



INNOVATIVE THEATRICAL SPECIALISTS

Way 2 Much is heating up the summer months! In this issue, we would like to show you more than just fantastic photos of our events. We want to share with you how Way 2 Much offers creative solutions to ever-changing event requirements and challenges. As seasoned professionals, making it look easy is our goal. Read below to see how Way 2 Much offers practical problem solving to meet the unique needs of our clients.

CHILL

We love working with clients that have fantastic ideas and know what they want but are not sure how to get there.

Challenge:

This client was interested in creating an outdoor event around the theme "Chill" that spanned an enormous multi-pool Palm Desert resort. This day-to-night event also needed innovative ways to bridge the gap between the hours.

Here are the creative ways that Way 2 Much made this event our client's "coolest" event yet!

Solutions:

Guests arriving at the event were greeted by our gorgeous Ice Princess stilt walker, who led the way to the "Chill Zone".

Elegantly dressed greeters fanned and misted guests as they entered the pool area. Later the greeters offered frozen refreshments and indulged guests in personal massage and rose water misting.

Vintage bathing beauties and mermaid cuties graced the pools in whimsical pool floats. For the evening, the floats were illuminated with internal LED lights.

Ice Princess stilt walker joins an electric cellist while a whimsical Sno Cone hostess serves up adult sno cones. Ethereal white wind dancers capture the afternoon desert breeze.

In the evening hours, LED lights illuminated all of the characters, bringing them new life; while the greeters gave guests the royal treatment with personal hand and foot massages.



JUSTICE BALL

Way 2 Much returned to the Justice Ball for the fourth consecutive year. This time, they chose a "dark" masquerade themed event and our 'Bal Masque' was a perfect fit!

Challenge:

Our client was interested in cool and unique ways to occupy the air space in the venue; however, rigging was out of the question. Also, the client wanted to have a seamless aesthetic cohesion between the various rooms in the venue.

Solutions:

Our beautiful white birdcage apparatus was utilized as a grand centerpiece. The versatility of this 12-foot piece allows it to either hang or be free standing with a fully rigged aerial hoop inside the cage.

Our Bal Masque Dance Crew performed choreographed and atmospheric routines throughout the venue while a dual-sided marionette makes inspired use of the air space without the need for costly rigging.

A masked wind dancer and a wind-up ballerina were both placed on elevated pedestals which increased visibility. These featured acts invited guests through the looking glass to a world of dark sophistication and intrigue.



HOT LADIES NIGHT

Flanked by our beautiful flame box dancers, a sexy trio of male acrobatic fire performers ignited the delight of the VIP guests of one of the top casinos in the United States. Trust us when we tell you, this act is HOT!

Challenge:

At the last minute the event was moved from the poolside to a ballroom, sparking the need for immediate permitting and fire marshal hoop-jumping.

Solution:

Working hand in hand with the client, the Nevada State officials and local fire marshal, our team was able to handle the logistics in the eleventh hour and deliver an incredible performance.



WE'VE MOVED!

We are thrilled to announce our move to our new 6,000 square foot workshop and showroom in Echo Park! We look forward to unveiling the new Way 2 Much studio soon. Be sure to like us on Facebook for information about our upcoming open house reception. You can also stop by our showroom by appointment. We would love to talk with you about creative solutions to make your next event unforgettable!



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Way2Much Entertainment | 1910 W. Temple Street | Los Angeles | CA | 90026