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MIAMI-BASED EVENT ARCHITECT PUTS A NEW SPIN ON SPECIAL OCCASIONS

BY DENISE BATES ENOS

PORTRAIT BY CLAUDIA URIBE TOURI

Karla Dascal has redefined the international party scene with her unique approach to special-event design. Her company, KARLA Conceptual Event Experiences, transcends the typical theme-based gathering by creating an entirely unique environment for each party, exhibit, wedding, or other milestone event on which she focuses her talents. "I am an event architect," says the Miami-based Dascal. "We design temporary installations that create a cutting-edge, simple, elegant environment."

Her parties have earned her a client list that reads like a who's who of today's jet-setting elite: Shakira, Madonna, Sean "Puffy" Combs and Marc Anthony, among others. Add to that an impressive roster of top-flight companies that includes The Ritz Carlton, Harry Winston, Bulgari, Ferrari, BMW, Christian Dior, Saks Fifth Avenue, Neiman Marcus, Swarovski, Merrill Lynch, and Goldman Sachs, and it's evident that Dascal's approach to special occasions



appeals to discriminating individuals and organizations. "A client can be anyone who is looking to do something very unusual and stylized, and in very good taste, using only the best of everything," she says.

Dascal's events are as varied as the venues where they take place: "We travel all over the world; there are no limitations." A recent party she put together to celebrate a billionaire client's 40th birthday was one of her most interesting projects to date.

"It was held in a private aviation hangar," she recalls. She and her KARLA team created a Las Vegas-style club atmosphere and brought KC and the Sunshine Band and Prince for entertainment.

She says her most challenging project was one she completed during last December's weeklong Art Basil event in Miami, one of the most notable art shows in the nation. KARLA installed a temporary art exhibit featuring

inflated balloons made of Pucci fabrics designed by a Parisian artist. Her Italian clients "were very demanding in the sense that they knew what they wanted," says Dascal. "We were able to step up to the plate at a moment's notice to execute their style and vision."

An impressive feat, but don't call Dascal or KARLA a mere party planner. "We're not party planners; we're not florists. We use all of these mediums, but we treat each event as a temporary art or architectural installation," says Dascal.

When designing an event, she draws inspiration from her clients: "People inspire me—their style, their own signature, their own way," she says. "I work to create something that is appropriately theirs." **HD**

*For more information about Dascal and KARLA Conceptual Event Experiences, visit [karlaevents.com](http://karlaevents.com) or call 305/644-3555.*

*A combination of space, illumination, florals, culinary creativity and energy are the benchmarks of a KARLA event. Shown here, at her 18,000 square-foot studio, Karla Dascal has crafted the ideal multipurpose venue—office, floral laboratory, production facility and event space—positioned amongst warehouses in Miami's Wynwood Arts District.*