



Governor's Ball

The Governors Ball is the must-stop spot after the awards at the Kodak Theatre downstairs. Sequoia Productions with ball chair Jeffrey Kurland produced the party for 1,500 A-listers inspired by music and vintage nightclubs, with a curvilinear look, a central palm tree with a Swarovski trunk, tropical blooms by Mark's Garden, and a Wolfgang Puck spread.



Oscar's Big Night

LOS ANGELES *The parties that took over town to fete the 83rd annual Academy Awards marked a return to showy opulence, and some new entries onto the event landscape had attendees abuzz—even if reviewers couldn't get quite as excited about the ceremony itself.*

By ALESANDRA DUBIN



Vanity Fair

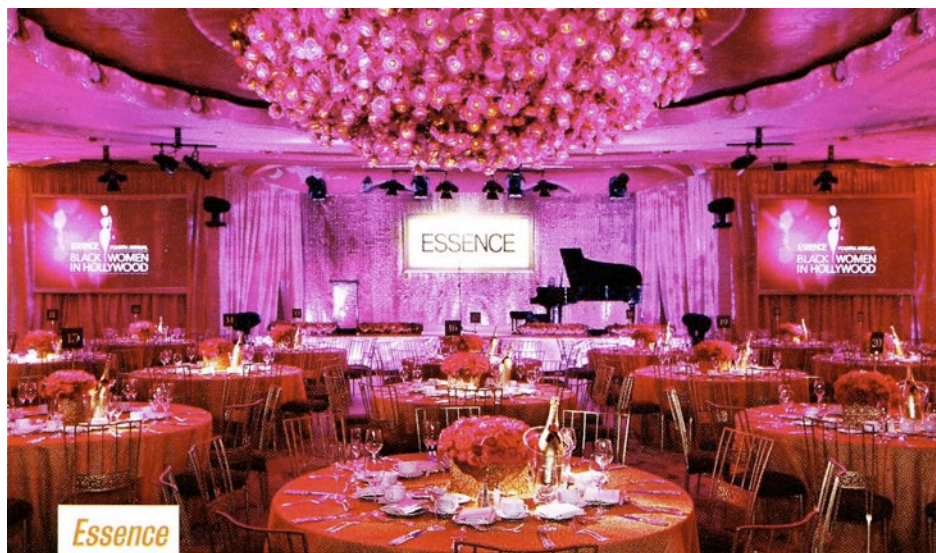
Vanity Fair's party at the Sunset Tower is historically the evening's top dog, and this year that reputation stood firm. The party was the culmination of the magazine's Campaign Hollywood, its annual weeklong series of events co-sponsored by advertisers Chrysler and L'Oréal Paris leading up to the big night.



Elton John

The Elton John AIDS Foundation viewing dinner and party had production by Virginia Fout of V Productions, golden decor by Antony Todd, a steady flow of Sterling Vineyards wines, and a performance by Florence and the Machine that necessitated some only-in-L.A. maneuvering: Singer Florence Welch performed at both the Oscar ceremony and the foundation's party, and appeared on both events' red carpets, in different attire. Accomplishing that feat required the help of a police escort—a little Hollywood magic apropos of Oscar weekend in town.

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Essence

Essence magazine's Black Women in Hollywood event brought together a crowd of more than 300 A-listers for a luncheon award program at the Beverly Hills Hotel on February 24. Sponsorship doubled at this year's event, overseen by Essence event marketing director Candace Purdie Montgomery with production by Caravents.



QVC

SPEC Entertainment produced and designed a party for QVC in a tent at the Four Seasons Los Angeles at Beverly Hills' Wetherly Garden. A social media station enabled guests to immediately send images from the party to email contacts or social media sites. SPEC worked with In the Mo to build out the software that enabled it.



Leeza Gibbons

Leeza Gibbons and David Foster teamed up for the Dare2Care benefit pre-Oscar cocktail party at Boa benefiting the Leeza Gibbons Memory Foundation. Chad Hudson Events produced, with just a few hours to transform the space for the event after the eatery's regular lunchtime hours.



Global Green

Global Green USA held its eighth annual pre-Oscar party at Avalon in Hollywood. More than 1,400 guests attended the event, where "Greener Cities for a Cooler Planet" was the theme of the evening. For the second year, Global Green USA showed off the new Chevy Volt electric vehicle with extended range.



Rolling Stone

The magazine staked a presence on Oscar weekend with its party at Drai's atop the W Hollywood. Questlove served as DJ and the Roots performed. Caravents produced party, which was presented by T-Mobile USA with support from liquor sponsor Skyy Infusions Dragon Fruit. Caravents created rock-and-roll-inspired decor pieces, making use of chains and studded belts.

OK!

The OK! magazine pre-Oscar party took to the rooftop of the London Hotel. The party with BritWeek, produced by Precision Event Group, celebrated this year's British nominees. Precision designed a film-screening suite for sponsor Raisinets, and Svedka served cocktails.

