

For Immediate Release  
Contact: Rosalie Wilson  
Panache Partners  
469.246.6060  
rwilson@panache.com

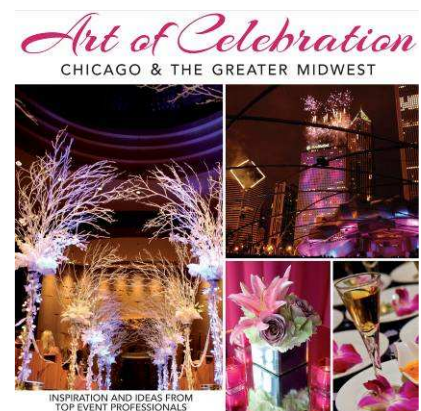


\*\*digital cover image and interior  
pages available upon request\*\*

**New book: *Art of Celebration Chicago & the Greater Midwest***  
combines vibrant event photography with words of wisdom from some of  
the industry's most prominent movers and shakers, who invite readers to  
peek into their glamorous world

"Through innovation and passion, the Midwest's top event professionals have placed the region solidly on the design map." —Russell Toscano

Dallas—There's no better way to mark a special occasion than having a party; just ask any of the nearly 70 highly acclaimed event planners, designers, invitation artists, floral designers, caterers, photographers, lighting experts, musical entertainers, venue proprietors, or other creative specialists featured in the book ***Art of Celebration Chicago & the Greater Midwest*** (Panache Partners, December 2010, distributed by IPG). With **408 exquisite pages**, the collection is infused with upward of 300 photos of Midwest-based companies' best creations. Published by Brian Carabet and John Shand, the hardcover book is the fourth edition of a popular series that is being expanded throughout North America and Europe.



Intended for a global audience, the book invites readers to catch a glimpse of some of Chicago's hottest and the greater Midwest's most exclusive, talked-about galas: birthday bashes, bar and bat mitzvahs, weddings, fashion shows, product launches, campaign rallies, art galas, musical extravaganzas, awards ceremonies, holiday gatherings, and more. Unforgettable photographs are accompanied by tips, quips, and words of inspiration from the people who orchestrated them.

The creations of renowned event planning firms like Birch Design Studio (IL), Eve Events (MN), Contemporary Events (MO), and Dynamic Events (WI) open the book with flair. Passionate Ellyn Bold, Kansas City's unparalleled event designer, shares her secrets to wowing guests with theatrical parties. Max Zuleta's Art Below Zero team makes Milwaukee and Chicago events extraordinary by adding unexpected excitement through innovative ice designs. Lon Lane's Inspired Occasions (MO), Blue Plate (IL), and other fine caterers serve up delectable, original gastronomic delights and flawless decorative presentations. Throughout the Midwest, Heffernan Morgan Event Design's flower-forward designs, whether minimalist or over-the-top, set a mood that lasts long after the party. And photographers like Minneapolis-based Noah Wolf perfectly capture it all—the look and feel, the heart and soul—using his cinematic perspective.

There is wonderful inspiration from the featured venues, from Caenen Castle in Kansas and Palladium Saint Louis to Chicago's famed Millennium Park and The Field Museum. The Midwest's fabulous museums play host to outstanding events where dignitaries, celebrities, and other special guests get to celebrate among priceless artifacts.

***Art of Celebration Chicago & the Greater Midwest*** is personified by The Wedding Guys' creative philosophy: "Inspiration is everywhere and can reveal itself in the oddest places." The 408-page coffee-table book invites readers to walk the red carpet and enjoy the splendor of elite events thrown by members of high society, CEOs, world leaders, royalty, and celebrities. The book is ideal for those who love a good party, are captivated by the lifestyles of the famous, or are looking for event planning ideas and tricks of the trade. It will inspire casual readers and industry professionals alike—anyone who wants to learn from the masters and see extravagant parties done right—with the hospitality known so well throughout Chicago and the greater Midwest.

Book Details:

Title: ***Art of Celebration Chicago & the Greater Midwest***

Publisher: Panache Partners

Distributor: Independent Publishers Group

Publication: December 2010, \$45, Hardcover, ISBN 9781933415857

408 pages, 10¾" x 10¾", 300+ color photographs

Also available from Panache Partners:

*Perspectives on Design Great Lakes* (ISBN 9781933415802)

*City by Design Chicago* (ISBN 9781933415512)

*Into the Earth: A Wine Cave Renaissance* (ISBN 9781933415826)

With more than 25 years of experience in the industry, **Brian Carabet** and **John Shand** are drawn to creating spectacular publications for discerning readers. The founders of **Panache Partners** have produced upward of 100 books and continue to redefine what it means to create sophisticated publications. Panache Partners specializes in coffee-table books showcasing luxury lifestyle subjects, including high-end interior design, custom home building, architecture, golf, wine, art, event planning and travel. For more information, visit [Panache.com](http://Panache.com).

***Art of Celebration Chicago & the Greater Midwest*** is available at bookstores everywhere and through Independent Publishers Group: 814 North Franklin, Chicago, IL 60610, 800.888.4741, [ipgbook.com](http://ipgbook.com). Chicago Review Press, Inc. is the parent company of Independent Publishers Group. Established in 1971, **IPG** was the first organization specifically created for the purpose of marketing titles from independent presses to the book trade. With consistent growth each year, IPG's success has come from supporting and encouraging the growth of its client publishers throughout the United States and worldwide. Clients include publishers from the US, UK, Australia, Canada, Ireland, Israel, Spain and elsewhere. IPG's publicity department is reachable at 312.337.0747 or [publicity@ipgbook.com](mailto:publicity@ipgbook.com).

Complementary to the *Art of Celebration* coffee-table book series, **[PanacheCelebrations.com](http://PanacheCelebrations.com)** showcases even more fabulous event photographs. Along with a "find event resources" search feature, the site includes interesting articles, fun videos, and helpful news updates and industry links. [PanacheCelebrations.com](http://PanacheCelebrations.com) is part of the [PanacheLuxury.com](http://PanacheLuxury.com) family of inspirational sites.

For more information, please contact Rosalie Wilson at 496.246.6060 or [rwilson@panache.com](mailto:rwilson@panache.com).

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