

INDUSTRY NEWS

TAS TIME

During September's Toronto International Film Festival, Time Canada teamed with award-winning developer TAS DesignBuild to plan venues for a series of parties as part of Time's Cinematic Events program. These successful gatherings at popular Toronto venues showcased fabulous films and a spectacular collaboration between the two companies. The star-studded events were attended by an amazing cast of glitterati that included George Clooney, Danny Glover, Donald Sutherland and Leelee Sobieski.

Toronto's exclusive Design Exchange set the scene for the party after the screening of *Michael Clayton*. TAS transformed Toronto's original stock trading room into a chic New York living room/board-

room setting that included a series of lounge spaces and exemplified the TAS commitment to creating experience-based designs. This captured the perfect lifestyle ambience befitting the film's protagonist.

One of the year's most acclaimed films, "Trumbo," was the inspiration for the party scenario TAS DesignBuild created at the Distillery's Fermenting Cellars. Draped installations with projected text were paired with music by a live band and a film projection of some of the famous playwright's movies to recreate the feeling of this period piece.

For this year's racy film, *Walk All Over Me*, the interior space and courtyard of the Distillery's Boiler House underwent a metamorphosis by TAS DesignBuild to become an outdoor "bed" lounge. The film's dominatrix theme was played out through a reserved yet illusive approach.

According to Kris Menon, the Associate Publisher of TIME Style & Design, "We decided to work with TAS because we felt their design was both compelling and progressive. Our Cinematic Events program has been in existence for about seven years, and we pride ourselves in creating some of the most singular event environments in the country. We felt that getting design consultancy from a design focused, ideas-forward company like TAS DesignBuild would only further our program's goal. We are very pleased with this marketing partnership."

TAS principal Mazyar Mortazavi is equally as enthusiastic about the relationship. "We viewed the collaboration as a real success," he says. "TIME's understanding of the importance of design fueled TAS DesignBuild's creative juices, elevating traditional event design to an experience based approach that really allowed guests to enter the world of the characters!"



Oscar-nominated actor Don Cheadle mingles with party guests.



Design was the co-star at party for the new movie *Michael Clayton* during last month's Film Festival.



George Clooney enjoys the party to promote his new movie, *Michael Clayton*.