

Canadian Honours

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Guests mill around in the height of tent style at an H&M celebration in New York.

Award of Excellence

Regal Tent Productions Ltd.,
Stoney Creek, Ontario

Early in 2004, fashion-show producer KCD Worldwide approached Regal Tent to help celebrate the launch of more than 150 H&M outlet stores across North America. The ideal event included a cocktail party, fashion show, dinner, and musical performance for 1200 guests in a tent in Central Park in New York City—it would be the largest fashion show ever to take place in Central Park.

The centerpiece of the event was the tent complex—a 130-by-130-foot clearspan structure on 26-foot-high side legs, which created the main space for the fashion show and musical performance. The three entrance structures, including a custom designed curved entrance tent, were connected to the main structure via a 130-foot long awning. The 12,000 square feet of ancillary tenting provided usable space for catering, storage, make-up and hair, as well as other support activities.

Above and beyond the many design objectives that had to be met, there were several challenges and obstacles that Regal Tent had to overcome during the installation in order to meet the client's demands. Working in Central Park turned out to be more difficult than expected. The Central Park Conservancy was on site 24/7 during the installation to ensure that the grounds and trees were protected. Before Regal could move a stone or dig into the ground, permission from the Conservancy was required.

More importantly, the trees on site were hundreds of years old and damage to them could result in thousands of dollars worth of fines. Regal had to take extra care when raising the frame of the main structure in order to ensure no limbs were damaged in the process. Two separate cranes were used to avoid damage to the trees, and staff members helped push tree limbs out of the way.

Another restriction was limited truck access, as vehicles were only allowed access to the site between 10:00 p.m. and 5:00 a.m. In addition, the access to the tent site was via a narrow, winding lane too small for Regal's 48-foot trailers.

KCD provided a very aggressive and tight setup schedule requiring all suppliers to work simultaneously in order to be on time. Regal worked around the clock for the first 48 hours so the main tent would be standing and covered in time for the riggers to build their complex lighting rig on schedule.

Rising to the occasion

Two companies produce head-turning and award-winning tented events, earning prestigious marks in the Canadian Honours Program.

Outstanding Achievement

Advanced Tent Rental Ltd., Concord, Ontario

The first annual One-X-One fundraiser gala was held on Sept. 11, 2005. The event took place in a parking lot outside of the Fermenting Cellar at Toronto's Historic Distillery District. The proceeds from the star-studded event went to the Lou Adler Foundation, a charity which raises awareness of Africa's debt, AIDS and trade issues.

The project required outdoor coverage to handle a seated dinner for approximately 430 guests, as well as catering space and a cocktail and coat-check area. Advanced Tent Rental accommodated all of these needs in a single 50-by-230-foot



Servers await an influx of celebrities under a clear-top tent at the One-X-One fundraiser for Africa.

clear-top, clearspan structure that was divided internally by custom sheer fabric walls and additional gable end fabric and hardware. A custom black frame tent with a unique skylight was used as an entrance canopy as guests arrived. An additional canopy system joined the main tent to the Fermenting Cellar and provided some additional space for cocktails. A 20-by-85-foot traditional frame tent was positioned on the north side of the building as well, for additional catering requirements and washroom trailers for the general public.

The installation required almost 12,000 square feet of wooden sub floor to be completed in 24 hours, and the client wanted white carpeting for the main dining room that had to be ordered from Dayton, Georgia on very short notice. Once the carpet was installed, keeping it clean during setup was a big challenge. Advanced Tent Rental used a very heavy plastic film over the entire area and continually reminded other suppliers to be careful. ▲