



Heffernan decorated the dinner tent in all-cardboard decor. His vision was to make guests feel as though they were "walking into a huge cardboard box for dinner with 500 friends."



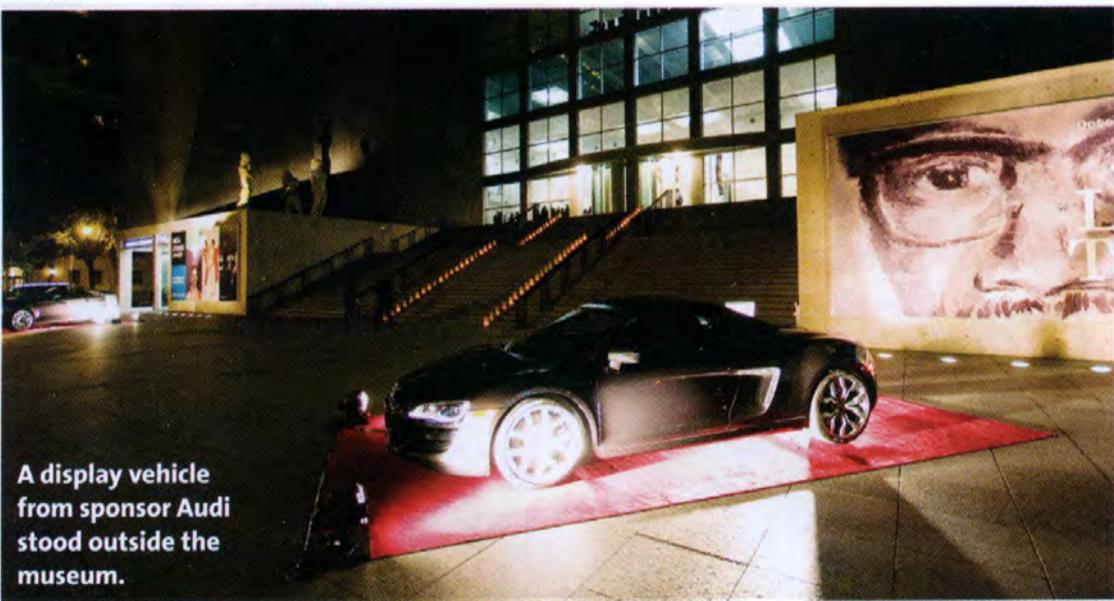
Wolfgang Puck Catering presented family-style fare. The menu included antipasti with cured meats, cheeses, and marinated veggies.



The cocktail reception and silent auction took place in the galleries. Guests used handheld devices to bid on works hanging on the walls.



Designer Bill Heffernan's cardboard sculpture was the focal point of the atrium.



A display vehicle from sponsor Audi stood outside the museum.



The evening began in the museum, where cardboard sculptures and patterned lighting mirrored the decor scheme in the dinner tent.

Boxed In

The MCA's highest-grossing benefit gave its own galleries a cardboard-covered makeover.

CHICAGO

On October 30, the Museum of Contemporary Art raised \$2.8 million at its art auction, making it the most lucrative event in the institution's history. Also historical: The 550-guest affair, which included cocktails, dinner, and silent and live auctions, took place at the museum for the first time.

"It's all about timing," said event manager Hillary Hanus of Hanus Consulting. "The museum was between installations," which made the galleries available for hanging auction works. During the cocktail reception, guests checked out the art and bid on pieces using handheld devices, and then headed to a live auction in the dinner tent. Spanning the back lawn, the tent was decked in Heffernan Morgan Ronsley's all-cardboard decor.

"I was inspired by a simple delivery of cardboard that came to our shop one day," said designer Bill Heffernan. "I thought how wonderful [the material] looked just like that, as is so often the case with the lowly everyday objects around us."

Describing the museum as an institution that "always finds new way of looking at things, including their events," Heffernan determined that the live auction's setting "should be like entering the undiscovered world of a very creative cardboard box."

In the tent, Heffernan's floors, walls, tables, and food risers were all constructed out of cardboard. He also used it to cover lighting, staging, and the podium. Cardboard chandeliers and sculptures served as accent pieces. The environment "redefined party decor by rethinking all surfaces and elements, and paring them down to what's really needed," Heffernan said. —Jenny Berg

Museum of Contemporary Art's Art Auction

Audiovisual Production, Lighting, Sound, Staging, Video Event Creative Catering Wolfgang Puck Catering

Design, Draping, Furniture Rentals, Production Heffernan Morgan Ronsley

Invitations Scott Reinhard

Linens BBJ Linen

Photography Robert Carl

Printing Lowitz & Sons

Rentals Hall's Rental

Staging, Tenting Partytime Productions Inc.

Valet VIP Valet

Venue Museum of Contemporary Art