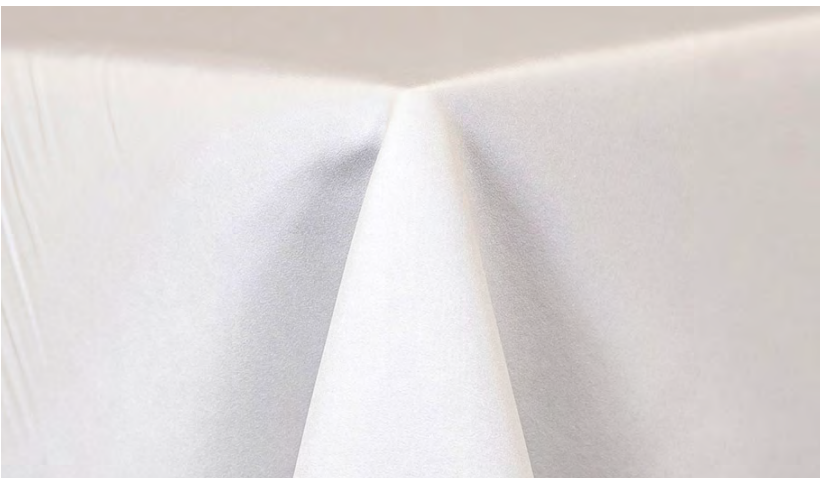
HALF MOON 3 PEOPLE



MATERIAL:
WOOD



TABLE CLOTH/CLOTHS:
PREFERABLY UNIFIED



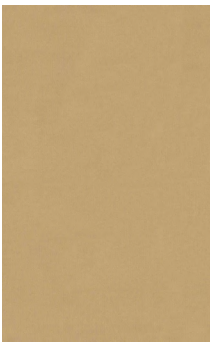
MATERIAL:
MATTE SILK/SATIN
(ALIKE)



CHAIRS:
MINIMAL, LINEAR, WITHOUT ARMS /In the Picture: West Elm- Mid-Century Art Display Mini Desk

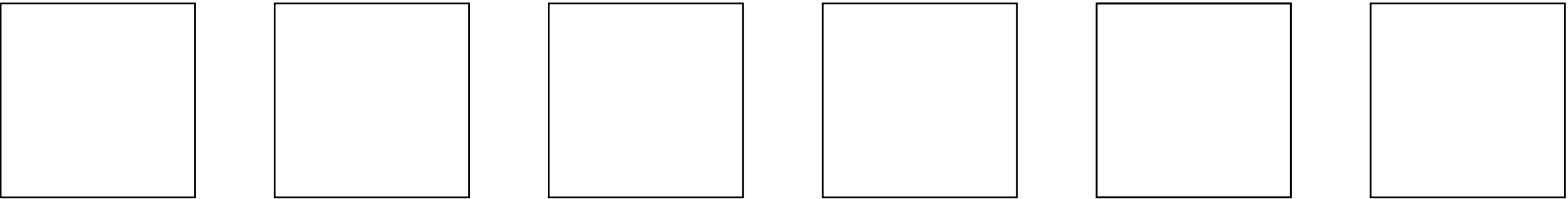
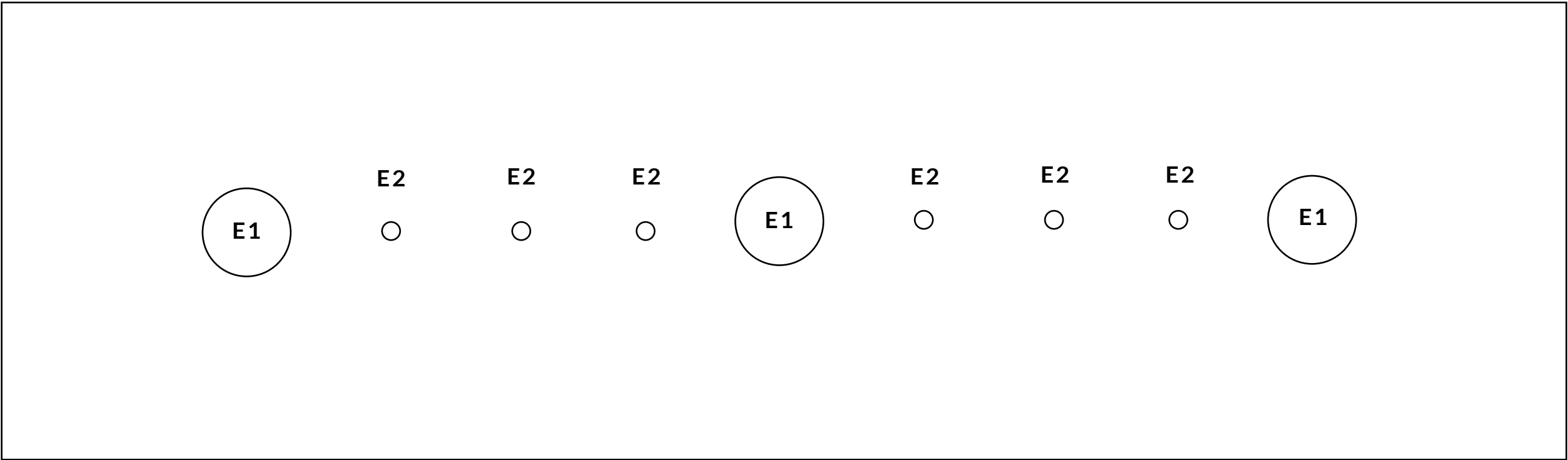
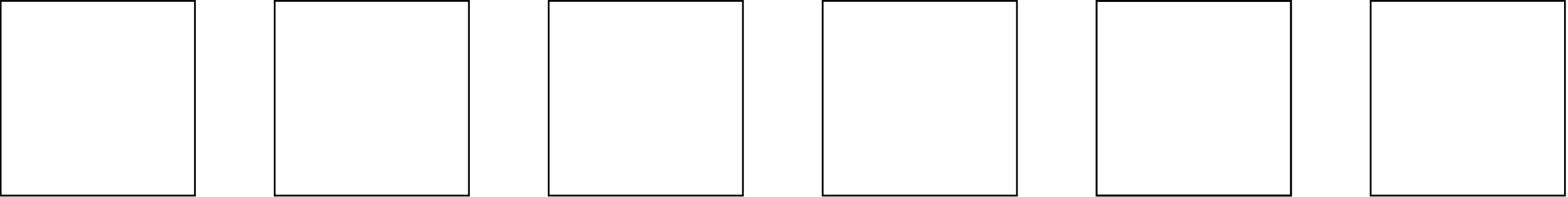
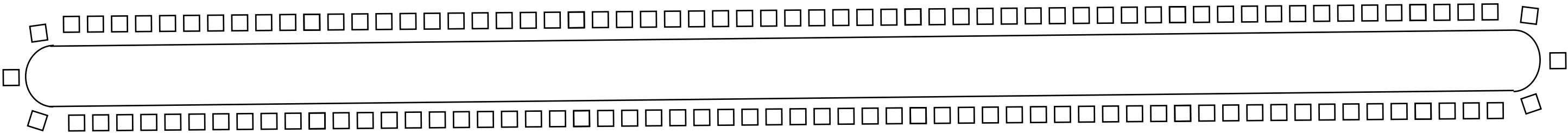


FINISHING:
SOFT GOLD



DINNER

TABLE ARRENGEMENT



FLOWER ARRANGEMENT

VASE & FLOWERS

E1. FLOWER VASE

PEAR SHAPED HOURLASS, CLEAR



E1. FLOWER 1

QUEEN ANNE’S LACE
WILDFLOWER
(DAUCUS CAROTA)



FLOWER 2

GYPHOPHILA
(MINIMAL ARRANGEMENT)



FLOWER 3

SPIDER LILLIES RED
(ONLY ONE STRING ADDED)



FURNITURE

ROOM CONTENTS

E2. CANDLE HOLDERS

CLEAR GLASS, VERY TALL, MINIMAL / In the Picture: Crate&Barrel



MATERIAL:

CLEAR GLASS



E2. CANDLES

VERY THIN AND TALL, CLEAR OF DETAILS/MINIMAL



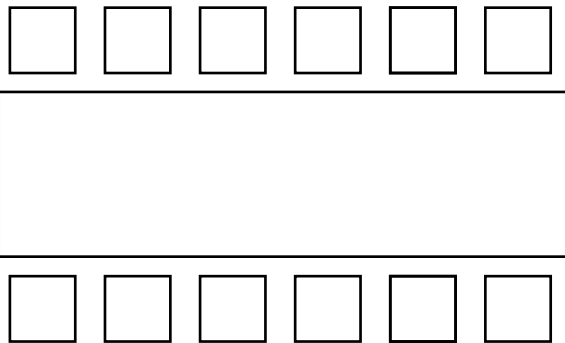
COLOUR:

SLIGHT OFF WHITE

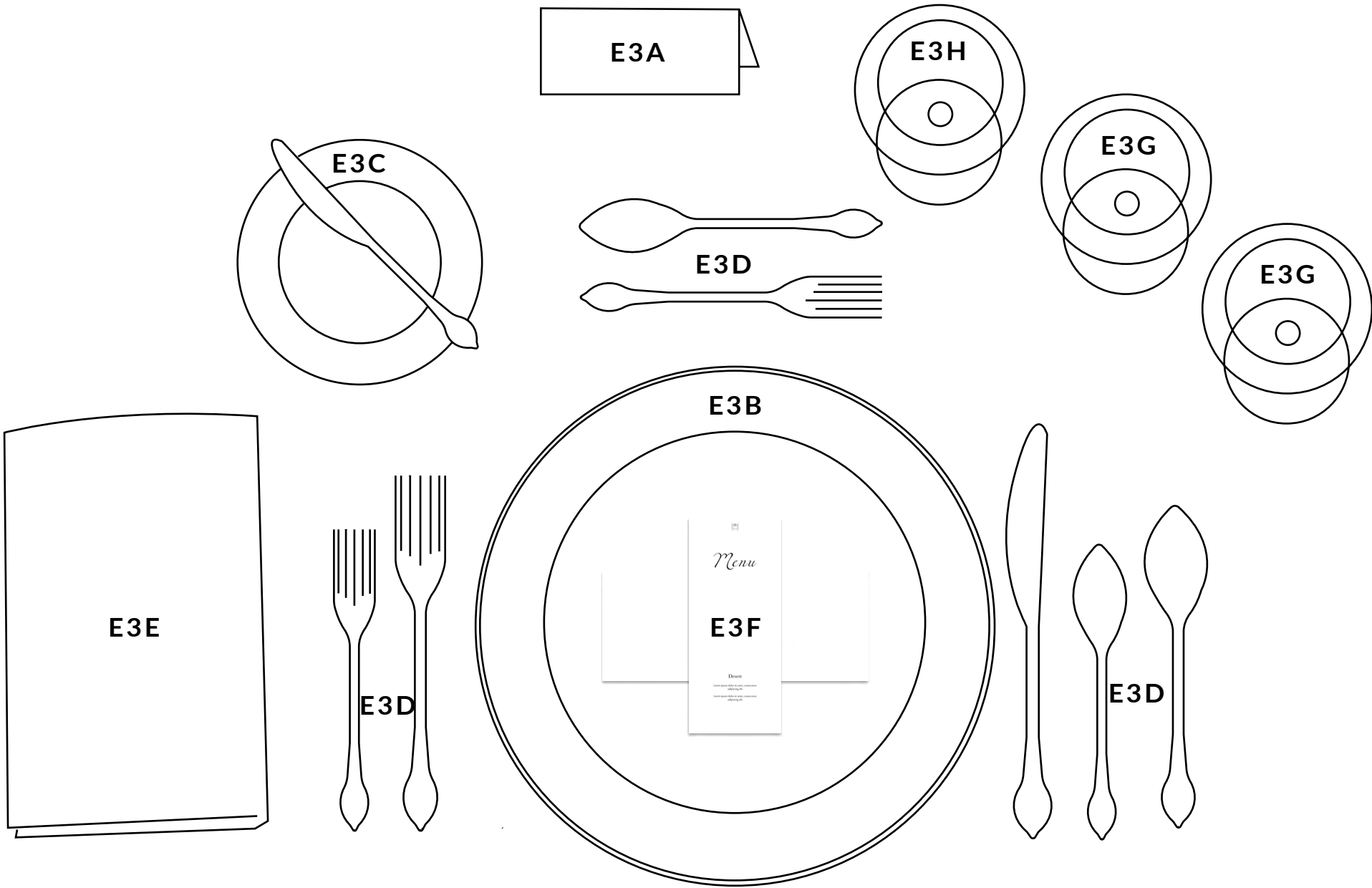


DINNER

TABLE ARRENGEMENT



- E3A. **NAME CARD**
- E3B. **CHARGER PLATE**
- E3C. **BREAD PLATE / KNIFE**
- E3D. **CUTLERY** (NUMBER CHANGES DEPENDING ON THE COURSES)
- E3E. **NAPKIN**
- E3F. **MENU/INFO CARD**
- E3G. **WINE GLASSES**
- E3H. **WATER GLASS**



CUTLERY & PLATING

TABLE CONTENTS

CUTLERY SILVERWARE



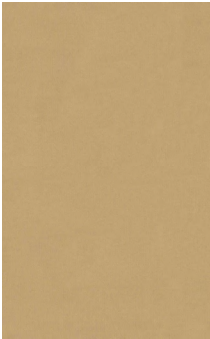
MATERIAL: SILVER



CHARGER PLATE



FINISHING: SOFT GOLD



PLATING

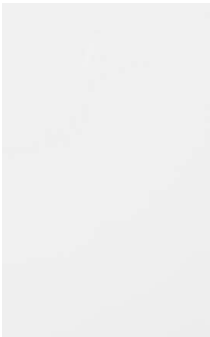
TABLE CONTENTS

SERVING PLATES

In the Picture: West Elm- Mid-Century Art Display Mini Desk



MATERIAL:
CERAMIC



NAPKINS

RED THICK VELVET CURTAIN



MATERIAL:
THICK COTTON



GLASSWARE

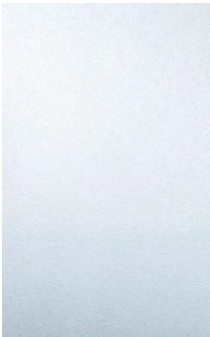
TABLE CONTENTS

WINE GLASSES

WHITE & RED DISTINCTION



MATERIAL:
CLEAR GLASS

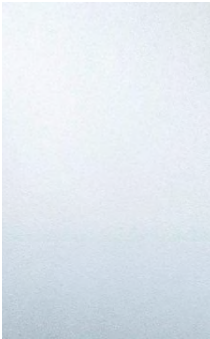


WATER GLASS

RED THICK VELVET CURTAIN



MATERIAL:
CLEAR GLASS

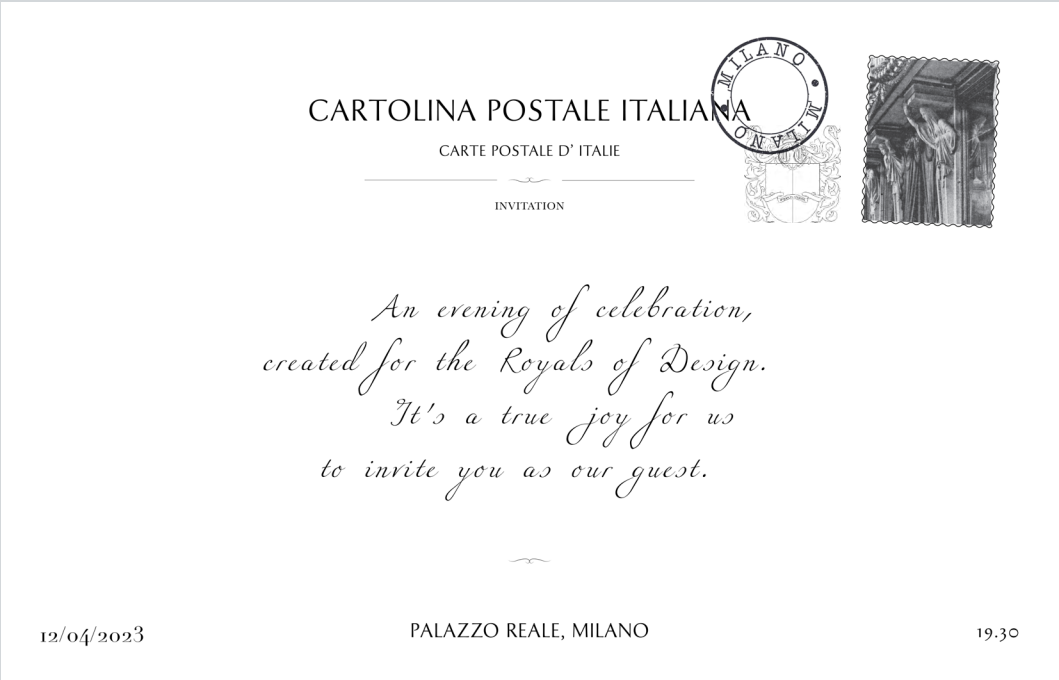


PRINT MATERIALS

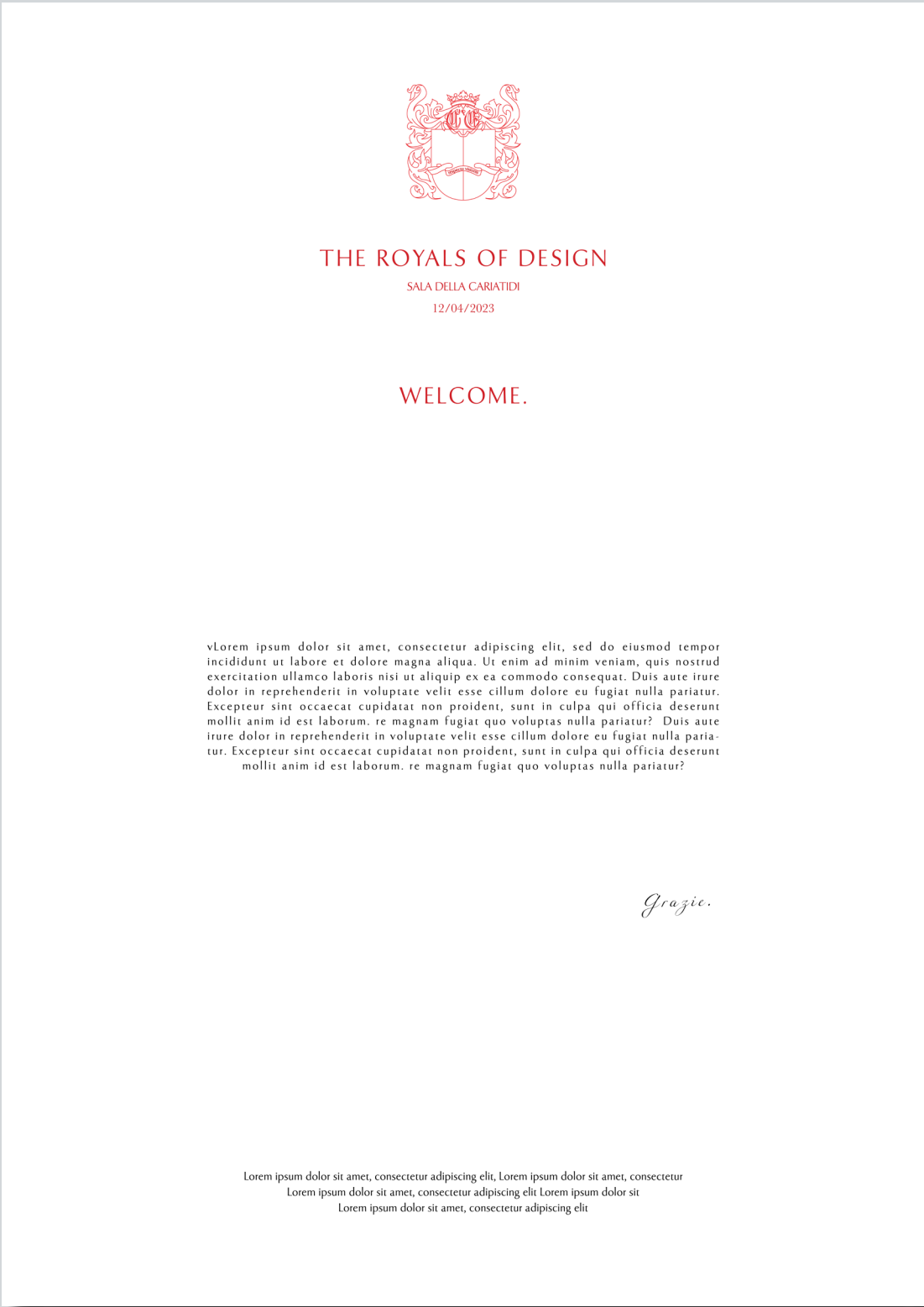
EVENT & TABLE CONTENTS

- E3A. NAME CARD
- F1. INVITATION FRONT
- F2. INVITATION BACK
- F3. EVENT LETTER
- E3F. MENU/INFO CARD

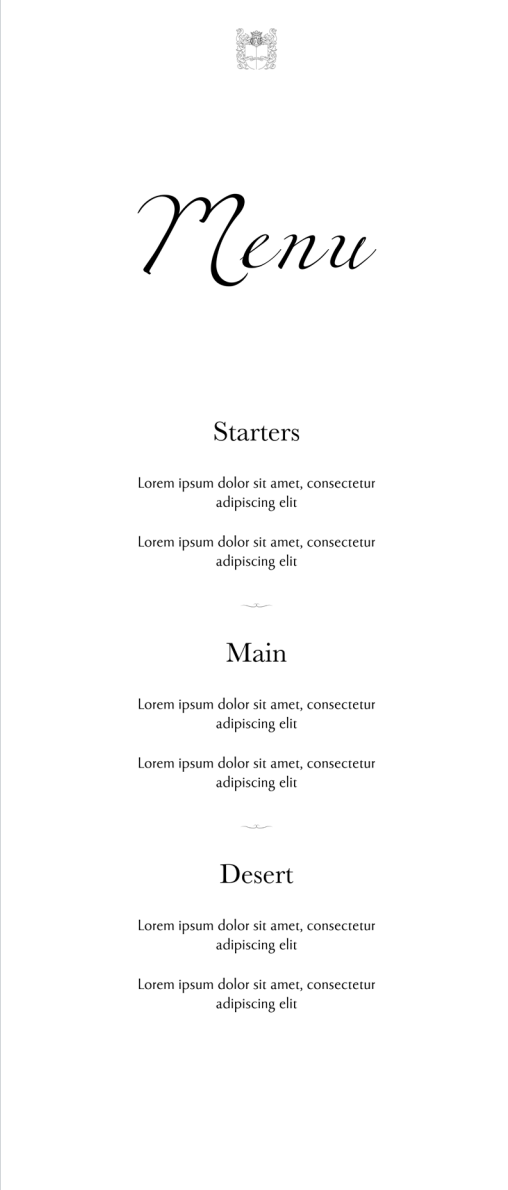
F1



F3



E3F



E3A



F2



INVITATION FRONT & BACK

VINTAGE POSTCARD STYLE DESIGN

MATERIAL:

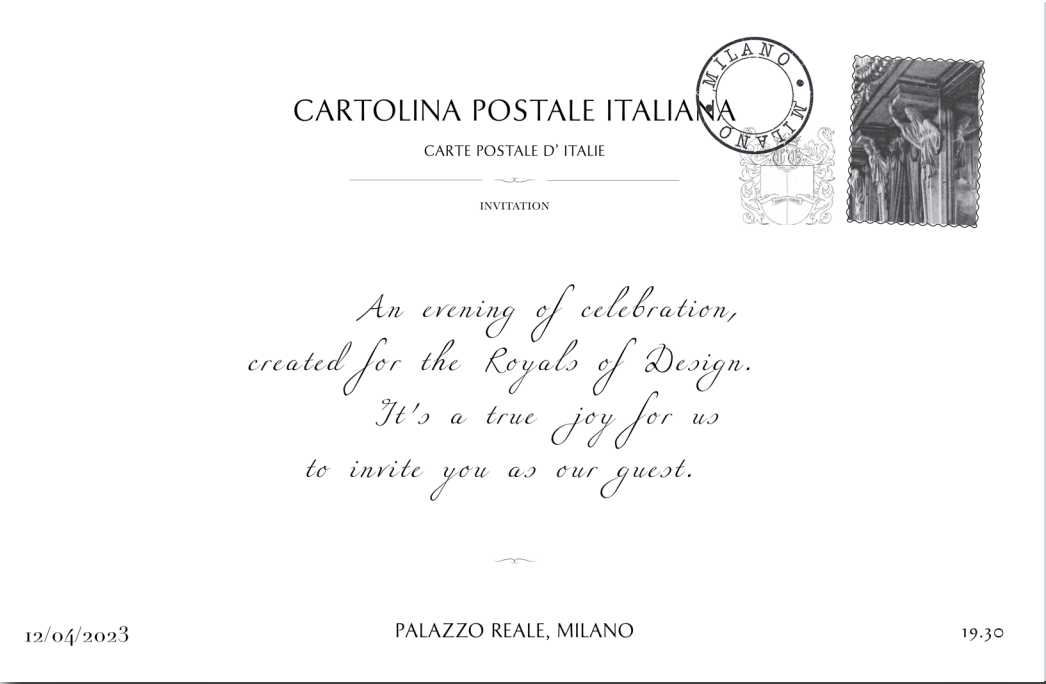
16 PT CARD STOCK

400 GSM

MATTE FINISH

DEBOSSED EMBLEM

CUSTOM POSTAGE STAMP



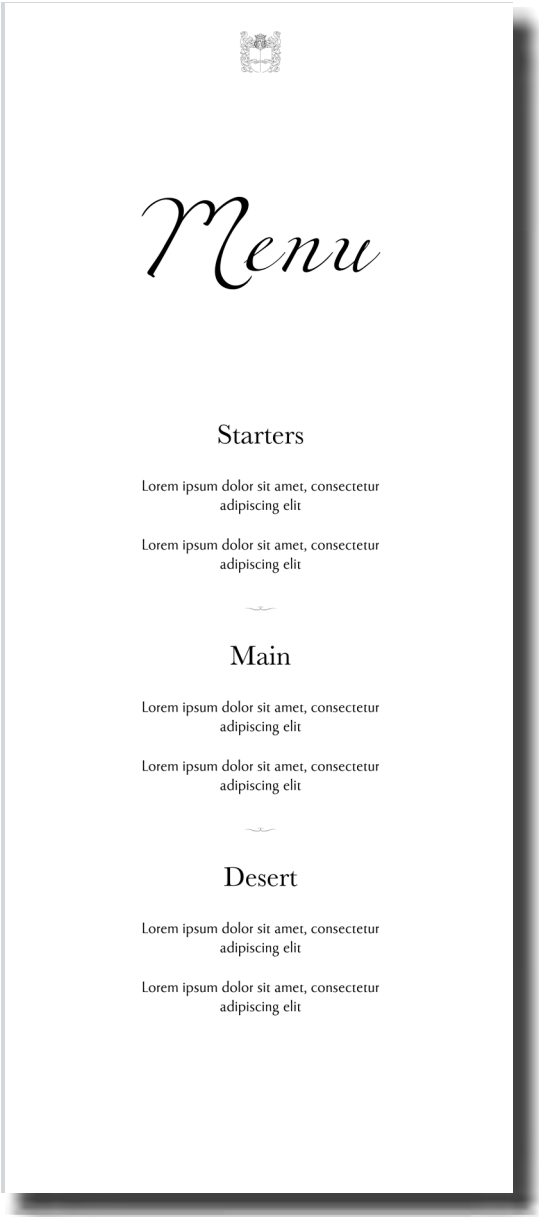
NAME CARDS
HANDWRITTEN STYLE PRINT

MATERIAL:
16 PT CARD STOCK
350 GSM
MATTE FINISH



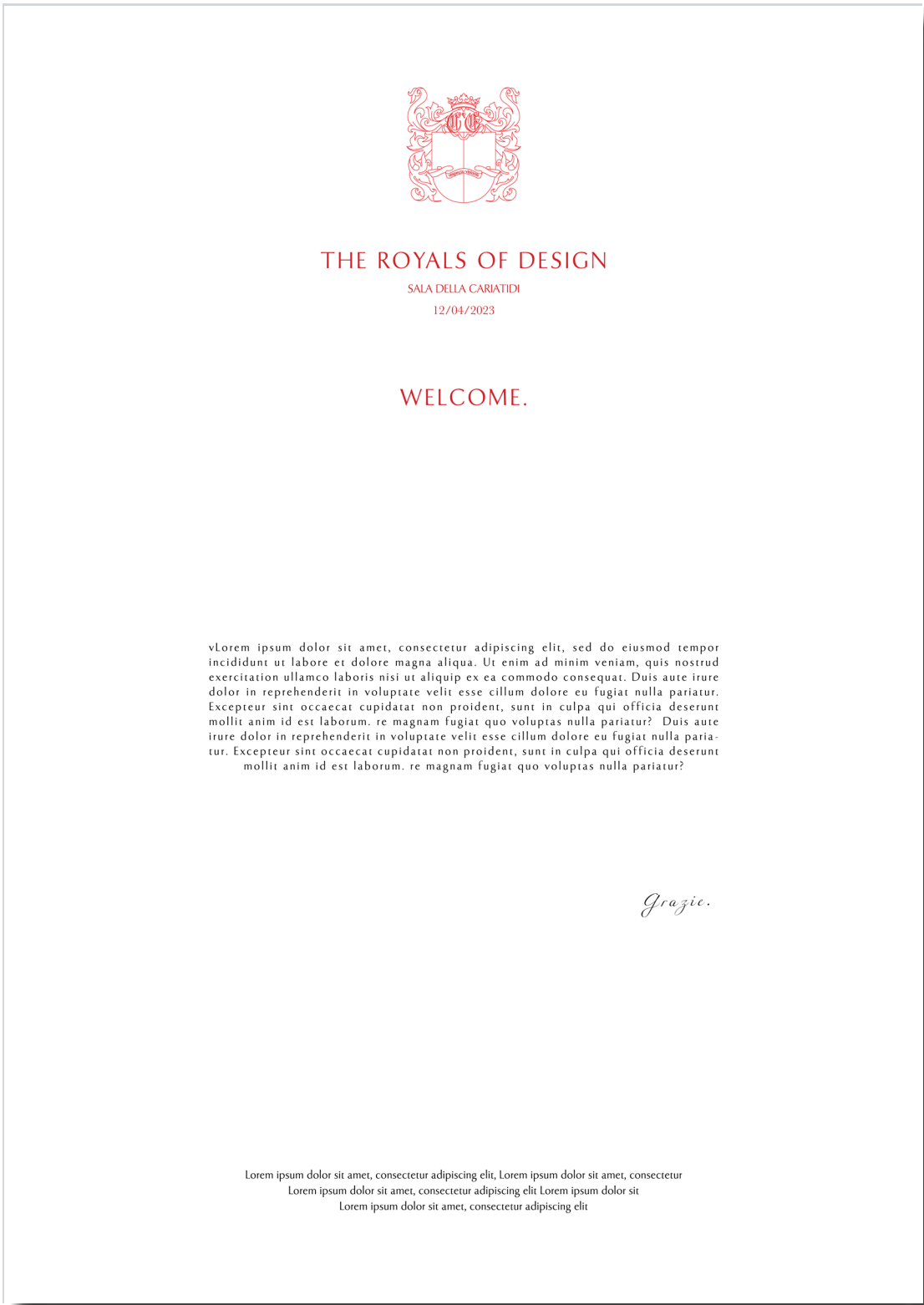
MENU/INFO CARD

MATERIAL:
16 PT CARD STOCK
350 GSM
MATTE FINISH
DEBOSSED EMBLEM



EVENT LETTER

MATERIAL:
A4 LETTER PAPER
160 GSM
SEMI-MATTE FINISH
DEBOSSED EMBLEM



GIFTS

HARMONY BETWEEN BEAUTY AND FUNCTION



GIFTS

MERHANDISE

CHANDELIER OF THE GRAND BALLROOM

MATERIAL:

CHANDELIER: 3D PRINTED CRYSTAL-LIKE RESIN WITH LIGHT-REFRACTING PROPERTIES

STEM: ANODIZED ALUMINUM IN BRUSHED SOFT GOLD FINISH

BASE: DENSE METAL CORE ENCASED IN MATTE-COATED RESIN FOR STABILITY AND PORTABILITY

FEATURES:

LED LIGHTING INSIDE CANDLE-HOLDERS

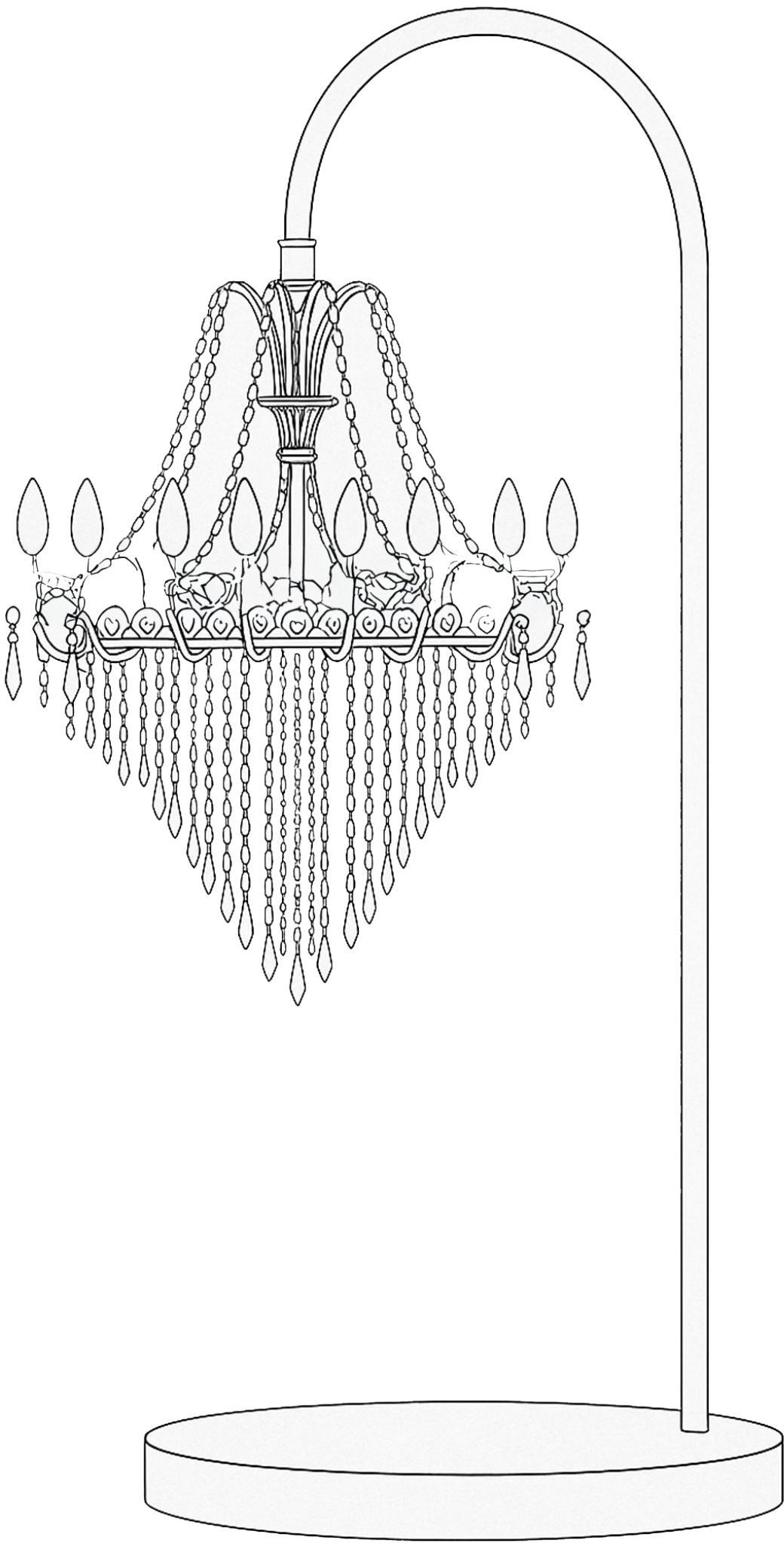
RECHARGEABLE BATTERY SYSTEM EMBEDDED IN THE BASE

DETACHABLE CHANDELIER HEAD FOR SAFE TRANSPORT

WEIGHTED BOTTOM REDESIGNED FOR IMPROVED BALANCE AND PROPORTION

DIMENSIONS:

APPROX. HEIGHT: 30 CM
BASE DIAMETER: 12 CM
WEIGHT: APPROX. 1.5 KG





ROYALS OF DESIGN

17.04-21.04
2023