



Plaisterers' Hall Launches and Invites Vivien

create food and party design, the new incumbents at PLAISTERERS' HALL at One London Wall, have launched their new corporate catering and event management service to the market with four targeted events.

Reflecting the value to the Hall of agent referrals, one lunch was specifically arranged for the conference and party agents known to create and active in the various markets that the Hall is working in. The second lunch was purely for existing clients from the West End, City and Canary Wharf. Both client bases are vital to the development of the venue in the corporate market and the near 100% turnout reflected the standing of Plaisterers' Hall and the interest in the create offer.

A light lunch of carpaccio of beef followed by a main course of saffron risotto with red mullet, which preceded a delicious trio of blackberries - featuring a hot soufflé, ice cream and compote of winter berries.

As part of the launch week celebrations we worked with Canadian firm CAST, developers of the most outstanding lighting and production software used throughout the world for events such as the Sydney and Athens Olympics and rock concerts. They have recently developed a software programme called VIVIEN that allows venue managers, event managers and caterers to 'build' a perfect, photo quality, 3D image of a venue and build an event in virtual style within the confines of the event spaces.

Using the technology to drop in every style of conference or dining furniture, staging, lighting and production equipment and to show the client in real time, the sales person can alter any aspect of the look to reflect tablecloth colours, different logos, size of stage and then populate with delegates or dancing guests. Showing the client a perfect 3D image of the room, from any angle, viewed as if they were in the room, is the most powerful sales tool for a venue.

create will be installing VIVIEN at Plaisterers' Hall and are discussing the opportunities of using this great technology with other prestigious venues.

