

*Mary Cremona
&
Robert Aceto*

Are getting married!

11.11.14

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THEME DESCRIPTION & RATIONALE

The theme we have chosen for our social life cycle event is a winter rustic themed wedding. We have chosen this theme because our bride and groom both enjoy the outdoors and love all winter activities. Due to this reason, they have decided a winter wedding would best reflect their style. Both individuals come from an Italian background and value the idea of having a simple wedding with their closest family and friends. To highlight our couples' personalities, we have incorporated aspects of their mutual interests and cultural backgrounds. This will help to create a stunning winter, rustic wedding outdoors in a vintage barn.

BACKGROUND OF THE COUPLE

Mary Cremona and Robert Aceto are two warm-hearted individuals who love each other deeply and have a great passion for the outdoors. Mary is a 26-year-old facilitator for a youth program at the YMCA Employment Centre. She teaches youth, aged 18-24, life skills and employment skills in her workshop. She engages the youth in extracurricular activities in the community because she is committed to helping others, getting youth involved in the community and the environment. Robert is a 29-year-old Urban Planner who works at Parks and Recreation Canada. He loves making strategic and comprehensive plans to existing cities. He is heavily involved in the Ten Tree Company and movement, and gives back by coordinating volunteer group trips to different neighborhoods around Toronto to help plant new trees.

Mary and Robert met during a volunteering session three years ago, where Mary took her youth tree planting at a local park. Robert was the leader of the group, where he and Mary felt an instant connection. They exchanged numbers and went on a date the following weekend. They found out they both shared a love of the outdoors, and participating in adventurous sports and activities. This date slowly turned into a strong, committed relationship for three years. Both individuals agreed that the best way to celebrate their special day would be incorporating the things they love, and aspects of their personality. This is the reason they decided on a rustic winter wedding, in a quaint little barn.¹

SELECTION PROCESS

The process we went through as planners to help our couple select the right theme began with brainstorming several different concepts and ideas to match their interests and personalities. After meeting, getting a feel for the couple, and thoroughly researching possible options, we narrowed down the theme to be outdoors, rustic and held during the couple's favorite season, i.e. winter. We felt this theme would best suit their lifestyle and their passions. Once the theme had been selected, we proceeded to research more about different concepts, approaches and colors that could be utilized for the theme. Online wedding blogs and Pinterest quickly became huge assets in our research, and provided us with many unique ideas to help narrow down our wide selection. By reading through many online design blogs and websites to find feedback from couples that have had similar visions, we found the best ways to incorporate the

¹ See figure 1.

winter rustic theme and brought them to our couple. We also asked family and friends for their feedback and experience from weddings they had attended, to see what they enjoyed from a guest's perspective.

DÉCOR

We have chosen three main colors for our winter, rustic theme: royal purple, white, and silver. The couple had stressed to us that they did not want their wedding to be the same as all other winter weddings. They wanted to steer away from “Christmas” and “blue wonderland” aspects. Mary is very down to earth and believes simplicity to be the ultimate source of sophistication. Her idea of a ‘perfect wedding’ is for she and her fiancé to have a fun and memorable evening surrounded by their closest family and friends. They thought that purple and silver would be a creative alternative from the traditional blues and golds used in most winter weddings.

When inviting the guests to Mary and Robert's wedding, the invitations will be designed to display a joyous, winter feeling. The invitations sent out to the guests will be made from thick brown card that resembles cardboard to introduce the rustic feel. It will have a white background, with royal purple colored text, and a picture of bare tree branches at the bottom of the invitation. As the guests enter the venue, there will be a gift basket sitting on a barrel that will be filled with wooden heart shapes. These heart shapes will be used as an alternative to the traditional guest book.² Guests are encouraged to sign a little message on a heart to be used in a framed collage by the couple as a keepsake of their special day.

When entering the venue, the wooden walls will be left untreated and bare to reflect the rustic atmosphere. The windows will have a foggy, cooled effect. The ceiling will have silver drapery made out of silk, with white lights hanging beside it.³ The silk will allow a sense of elegance to mix with the rustic tones. The arriving guests will be seated at round tables, with the base made out of wooden barrels.⁴ There will be plain white linens used for the tabletops, with royal purple napkins, and silver cutlery. The table centerpiece will be a glass vase, which will have long bare branches in it. Small light vanilla scented candles, with royal purple and white dahlias will be hanging from the branches to provide a warm feeling at the wedding.⁵ The chairs around the table will be silver, and made out of wood, and will enhance the simplicity of the couples taste.⁶ On each table, there will be a table number made out of manila paper, with black text on it.

Guests will be given small favors while they leave the reception. A paper bag filled with the mixings needed for hot chocolate, with a small note thanking the guests for sharing their day with them. The bag will read “Eat, drink and be Married” with the couples names and the date of the wedding.⁷ The paper bag

² See Figure 2.

³ See Figure 3.

⁴ See Figure 4.

⁵ See Figure 5.

⁶ See Figure 6.

⁷ See Figure 7.

exemplifies the rustic theme, while the hot chocolate leaves the guests walking away with a cozy feeling. When they enjoy the hot chocolate at home they will be reminded of the day they helped celebrate Mary & Robert's wedding.

FOOD & BEVERAGE

Mary and Robert would like the food and beverage served at the wedding to be a reflection of their Italian background. Due to their simplistic nature, we want to give the guests a home style Italian cookery feeling while eating their meals. During the couple's cocktail hour, guests will be served popular Italian bite-sized foods. The cocktail menu includes items such as assorted bruschetta, antipasto skewers with balsamic splash, Italian meatballs, and mini risotto balls.⁸

We decided a "family style" approach is the best way for food to be served at the reception. This is a common practice seen in the Italian culture and allows everyone to get the amount of food they want. For the appetizer, guests will begin with a traditional Italian wedding soup, accompanied by assorted breads and cheeses. The first course will be vegetarian pasta in a homemade rose sauce. For the main entree, guests will have a choice between veal marsala, baked herb and parmesan tilapia, and chicken picatta.⁹ There will also be a vegetarian option of eggplant parmesan, for non-meat eating guests. All of these entrees will be accompanied by a cucumber bowl salad.¹⁰ Staying true to Italian customs, a lemon sorbet will be served after the entree to cleanse palates before dessert is served. The meal will conclude with a traditional Italian tiramisu dessert and wedding cake.

To incorporate the rustic theme even further, we introduced the idea of having a potato bar as a late night snack. Guests will be able to choose how they would like their potatoes served to them, (i.e. baked, mashed, fried, boiled, etc.) and then choose their desired toppings.¹¹ Italian wines, coffee and tea will also be served along with an open bar. The traditional Italian Limoncello shot will be served to guests at the beginning of the evening to "start the party". Sparkling wines and champagne will also be available to guests for the special occasion. The couple would also like to have a "hot chocolate" bar for guests to warm up at. They will be invited to create their own customized hot chocolate, or they can enjoy the couple's signature "S'mores" drink.¹²

ENTERTAINMENT

Both Mary and Robert would like to have a live band perform at their wedding, specifically one of their close friend's band. The band is well known for their folk-rock sound, but also loves to play cover songs and put their own personal spin on it. The music from this band works well with the rustic theme because it is easy to dance to and can encourage everyone to participate in the celebration.

⁸ See Figure 8.

⁹ See Figure 9.

¹⁰ See Figure 10.

¹¹ See Figure 11.

¹² See Figure 12.

Since the couple has a deep passion for the outdoors, we would like to build an outdoor skating rink for their guests to enjoy between the ceremony and reception.¹³ While the bridal party is taking pictures after the ceremony, guests will be invited to come outdoors and take advantage of one of the greatest things the season has to offer. We will arrange for skates to be borrowed at the rink, and invitations will also welcome guests to bring their own skating equipment. Since Robert has played ice hockey his entire life, and Mary has always enjoyed ice skating out on the pond in the winter, they would love to share one of their favorite past times with their guests.

TECHNICAL REQUIREMENTS

There are many technical aspects that must be considered before and during the event for it to run smoothly. We will need to set up a dance floor, a stage area, as well as rent all required equipment for the band to play and be heard. Microphones, cables, amplifiers, and speakers will all be rented and strategically placed around the venue to allow maximum coverage. Lighting is another technical issue that is crucial for the big day. We would like to have the entire venue illuminated to stay bright, warm and welcoming for the guests to align with our rustic theme. We would also like to utilize purple and white lighting near the head table and in the middle of the dance floor to highlight the wedding colors.¹⁴

It is also important for us to take power sources into account. It is likely that we will need to rent generators to power the event, and install a proper electrical board to ensure we remain in control of all technical elements. Being in an outdoor environment, there will not be plumbing at the venue and portable washrooms will need to be rented. Each washroom will have a small basket containing hygiene items, such as aerosol deodorants, mouthwash, tide-to-go, hairspray, etc. This will allow guests to “freshen up”, and attempt to make the rented washrooms more pleasant and inviting.

¹³ See Figure 13.

¹⁴ See Figure 14.



Figure 1: Rustic barn venue.



Figure 2: Guestbook.



Figure 3: Ceiling covering.



Figure 4: Table bases & table décor.



Figure 5: Centerpieces.



Figure 6: Chairs.



Figure 7: Guest favors.



Figure 8: Cocktail hour food.



Figure 9: Entre dish- Chicken piccata.



Figure 10: Entre side- cucumber salad bowls.



Figure 11: Midnight snack- Potato bar.



Figure 12: S'mores drink.



Figure 13: Outdoor rink.



Figure 14: Purple accent lighting.