

ELEVATING PARTY PLANNING TO A SCIENCE

KARLA

THE EVENT ARCHITECT

Whether she is creating a sophisticated wedding at the Mandarin Oriental in the colors plum, purple and eggplant, hosting a stunning engagement party at an exclusive Indian Creek residence awash in red roses and red lighting, or designing a wild and crazy 40th birthday party in a private aviation hangar that emulates a jet-set themed *boite*, Karla Dascal is meticulously on top of her events.

By Linda Marx

“Little by little, I got a reputation for signature architectural modern floral arrangements,”

Floral rose sculptures stand out in sheer beauty for the 500 guests.



From the beginning to the end, Karla Dascal handles every event detail with aplomb. “I am known for pulling together incredible parties by bringing rich architectural interior features as if the venue were my own,” says Dascal, owner of Karla Conceptual Event Experiences in Miami. “I do everything from ordering the best materials and fabrics to planning accommodations, invitations and entertainment. I pay strict attention to detail—no detail is spared.”

Karla Conceptual Event Experiences is a full service planning, production and design firm creating sophisticated events for private and corporate clients. Each event is personalized to reflect the wants and needs of the client, whether it is a person, place or luxury brand, such as Louis Vuitton or Ferrari. Each design element is crafted and executed to create an appropriate balance between form and function, precision and elegance.

Dascal’s high-level of detailed workmanship and commitment to originality, integrity, quality and customer service is what puts her events in the highest category. That is why when prominent Miami names hire Dascal, they know the event will meet or surpass their high expectations.

Whether it’s two weeks or a year before an event takes place, the client knows Dascal will host an extraordinary high-end soiree which quickly becomes talk of the town. “I work with Miami’s most demanding elite, in everything from arts and charity events to celebrations and galas,” she says.

It all started with roses more than two decades back. Born and raised in Miami to successful Cuban parents, Dascal attended Pine Manor College near Boston, returning to Miami to earn a degree in Architecture & Design from MDCC. In 1992, she opened Roses by Karla, Inc., a company in which she produced architecturally inspired floral concepts for residences and businesses such as Bal Harbour Shops.

“Little by little, I got a reputation for signature architectural modern floral arrangements,” she recalls. “Then I was asked to conceptualize the entire event, and it grew from there.”

▲ For a Dec. 2013 wedding at Turnberry Isle, event designer Karla Dascal combined traditional elements with modern touches. “It was amazing—pop meets Philippe Starck,” she says.

▲ The innovative designer created custom table settings, menus and place cards with gorgeous floral arrangements and black ribbons awash in candlelight.



- ◀ This stunning white Peony bouquet was designed for the bride.
- ▼ Lilac lighting and crisp white linens create a surreal glow over the entire room making the party seem otherworldly. “I create for my clients what I would do for myself,” says Dascal, who pays strict attention to detail. “There is no detail spared.”



Over the years, in this ever-changing business, each new event has given Dascal the chance to prove her mettle. One such example was at the aforementioned Mandarin Oriental wedding, in which Dascal arranged lotus patterns on the wall, which she learned would bring a personal element to the couple. Her floral arrangements added levels to the ballroom which included custom-designed chandeliers dropping strands of orchids, and tiered, Lucite floral centerpieces with architecturally sculpted tulips, hydrangeas and calla lilies. Colored mirrored table tops, a hanging mirrored lighting installation (of chandeliers) above the dance floor, and Lucite chairs helped enrich the lighting design to create a sensual glow throughout the space.

At the Indian Creek residence engagement party, romance filled the space. From the rose assortments surrounded by votives to the signature cocktail crafted for the couple by the in-house mixologist, the outdoor event was spectacular in detail. The dramatic red lighting and the estate's well tended royal palms combined with larger-than-life projections of color changing single rose blooms on the facades, in the pool and on the dance floor, made the party a spectacular prelude to the wedding.

For a Turnberry Isle Miami three-day destination wedding with 500 guests last December, Dascal used traditional elements with modernism for an Cleveland-based client. The concept was clean and modern with a cultural and floral aspect. “We used all white flowers and candlelight with gray and white stripe projections in the room,” says Dascal. “The fabrics were imported from Europe; everybody loved it. The whole event was state of the art.”

To keep moving forward, Dascal has introduced some new services to her event offerings, including catering and mixology. She also has a new venture -- turning her Wynwood location, The Space Miami, into a haven for holistic life. She is partnering with James-Beard-nominated celebrity chef Matthew Kenney to present an organic and raw plant based food concept in their new restaurant, The White Lotus, as well as a raw food culinary academy. Both The White Lotus and Matthew Kenney Culinary Academy will be part of Dascal's signature event venue and wellness destination, The Space Miami. This is also home to The Sacred Space programming which focuses on personal growth, transformation and renewal.

All these elements together, from architecture studies and vast event experience to the new culinary ventures and holistic lifestyle knowledge, make Karla Dascal one of south Florida's great personalities and part of why Miami is on the map when it comes to world class celebrations. **AW**