

EVENT

# DESIGN

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FOR CREATORS OF SPACES, EVENTS, EXHIBITS AND ENVIRONMENTS

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## ART AND SCIENCE

DAVID STARK TURNS THE ORDINARY INTO THE EXTRAORDINARY



**BEFORE** Giving an event space new life through design-driven enhancement  
**AFTER**

**Designer:** EventQuest

**Client:** USTA



**BEFORE**

In past years, the hospitality suites at the U.S. Open in New York City were housed in large tents near the venue. This year, the hospitality environments were relocated inside a brand new practice court facility on the event grounds. The challenge? Turning an indoor tennis court environment into a VIP-worthy event space for thousands of tourney-goers—no easy task.

**AFTER**

EventQuest designers created a 40,000-square-foot event space with seven distinct environs within. Since the state-of-the-art tennis court surface was brand new, great care was taken to ensure that it wasn't damaged.

"The courts are king and you can't mess with them. We had to design special under-lays and carpet to protect the courts. It adds a lot because that is a big challenge," says EventQuest creative director Mark Veeder.

Inside, the EventQuest team created a flexible, high-end look and feel that clients could use for VIP events and meetings over the course of the tournament.

"We looked at it as an overall project. We wanted to create a flexible, reconfigurable footprint and something that looked really finished. Our design aesthetic has a modern flair, and we created a clean palette that each client could work into. The goal was to have a muted palette that

people could work around and make sophisticated. It felt very architectural and very installed," Veeder says.

System walls with hidden channels for wiring provided a level of modularity, and seven 12-foot-tall custom archways led into each event space. Built for reusability, the arches featured 3form Ecoresin panels with bamboo chips embedded within.

The color palette was neutral, warm, and inviting, with creamy gray and green tones highlighting the walls. Up above, an extensive rigging system suspended from the roof housed lighting and fabric ceiling panels to provide a more intimate feel.

Designers also took the extensive need for catering access into consideration.

"They had catering onsite, but it had to be augmented. The guests never saw any catering or back of house. There were catering hallways behind the walls designed into the environment," Veeder says.

