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Q&A

with THE CREATIVE TEAM
from **HEFFERNAN MORGAN**

Q: Who or what inspires your team?

A: Each other! We constantly strive to push beyond what's already been done and continually edit and challenge each other to create designs that exceed our clients' expectations.

Q: What do you consider the most important element of an event?

A: Hands down, the most important "element" in an event is the client and their dreams.

Q: Which flowers do you love to work with?

A: Orchids; the endless varieties differ in shape and color from pristine white to punchy, vibrant hues. They have an intangible mystique. It may sound cliché, but we really do have a passion for all flowers.

Q: What are some of the most impossible demands a client has made?

A: With the right amount of time, nothing is impossible or too demanding. Of course there are challenges, but the ability to adapt in demanding situations is a prerequisite in the event world.

Q: If you could collaborate with anyone, who would it be?

RM: Olafur Eliasson, an amazing Danish-Icelandic artist who works with large scale installation, light and environmental influences. Eliasson is probably most well known in the US for the 2008 New York City Waterfalls project. **EM:** Mies van der Rohe, the iconic master of modern architecture. **JH:** Marcel Wolterinck, a visionary designer from the Netherlands with a vast repertoire ranging from event and party scapes to the most luxurious interior, exterior and garden designs. **NL:** Wayne Coyne, a pioneering spirit in alternative American music and songwriting.

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Q: What puts you in the design mood?

A: When a client comes in with a vague idea that is just beyond their ability to articulate and knowing we can bring the idea to life in a way they never dreamt was possible. Fashion and adrenaline are great motivators, too!