

OnTheMarc Events

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Designer Ron Wendt & Chef Marc Weber Reveal Fall's Hottest Entertaining Trends

RON WENDT | AUGUST 14, 2012 | BY: MATT SEMINO

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luxury social circuit?

View slideshow: Designer Ron Wendt and Chef Marc Weber Share Fall's Hottest Entertaining Trends

Floral and event designer **Ron Wendt** of **Ron Wendt Design** and **Chef Marc Weber** of **OnTheMarc Events** are two prominent tastemakers who are continuously ahead of the style curve, setting in motion some of the most sought after trends in entertaining. Wendt and Weber have worked with many of the boldest names in luxury goods, philanthropy and celebrity on creating their clients' dream events. In high demand, each has an expanding roster of unique projects for the fall social season that they have given us a sneak peek at.



Floral and Event Designer Ron Wendt of Ron Wendt Design
Photo credit: Ron Wendt Design

Designer Ron Wendt and Chef Marc Weber developed and honed their respective crafts at some of the world's most prestigious academic institutions. Each of their individual journeys to excellence is impressive and inspiring, with their work garnering them much critical acclaim as well as the devotion of legions of sophisticated clients.

These two formidable talents took time out of their hectic schedules to share with Examiner.com readers their unique insights on what is "of the moment" in entertaining for this fall season.

ABOUT RON WENDT AND RON WENDT DESIGN

Native Texan Ron Wendt cultivated his innate love of nature through floral/garden and landscape design early in his home state. He studied archeology and anthropology at the University of Texas, and followed up his experience with a seminar in garden design at Oxford University. Having received his masters degree from Columbia University in landscape design in 2011, Wendt further blurs the line between the indoors and outdoors in his work as an event and garden designer.

With his keen eye for elegant, classic, and contemporary design, Ron saw event design as a perfect vehicle to combine his love of flowers, with their color and texture along with entertaining and table design.

As the days of summer draw to a close, New York City's glamorous, fall social swirl lies just around the corner. After Labor Day, Manhattan will be teeming again with the chicest people and parties. Fashion Week, black-tie charity galas, luxury store openings and product launches, arts and cultural events, high-profile celebrity fêtes, weddings, Bar and Bat Mitzvahs, holiday parties and the list goes on of endless opportunities for stylish entertaining in the coming months.

With New Yorkers being some of the most sophisticated party-goers out there, the challenge is always to keep social events fresh and in sync with guests' ever-discerning tastes both visually and on their palates. What then are some of the hottest entertaining trends that New Yorker's will expect to see this fall on the

In 1991, Ron Wendt collaborated with Philip MacGregor to launch Ron Wendt Design which is one of New York City's premiere floral event companies, specializing in high-end corporate events, private parties and weddings. Phillip is a Manhattanite who studied art, design and theater production, and was a working actor before completing his studies at the Royal Academy of Dramatic Arts in London.

Today, Ron and Philip offer full service event and design production, specializing in the creation of sophisticated décor environments with the best in floral and interior ambience. Some of their esteemed clients include: **Cartier**, **Chanel** and **Swarovski** as well as **The School of American Ballet**, **The Whitney Museum of American Art**, **The Society of Memorial Sloan-Kettering** and **Save Venice**.

Above and beyond, Ron Wendt Design blends lavish refinement, classic aesthetic with contemporary cutting-edge style to create unforgettable experiences. Whether the need is for a refined corporate event, an elegant private party, romantic wedding or glamorous product launch, Ron Wendt Design has been the event company of choice for Drew Barrymore's New York engagement party, Caroline Kennedy's 50th birthday party, **Chopard's** 150th anniversary affair, and the wedding of Bon Jovi's David Bryan.

Ron Wendt Design is based in New York City, but is available to create events from Times Square to Tokyo, Houston to Palm Beach and Harlem to the Hamptons.

RON WENDT ON FALL'S HOTTEST EVENT DESIGN TRENDS

Ron, are you doing any events for New York Fashion Week this fall?

In early September, coinciding with New York Fashion week, we are doing a reinterpretation of the Paris Chanel Haute Couture Fashion Show presented in the Grand Palais. It will feature Caisses de Versailles planters with the quintessential Chanel camellia plant for their New York private client base.

What are some of the floral and design trends you expect to see this fall for cocktail and dinner parties or gala events in New York City?

The trends we have been seeing the most for this year is a focus on the group's origin. English roses for an English charity, Eiffel Tower centerpieces for a French American gala, and Italian touches for Max Mara's sponsorship of The Society of Memorial Sloan-Kettering's Fall Gala. I think anything that lends a touch of glamour is always on trend these days. A bit of unexpected shine or sparkle should show up in a surprising way in an always sophisticated and clean ambience.

What makes New York City's galas unique?

New York Galas are always more special because New Yorkers are sophisticated party-goers and travelers. They have seen it all and always expect something every time.

Where do you find inspiration for your work?

Inspiration?.... Paris...Always Paris! I always come back inspired from the high level of retail merchandising and decor you see in Parisian shops, stores and boutiques. Also, we religiously attend design shows in the United States and Europe. Trends always surface in Europe a year before they are established here. Magazines, art and fashion always! Street trends play into subtle inspiration also.

Is there a difference in decor for arts versus fashion related events and if yes, how so?

No, I find it is all related. You can look at colors, textures and textiles in fashion and always create a smart table!

What kind of color palette will we see for this fall and what are some of the flowers that you will be using?

This fall, rich jewel tones, bright colors and bold patterns make statements. For example, Japanese artist Kusama, whose exhibition is at the Whitney and who is working in conjunction with Louis Vuitton; her bold polka dot print outside of Louis Vuitton is on our minds for an upcoming party! I love using color to make a statement as guests walk into the space, whether that is in the linens or the flowers itself. Sophisticated simplicity always has a place in any home or venue.

For more information about Ron Wendt and Ron Wendt Design, please visit www.ronwendtdesign.com.

ABOUT CHEF MARC WEBER AND OnTheMarc EVENTS

Connecticut native Marc Weber's epicurean future was born in his parent's kitchen at just 15 years old and he has never looked back. With over 10 years of culinary experience, Chef Marc Weber has continued to grow his business and brand while creating unique, personalized culinary experiences for each client. OnTheMarc Events is now one of the most innovative catering and event companies in Connecticut and New York.

Marc launched his company as a private chef in 2006, and just one year later, he opened his own commercial kitchen in Stamford, CT. "OnTheMarc starts with the premise that good, fresh and exotic food makes people happy. We take it to the next level by creating a one-of-a-kind experience which includes seasonal, unadulterated menus and exceptional service," says Weber.

Marc has taken his years of experience and perfected his food preparation and catering business, bringing his clients a distinctive approach to gourmet cooking. He believes food should always go beyond the traditional and exceed your expectations. Marc does not have standard catering menus – ever. He is passionate about pushing the envelope, using new, exotic food flavorings to create a one-of-a-kind culinary experience. His creative vision and entrepreneurial spirit has enabled the company to expand each year since its inception.

OnTheMarc specializes in everything from intimate private dinner parties to elegant galas, birthday celebrations to corporate entertaining and relaxed hospitality. OnTheMarc is the official caterer for **The Loading Dock** in Stamford, Connecticut, **Banchet Flowers** in Greenwich, Connecticut and Manhattan, and **The Classic Car Club** in New York City. Corporate and nonprofit clients have included: **The Allan Houston Legacy Foundation, Samsung, Kids In Crisis, Izod, actor Robin Williams, Rye Country Day School, Price Waterhouse Coopers**, and many more.

A graduate of the Culinary Institute of America, Marc apprenticed under such renowned chefs as Todd English, Wally Malouf, and Florian Hugo prior to starting his own business.

CHEF MARC WEBER ON FALL'S HOTTEST CULINARY TRENDS

Marc, can you tell us about what you are working on for fall events?

For our company, fall means new product launches, great charity and nonprofit events as well as Bar/Bat Mitzvah season. I think the speed at which people want to transition into warmer/heartier foods has a lot to do with the weather and how long it stays warm/cool down. Our food is fresh, and we choose foods that work well in that season but also based on the theme and audience of the event.

For New York Fashion Week at the beginning of September, we are doing a great launch event for the luxury car company McLaren who is launching a new convertible at the Classic Car Club downtown. For this party, the cars and the setting are the art so decor is minimal and the audience consists of car journalists, Classic Car Club members and car enthusiasts. For Bulldog Gin, a British spirit company, we are working with them to create a menu that reflects the brand's British heritage and also complements the taste profile of the brand.

What are some trends you see for fall parties in New York City?

For social events and Bar/Bat Mitzvah's, people are foregoing the buffet dinner idea and turning to small plates first made popular in boutique restaurants. Offering numerous, passed courses in small plates is fun and allows people to mingle and enjoy the atmosphere. Translating a restaurant trend to a bigger experience can be challenging but is also a lot of fun. Most importantly, people now see that the overall quality of their food experience isn't just restricted to predictable chicken, fish or beef sit down dinners.

For the past few years, mini versions of comfort food were popular. Is that still a trend?

I think mini comfort foods are here to stay. Mini comfort foods continue to be a big trend as more and more people are now catering to bigger groups of people but still wanting their guests to feel like they had substantial food. In New York City, many people host cocktail parties as a dinner substitute and the comfort foods are satiating and help people fill up. Everything from mini lobster roles, mini meatloaf or new takes on sliders are huge hits. The "food bar" station is also a big trend but not just your traditional station. We feature great dinner and dessert bars such as our popular homemade pie bar with the season's freshest fruits deconstructed so that people can choose their filling and their topping. Another favorite is our ice cream sandwich bar where people pick their favorite ice cream and we build a sandwich.

You do fantastic events in both New York City and Connecticut. Is there a difference in the type of food you serve in each place?

In New York City, we have to create a menu to work in small spaces that are dictated by the size of the venue while in Connecticut we usually operate in bigger kitchens and have more range. As I mentioned, cocktail parties and grazing style events are very popular and allow people to entertain more people all together. We do not have any real variation between Fairfield County and New York City other than the need to design menus that fit the host's needs.

For more information about Chef Marc Weber and OnTheMarc Events, please visit www.onthemarcevents.com.