

*Have Curated*  
**CREATIVE STUDIO**  
*Black Book*







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FOREWORD





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### UPDATED WEBSITE

Join us in exploring our new website recently updated.



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### FLORAL DESIGNS

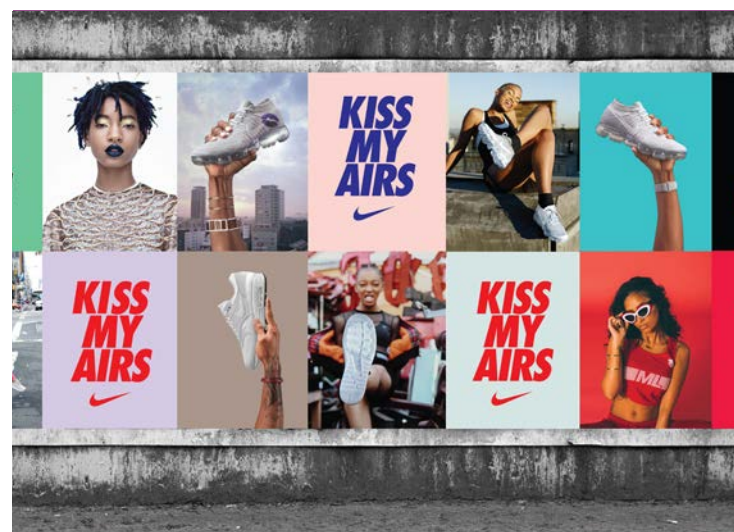
Let us show you just a few of our floral designs, mock-ups and installations.



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### EVENTS: NIKE PEGASUS

An activation (pop-store).

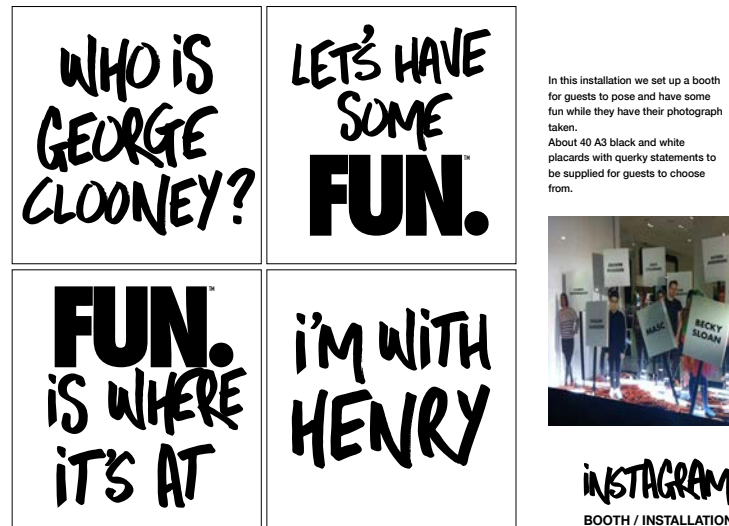


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### EVENTS: AIRS

Activation: "Kiss my Airs"





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EVENTS: MR PRICE  
Clothing Collaboration launch.



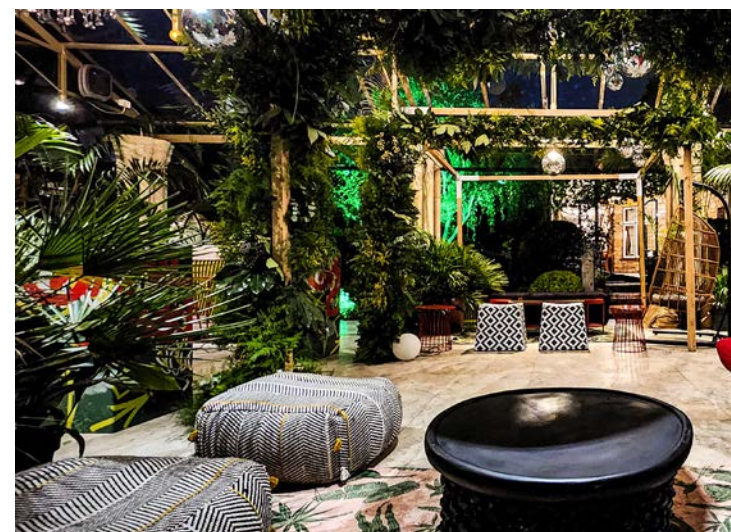
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EVENTS: 70TH BIRTHDAY  
Birthday celebration.



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EVENTS: 60TH BIRTHDAY  
Surprise birthday party.



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EVENTS FOR FILM: CLASSIFIED  
Set: Ijema's party





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EVENTS FOR FILM: CLASSIFIED

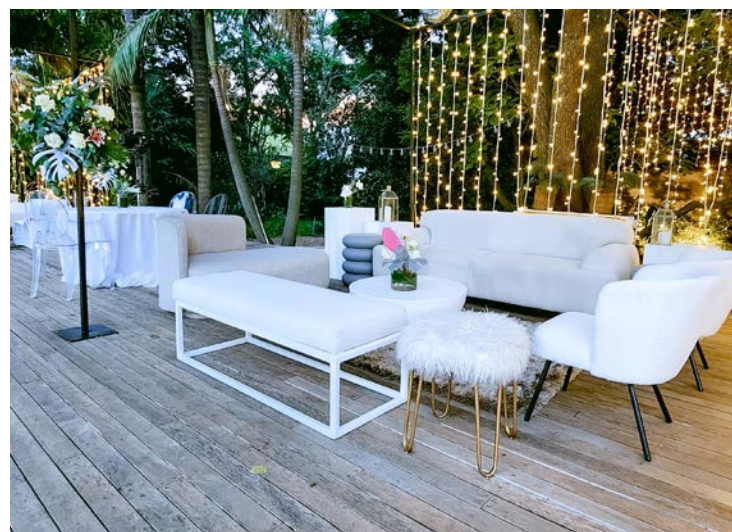
Set: Ambassador's party



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EVENTS FOR FILM: COCA-COLA

Set: Night market



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EVENTS FOR FILM: HAPPINESS

Set: 40th birthday party





Welcome to Hare Curated, where elegance meets creativity, and each event is a masterpiece. Our passion for floristry and event styling ensures that every occasion is transformed into a unique and unforgettable experience.

Here's a glimpse into the array of services we offer:

#### Floral Design –

Our floral design services are crafted to bring natural beauty and sophistication to any event.

- **Bespoke Arrangements:** Tailored floral compositions that reflect your unique style and vision for weddings, private affairs, corporate, brand, editorial, film or retail installs.
- **Seasonal Blooms:** Utilizing the freshest, seasonal flowers to ensure vibrant and lasting arrangements.
- **Innovative Designs:** Creative and contemporary floral designs that add a modern touch to traditional elegance.

#### Event Styling –

Our event styling services encompass every detail to create a cohesive and stunning visual experience.

- **Concept Development:** Personalized themes and concepts to match the mood and purpose of your event.



- Décor Elements: Thoughtfully curated décor elements that complement the floral arrangements and overall theme.
- Installation and Setup: Professional installation to ensure every detail is perfectly executed.

#### Workshops –

We offer engaging workshops that inspire creativity and impart valuable skills in floristry.

- Floral Design Workshops: Hands-on sessions to learn the art of creating beautiful floral arrangements.
- Specialty Classes: Focused classes on specific techniques and styles, such as pre-sprouting and transplanting seeds, tubers, and corms.
- Private Sessions: Customized workshops for groups (private or corporate), providing a tailored creative learning experience.

#### Custom Orders –

Our custom order services cater to those seeking one-of-a-kind floral creations for any occasion.

- Personalized Bouquets: Handcrafted bouquets designed to suit individual tastes and preferences.
- Event-Specific Designs: Floral designs tailored for specific events, from intimate gatherings to grand celebrations, promos, and launches.
- Subscription Services: Regular deliveries of fresh, seasonal flowers to brighten up your space. We deliver the blooms you arrange them.

#### Event Examples –

To showcase the breadth and depth of our services, we've curated examples of a few curated past events that highlight our expertise and creativity. Each example demonstrates our commitment to excellence and our ability to transform any vision into reality.

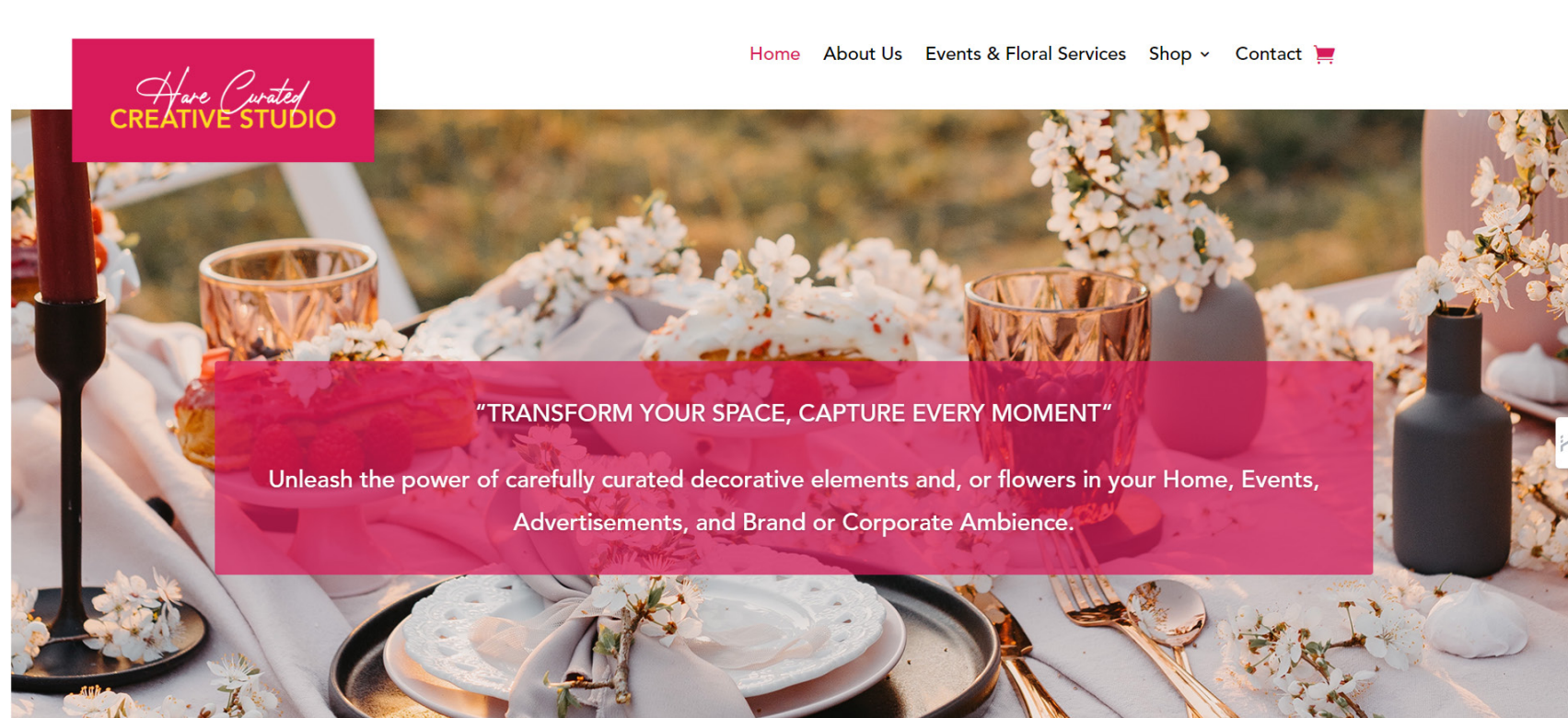
At Hare Curated, we believe that every event is a canvas, and we are dedicated to painting it with the colors of your dreams.

Let us help you create moments that are as beautiful as they are memorable.



*Our new website -*

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*Launched 18 March 2024*



Welcome to Hare Curated, where we redefine the art of event and floral expression. Our newly updated website is not just a gateway to exquisite event design and floral arrangements and design; it is an invitation to experience the unparalleled beauty and craftsmanship that sets us apart in the event and floral industry.

At Hare Curated, we believe in the power of flowers to transform spaces and moments into unforgettable experiences. Our expertly designed website showcases our unique offerings across various floral services for events and once-off or subscription services in three distinct market tiers—Entry, Middle, and Luxury—each tailored to meet different needs and preferences while ensuring that quality and elegance remain consistent.

With an aesthetic inspired by the modern flair of contemporary design and rooted in the rich historical traditions of floral artistry, Hare Curated offers something more than just flowers. We provide a curated experience, designed to cater to the discerning tastes of our clients. Whether you are looking to celebrate a special occasion, decorate a space, or gift a loved one, our floral services and collections are crafted to inspire and enchant.

Beyond our bespoke bouquets and arrangements, Hare Curated proudly introduces our updated and specialised Events Service. Dedicated to elevating any event with stunning decorative décor styling and, or floral designs, our team expertly handles everything from intimate gatherings to grand celebrations both on the private, brand, or corporate front. Detailed planning, custom designs, and flawless execution define our events service, ensuring that each occasion not only meets but exceeds expectations.

Additionally, our website features an online shop at <https://harecurated.co.za/shop/>, where customers can directly purchase our beautifully crafted floral arrangements, ready-made bouquets, and an assortment of curated Objet D'Art like vases, etc. Our shop makes it easy and convenient to bring the elegance of Hare Curated into your home or office, with just a few clicks.

Our website, <https://harecurated.co.za>, is optimised for seamless navigation, allowing you to easily browse our offerings, place orders, and learn more about our services, including our comprehensive events solutions. Enhanced with rich visuals and detailed descriptions, our online presence is designed to mirror the sophistication and creativity of our floral arrangements.



Discover the essence of Hare Curated — where every flower tells a story, every arrangement is a masterpiece, and every event is transformed into a memorable celebration.





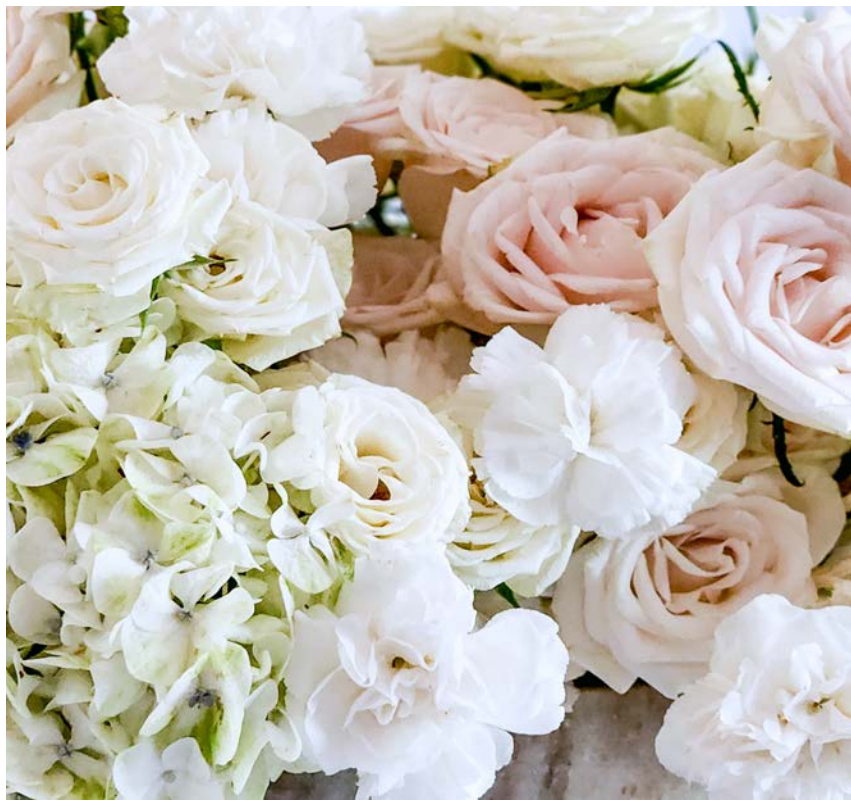
*Floral Designs: Done, etc.*





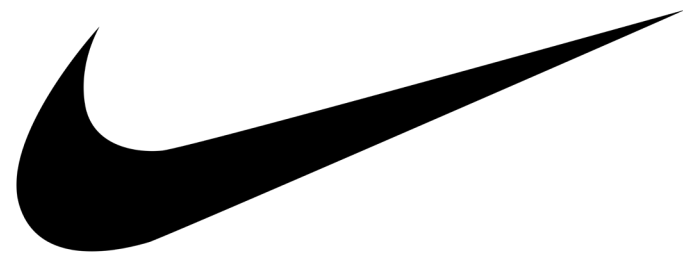








*Events - Nike [Pegasus]:*



Role - Collaborator

Activation: Nike Pegasus Pop-up store at Everard Read Gallery (Upstairs) #pegasus40

Celebrating 40 years of since the launch of this iconic running shoe.



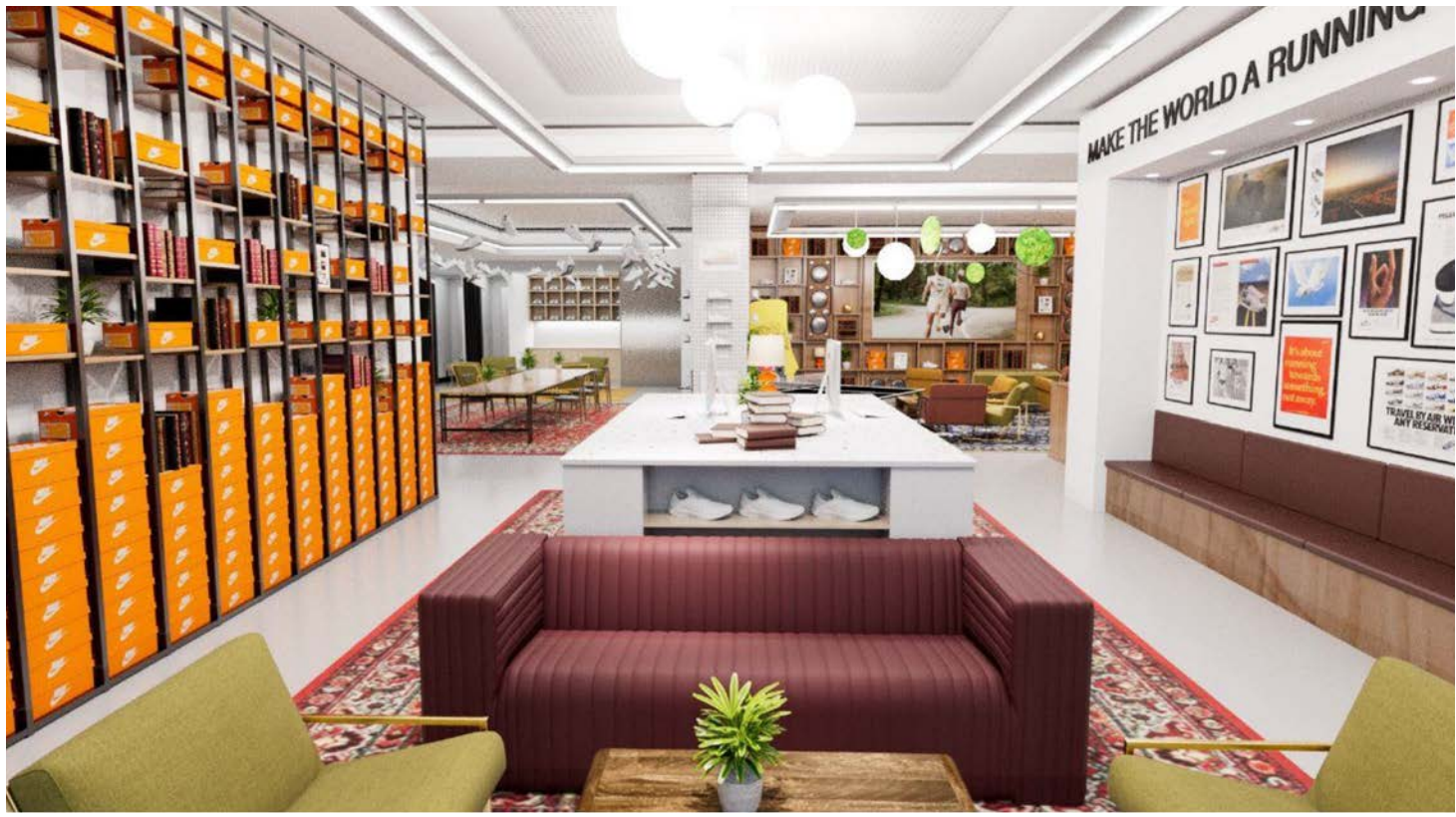
*Brief moments...*

Window 2



Daisy light with PEG SHOP sign wrapping the top of the store.

*Actual moments*





Brief moments...

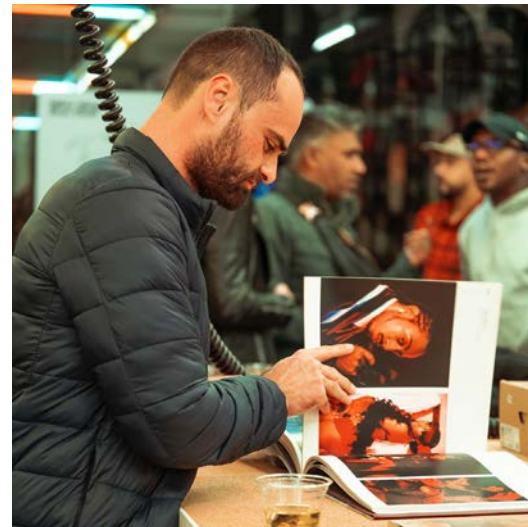


SU23

Actual moments.

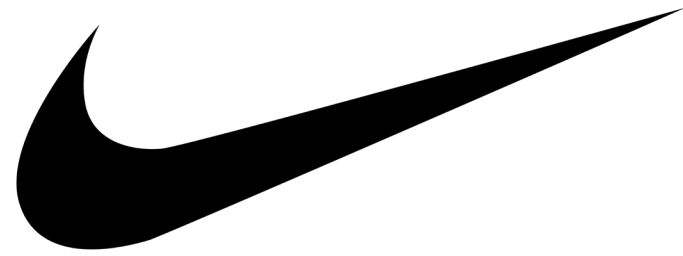


Zone 4





*Events - Nike [Airs]:*



Role - Collaborator of 3 atmos areas

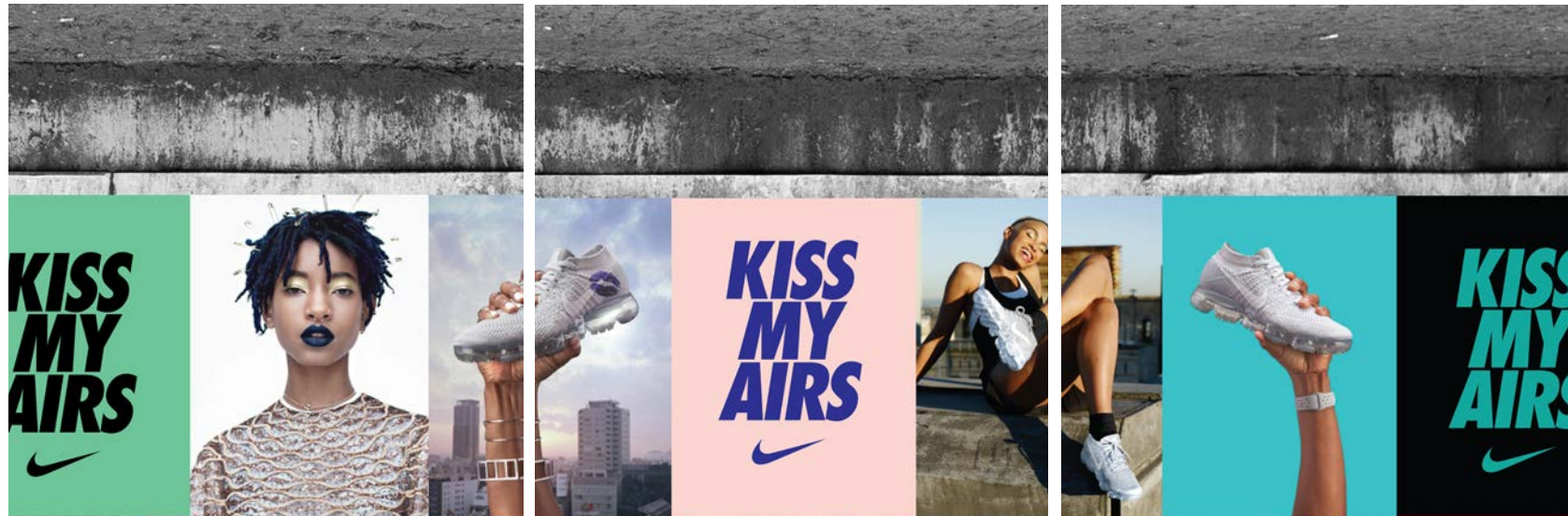
Activation: Nike Airs "Kiss my Airs" at The Tubine Hall

Part of a world wide celebration of this iconic running shoe.



# Events - Nike [Airs]

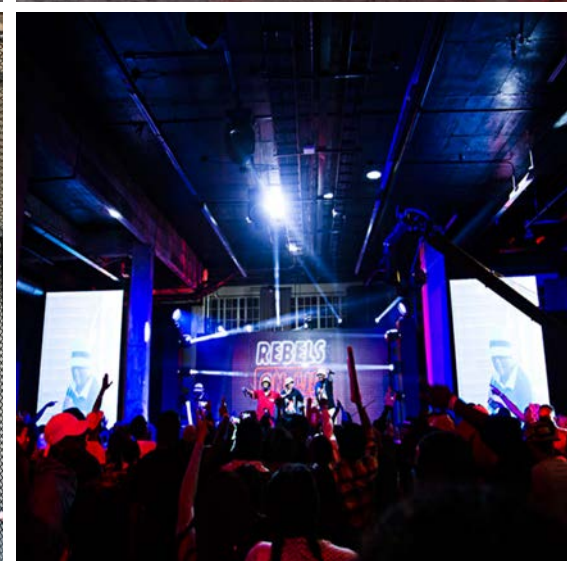
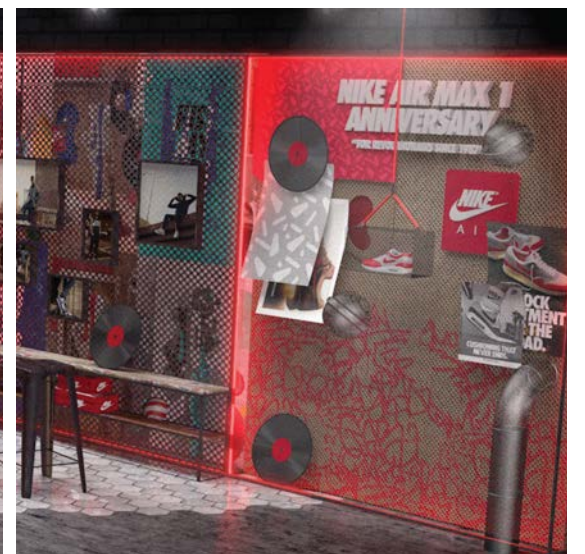
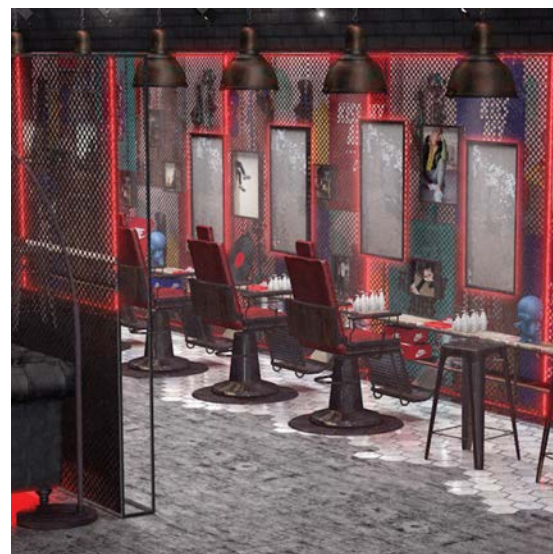
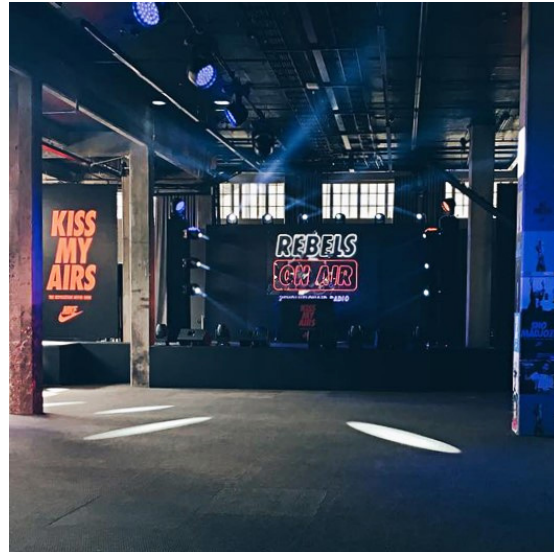
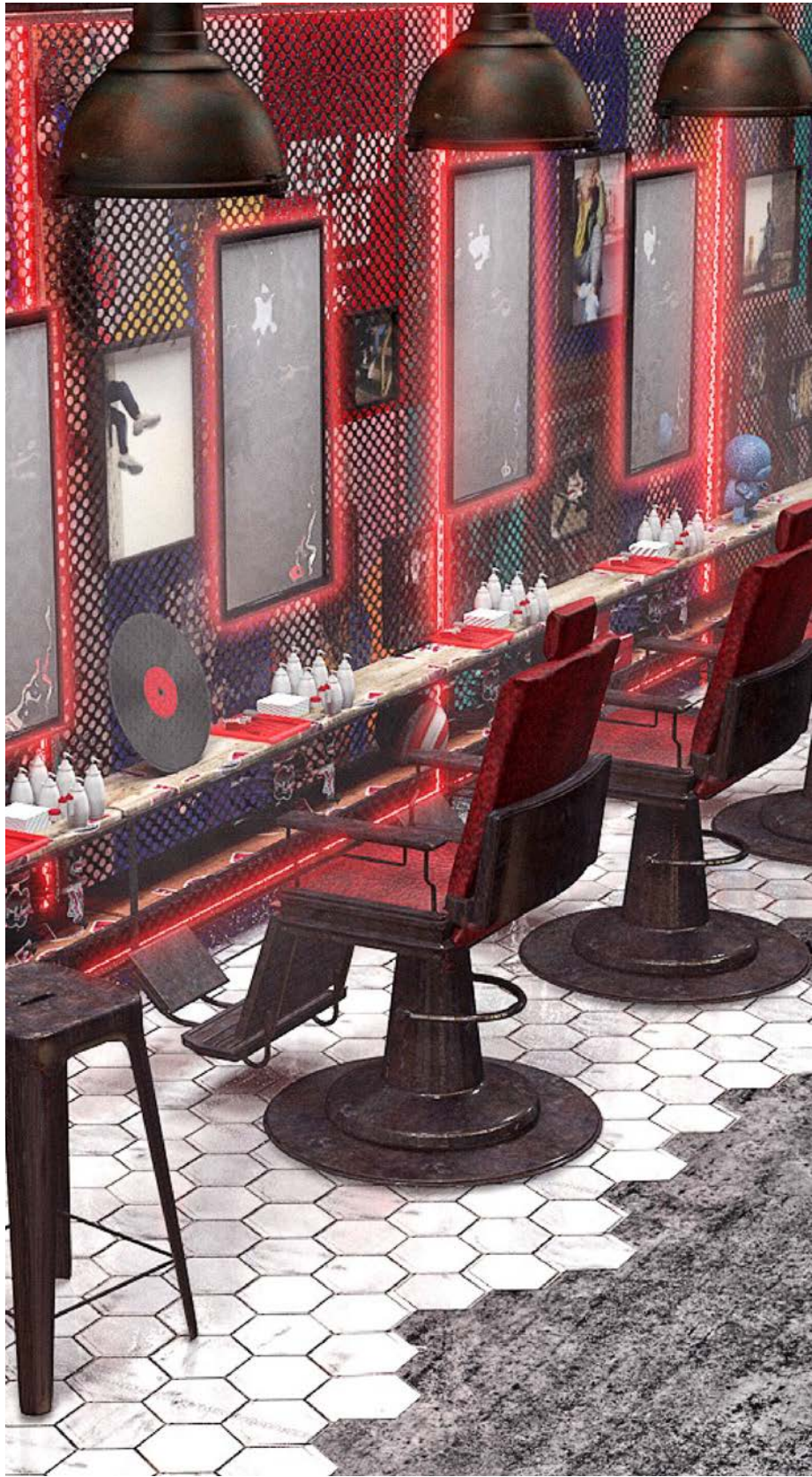
GROUNDING IN YOUTH CULTURE,  
FUELED BY MUSIC.  
REBELLIOUS.  
EXPERIENTIAL AND CO-CREATED.



PART CREATOR FOR 3 ATMOS AREAS  
THAT FORMED PART OF THIS GREATER EVENT









*Events - Nike [Pegans]:*



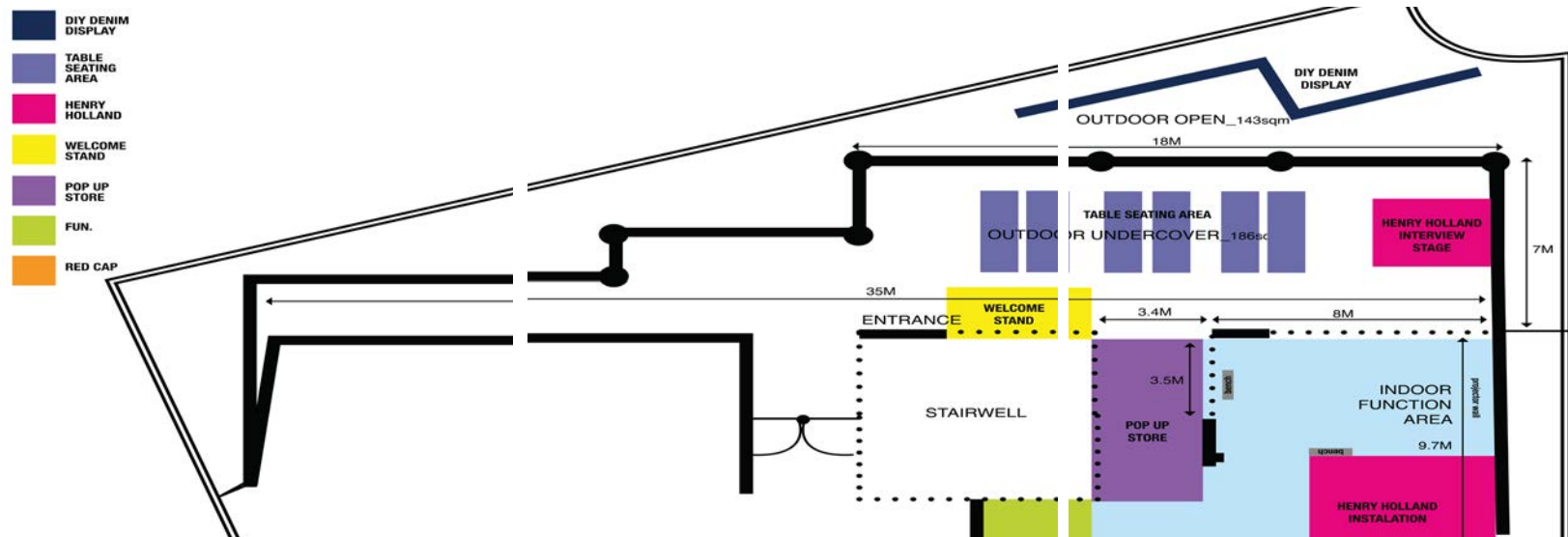
**Mr Price**

Role - Collaborator

Launch: Collaboration between Mr. P + Henry Holland at Kramerville, Levelthree Premium.



# Events - Mr P [HENRY]





A welcome table will be set up to the left as guests arrive. They will each receive a choice of four colour name badge alphabetized box.

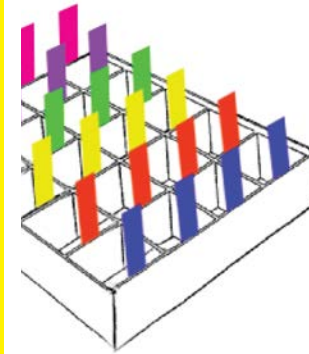
- Banner: size, substrate, to hang
- Badge box sprayed black - enough space to house badges comfortably.
- Lumo name tabs (A-Z + extras)
- Button badges (40 x 40) Colours from Jo
- 2 x Black trestle tables with lumo painted legs



- 28 White tees (male-female numbers & sizes?)
- T-shirt artwork to print in black
- White umbrellas (amount?) including wire to suspend
- White podiums of varying heights
- Accessories to style up mannequins
- Banner explaining display (printed on same substrate as welcome banner)



...ve off the stairs.  
...ges off an



#### ORDER OF EVENT :

- Guests arrive 11 /11.30
- Presentation / v ideo
- Exhibition
- Shopping
- Lunch
- Guests depart 3 .30/4

## BADGES

WELCOME TABLE

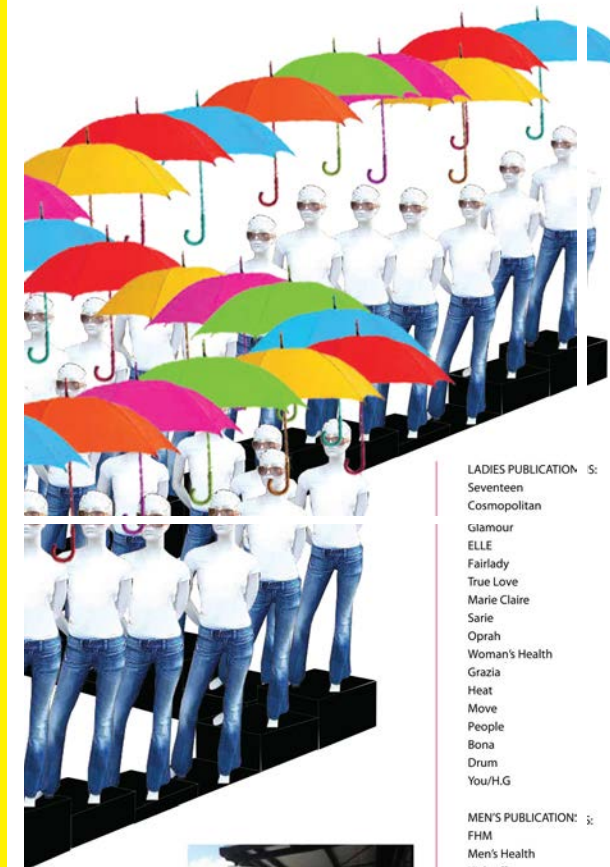
28 Full body mannequins will be displayed in a Z shape across the outdoor open space. Mannequins will be on white podiums of varying heights to create interest.

Suspended above the mannequins will be clusters of WHITE umbrellas.

Mannequins will wear their DIY denims teamed with a white T-shirt that says 'I was made by...'

T-shirts will be signed by each participant at the venue.

Mannequins will be styled with shoes and accessories.



#### LADIES PUBLICATION :

- Seventeen
- Cosmopolitan
- Glamour
- ELLE
- Fairlady
- True Love
- Marie Claire
- Sarie
- Oprah
- Woman's Health
- Grazia
- Heat
- Move
- People
- Bona
- Drum
- You/H/G

#### MEN'S PUBLICATION :

- FHM
- Men's Health
- Kick-off
- GQ
- Hype

#### STYLISTS VIP:

- Funeka Ngwevela
- Wayne Sandiso Ngut
- Melissa Allen-Durbar
- Anthony Bila
- Talya Goldberg
- Thithi Nteta



DIY DENIM INSTALLATION





Role - Event Concept, Design, Planning, Coordination

Birthday: Organising a surprise 60th on behalf of a client for his wife utilising event suggesting vendors to client for entertainment, catering, bar services, Melrose.











# Events - Birthday 60th:



Role - Event Concept, Design, Planning, Coordination, Decor Styling, Floral Design

Birthday: Organising a 70th on behalf of a client for her husband whilst they were in France and due back in South Africa. I suggested entertainment, catering, bar services, at their home in Melrose Estate.









*Almost done setting up for  
this 70th birthday casual  
luncheon garden party.*









One of our recommendations to our client was Olives & Plates as an option for a caterer and as always they never disappoint. Their food made the perfect accompaniment to a gorgeous midday celebration to our setting on the lawn of the gorgeous home of our client in Melrose Estate.

Two drink stations were set up of which one was a G&T stand, by Thirst bar services whom we love and adore.

A loving electronic tribute was made from near and far where guests were seated indoors before lunch was served.

Live entertainment was arranged, and games like croquet was set up on the lawn and played.













Role: Main Set Decorator  
Art Director: Anel De Weerd  
Production Designer: Dimitri Repanis  
Channel: Netflix/Amazon/Sony  
Series: Classified  
Set: Ijema's bush party

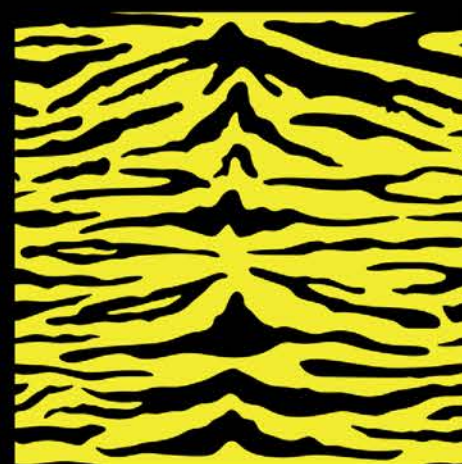
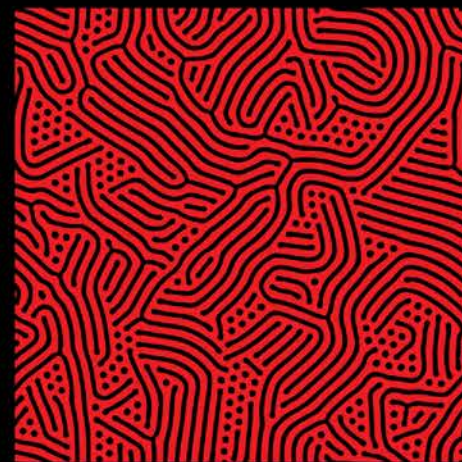
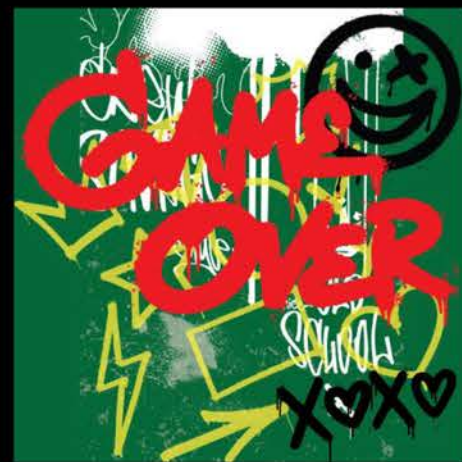
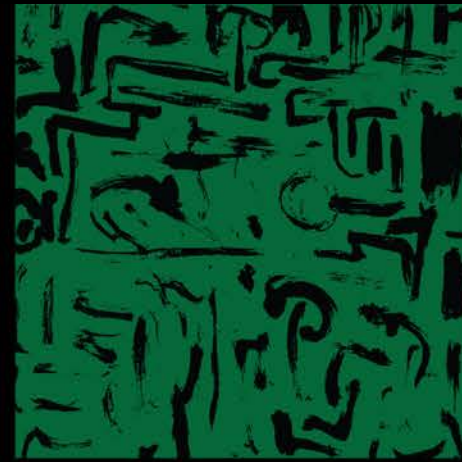
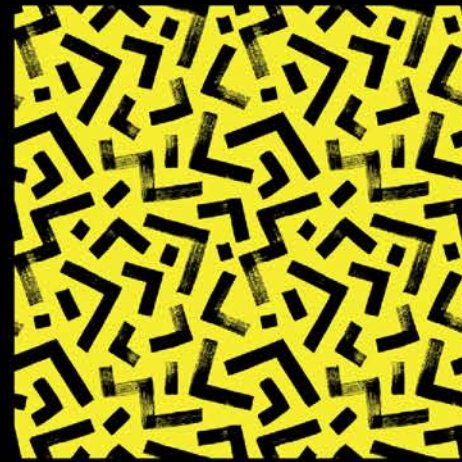


*Bush PARTY - Inspiration [Rihanna Work Music Video]*





*Bush PARTY - Color Palette  
+ Décor elements inspo*



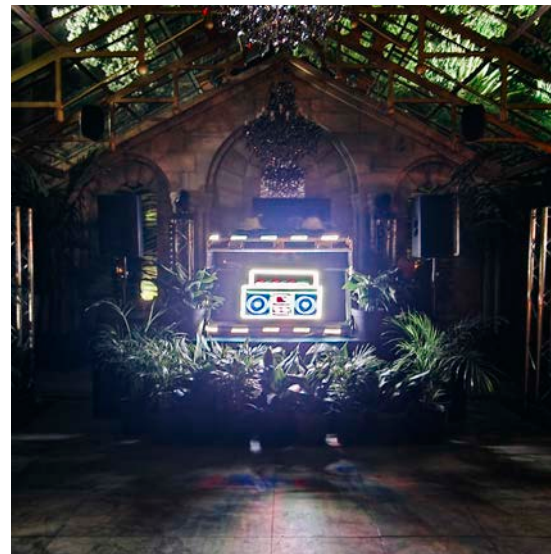
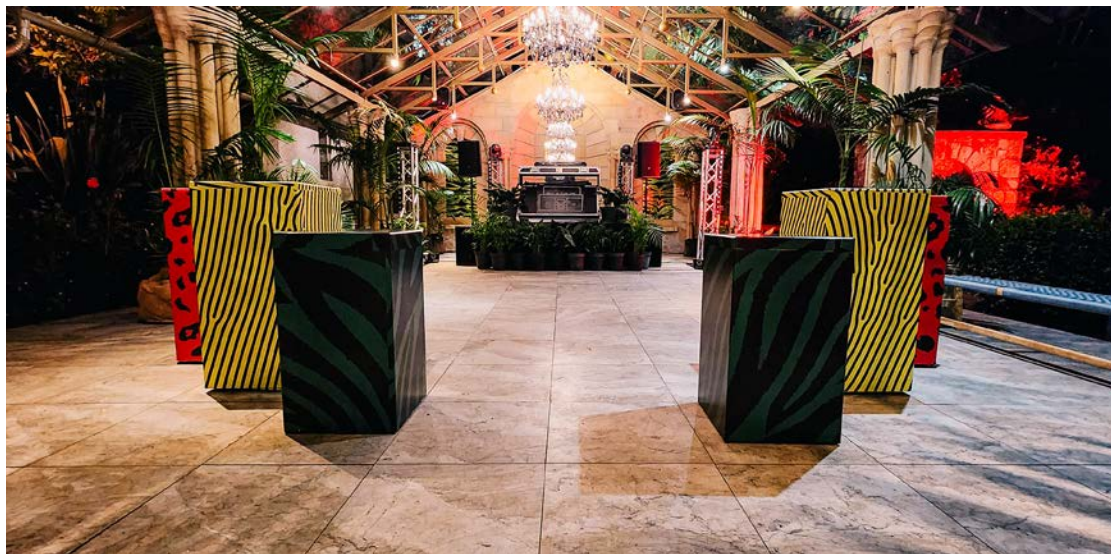




*What we started with at Shepstone Gardens...*











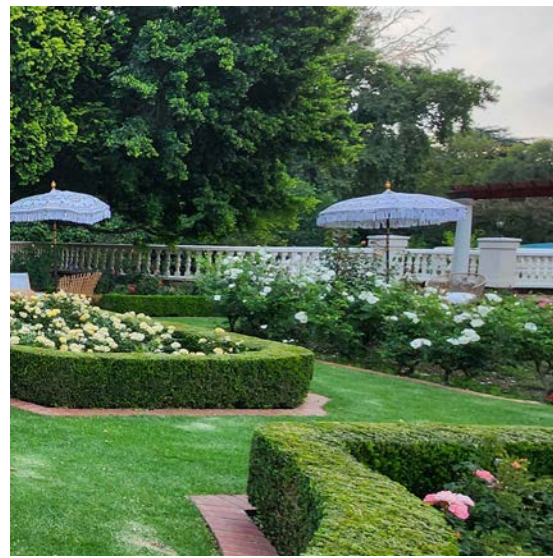
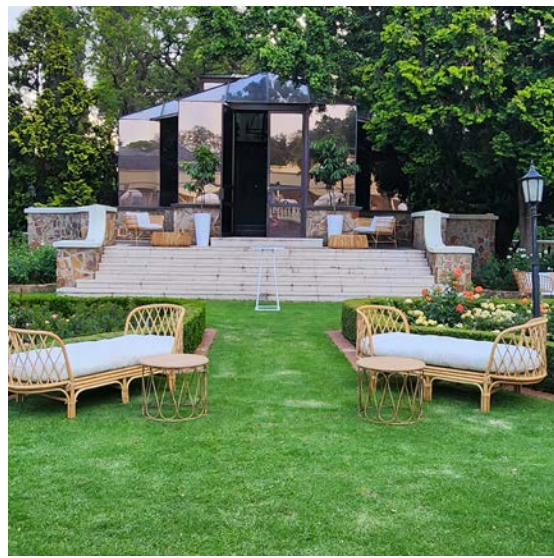
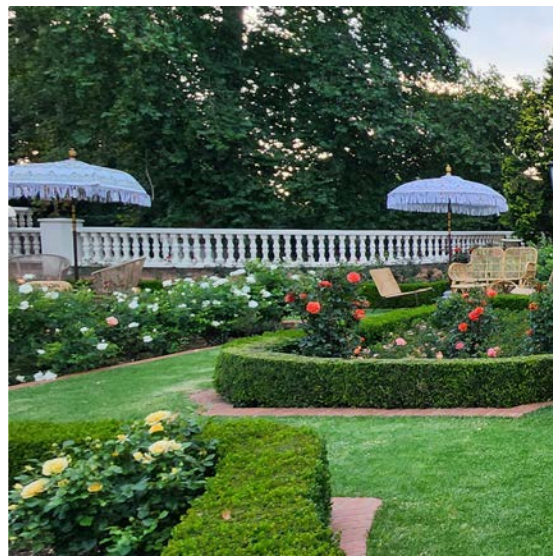
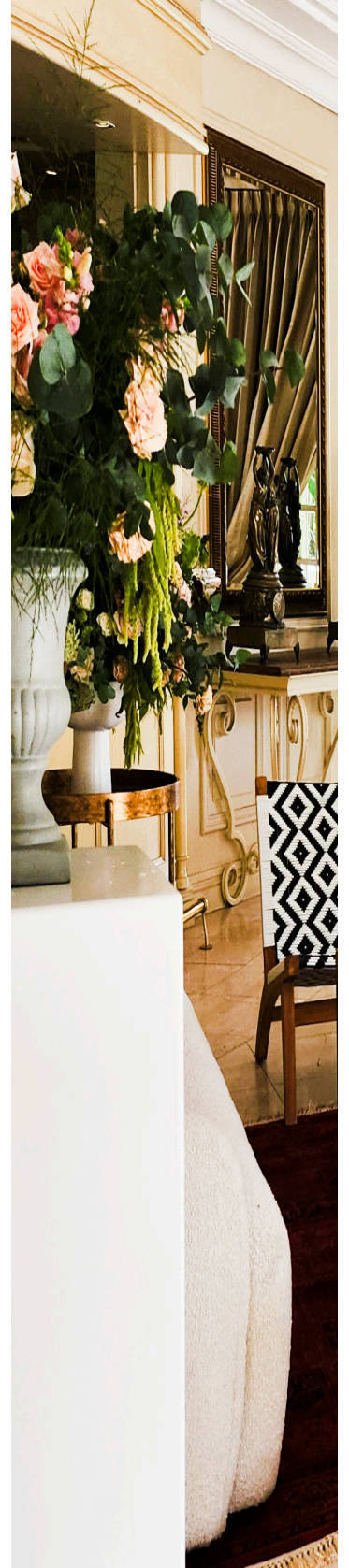
Role: Main Set Decorator  
Art Director: Anel De Weerd  
Production Designer: Dimitri Repanis  
Channel: Netflix/Amazon/Sony  
Series: Classified  
Set: British Ambassador's Party





*What we started with at Summer Place...*









Role: Props Master  
Art Director: Dimitri Repanis  
Director: Tebogo Malope'Tebza'  
Production Company: The Star Film Co.  
Product: Coca-Cola  
Commercial Name: 'Dibs'





*What we started with at 1 Fox Junction...*



When the director (Tebza), the client (Coca-Cola), and the ad agency (Hogarth Worldwide SA) takes selfies against every angle of the night market installation, and all of them keep telling the production company, and the art team non-stop, how blown away they are. Then you know it is a job well done!







Role: Event Creation, Install, Styling, Floral Design  
Art Director: Anel De Weedt  
Production Designer: Valerie Groenewaldt  
Channel: Netflix  
Series: Happiness The Series





Received an urgent call on a Thursday afternoon from Anel De Weerd (art director) and Valerie Groenewaldt (production designer) to meet them the next day late morning on site where this event install were to happen. Initial install date the next week Wednesday for shoot on the Thursday. Hare Curated had to wrangle vendors for décor, lighting, flowers, et-al that could be available.

Keep in mind event vendors are normally on site on Friday, and Saturdays so checking stock is not a 1st priority for emergencies event installs. Our team managed to guide their expectations and created a design with what stock was available, and installed in their limited budget.



# Elevate Your Events: Unrivaled Floral Design, Styling, and Event Expertise.

As shown by some curated projects in this portfolio which showcases a proven track record in transforming events into unforgettable experiences, from film set installs to intimate weddings, private occasions, impactful corporate functions, brand launches or promos, and editorial and retail installs. We are adept in dealing with any floral design installation or event.

We offer the following services for you:

Floral Artistry that Inspires –

- Captivating tablescapes,
- bespoke private or wedding floral designs,
- and weekly corporate arrangements to adorn your business space.
- Showstopping brand or in mall, window or shop displays, etc.

Masterful Event Styling –

- Curating every detail for a visually stunning and cohesive experience.

Full-Service Event Planning & Coordination –

- Vendor management,
- budget planning,
- and/or on-site coordination for seamless execution, etc.

Partner with us to bring your event dreams to life.

Contact us today to discuss your vision.







## *Contact Details:*

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*Have Curated*  
**CREATIVE STUDIO**  
*Black Book*

