

Spring Racing



Moët and Chandon *L'esprit des Mirrors* 2006 - Melbourne Spring Racing Carnival, Emma Jane Pilkington with Gloss Creative; Photography: Dianna Snape.



Myer *My Carnival* 2008 - Melbourne Spring Racing Carnival, Emma Hofstede with Gloss Creative; Photography: Dianna Snape.

MARQUEES BY DESIGN: GLOSS CREATIVE

Daniella Casamento

Amanda Henderson, Creative Director of Gloss Creative says that to experience the marquees at Flemington "is pretty amazing". As a designer of some of the most iconic marquees in the Birdcage enclosure over the past 10 years, it is the business of Henderson and her team to create inspired environments that leave guests

feeling "uplifted as though they have experienced something quite rare."

After designing their first marquee for Saab, "people would come to us and say, 'we've got this beautiful ad, we've got a catalogue, we've got a billboard but we don't know what we feel like when we have a party. We want to feel like our brand. We want everyone to experience our brand but in a 3D way". Gloss Creative has carved

out a niche doing just that for their corporate clients and so far has designed 36 marquees for the Birdcage.

Henderson and her team are finalising the design of four marquees for this year's Spring Racing Carnival. Frûche, a new client, "will be gorgeous. It won't be the biggest on the track but it will certainly be the most beautiful small marquee that will make its own fashionable impact." Frûche

launched an advertising campaign earlier this year and will host runway coach J. Alexander. 'Reward Yourself with Style' and 'Fashionability' are the themes from which Gloss Creative have taken inspiration to develop the concept for this marquee in collaboration with Frûche and PR firm Style Counsel.

Collaborative practice and meeting regularly with clients, suppliers and consultants during the design phase allows for innovation and originality which are the keystones of Gloss Creative's philosophy. The successful application of this philosophy is found in the creative team's ongoing relationship with Myer, whose theme this year is 'The Butterfly House'.

Henderson says their design is "probably simpler and more sophisticated than what we have done before. The colour will be in the fashion. It's very design neutral with beautiful concrete, bronzes and glass louvered windows along the 20m front with a beautiful silk cement coloured liner and an installation with butterflies falling from the ceiling. Hopefully the colours of the butterflies will change with each day of racing so cornflower blue for Derby Day, yellow for the Cup, pink for Oaks Day and red for Stakes Day."

To add to the Butterfly House theme, Myer and Waterford Crystal have engaged internationally renowned florist Jeff Leatham to design the floral installations in collaboration with Gloss Creative.

"The one thing that we do well is we never lose sight that it is a racing carnival. We never want to build up a marquee so much that you forget where you are. It really does still feel like you are in a paddock. It is important that we don't overbuild it and decorate it to the point where you forget the reason you are there. That openness in the marquee is what we love as well."



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