



# Create Beautiful and Engaging Environments With CORT Events

CORT®

EVENTS

Infuse your next event with on-trend 70s modern glam furnishings that blend rich texture and pattern for maximum visual appeal.





A highlight on vivid magenta: illuminate your reception with lighted accent furnishings and stay in the moment with the Pantone's color of the year with the lux channel-stitched Chandler Sofa.

**BY MARIA LENHART**

**A**long with providing high-quality, on-trend rental furnishings, event drape, accessories and lighting for trade shows and meetings, [CORT Events](#) partners with planners to create beautiful and engaging environments that bring comfort, style and flexibility to everything from small corporate conferences to the largest trade shows. Accomplishing this is more important today than ever.

"When attendees now travel to a conference after weathering the COVID storm, their desired experience has got to check all the boxes or they're not going to invest their time and money," says Stephanie Byrd, associate marketing manager for CORT Events. "The furnishings in the meeting space are a tactile, essential piece that ties in that overall objective."

#### **Reliable sources**

A division of CORT, the nation's leading provider of furniture rental for home, office and events, CORT Events offers a breadth of services and support that no competitor can match. Part of Warren Buffet's Berkshire Hathaway, it encompasses more than 100 offices, distribution centers, warehouses and furniture showrooms across the U.S.

"CORT Events has an ongoing commitment to reinvest in our product, which enables us to position ourselves as industry leaders in the trade show, meetings and events arena," Byrd says. "We have warehouses across the U.S., so our footprint is extensive in servicing the top convention and trade show markets around the country."

With a robust operations team in place that makes sure each piece is cleaned, inspected and securely packaged, event planners can be confident furnishings will be in pristine condition upon arrival, Byrd adds.

Still another advantage is the extensive array of

product collections available from CORT Events.

"We work alongside a team of informed product developers who attend furniture markets across the world," Byrd says. "We have a hands-on approach to learn what's trending in the marketplace and we work with our vendors to translate that approach to providing high-quality, long-lasting, on-trend pieces."

CORT's newest product releases are a reflection of the macro trends happening in furnishings right now, such as 1970s postmodern glamour, art deco and Danish modern.

#### **Tools and partnerships**

Providing expert guidance to clients, CORT Events maintains a salesforce across the U.S. that forms partnerships with planners to design with intention and find solutions for furnishings that work with program objectives. The team provides world-class service in a customized, personal way, one that knows details matter because it's the small things that separate good from great. In short, there's a conviction that everything is possible through service.

CORT Events also empowers planners to transform spaces themselves, enabling the design of engaging setups using state-of-the-art online tools. Among them is the 2D & 3D Space Planning tool in which users can create a free account and gain access to CORT's product library, where they can build out a space and furnish it in 2D or 3D. When room specs are provided, these can be submitted to account reps who build everything to scale, enabling planners to visualize exactly how the space will appear.

#### **Important trends**

In the post-pandemic era, CORT Events provides expertise on creating environments at face-to-face events that meet

today's wellness and comfort concerns without sacrificing style and the need for coming together. Organic, natural environments for shows, exhibits and events are becoming more important. A neutral color palette in warm and organic colors for textile choices echoes the need for a sense of well-being and connectiveness.

Biophilic design and bringing the outdoors inside are particularly essential for creating a sense of well-being, according to Kevin Dana, executive director of marketing and

"Renting furniture for shows and events is the best way to incorporate sustainability into your design, instead of building or buying new materials to bring your brand to life," he says. "Reuse and re-rent instead."

Overall, Dana sees a move toward more eclectic designs mixing retro modernism, art deco and Danish modern for a fresh "more is more" look that epitomizes Grand Millennial Maximalism or Boho Chic. While the bold colors, patterns and shapes of 1970s Retro Modernism are a major

where they are at the show.

At trade shows, for example, Byrd notes that a top trend is to bring in elements such as soft-seating groupings, customized pillows and other touches not usually found in what is usually a hard-edged environment providing little relief to attendees walking miles through the aisles.

"So often shows just have a few tables and banquet chairs, but we are seeing an increased 'event' mindset on many trade show floors recently, complete with soft seating vignettes and sofas," she says.

New concepts in drapery are also transforming the event space and trade show floor, an important part of the services provided by CORT Events. Available in rich velour fabrics and a rainbow of colors, draperies can be paired with standalone LED lights and hung up to 20 feet in height or as low as four feet to create dramatic dividers between booths or within event spaces—highlighting drape in an array of hues, LED lights add instant ambiance. They are simple to use, remote control-operated and can be conveniently included on the same rental agreement as furnishings.

"Our drapery services are completely customizable and really add a finishing touch," Byrd says. "They can be used to create a lounge area or to cordon off a VIP section. We've done setups with drapes around individual food and beverage areas to add height, texture and elevate the feel of the event."

Lounge areas are also being rethought. In foyers or pre-event space, often the spots that make the first impression on attendees, the choice of lounge furniture can turn these places into inviting and friendly spaces for team members to gather before, in between or after sessions. Modular furniture pieces can be used to create conversation areas and be configured in multiple ways, while accent pieces such as coffee tables, ottomans and cocktail tables for resting plates and drinks adds



Elevate a central food and beverage station with velvety drape in a rainbow of colors.

merchandising for CORT Events, adding that these trends provide a connection to nature that is becoming a prime objective for major brands at proprietary conferences.

"Clients are using more greenery for all types of events, including large trade shows, which we haven't seen in the past," he says. "Everything from large trees to all manner of palms, hedges and succulents will drive organic themes and natural environments in convention halls and large ballrooms."

Dana notes that the biophilic trend not only addresses the need to connect with nature, but also addresses important concerns over sustainability. He also pointed out that renting furniture is a sustainable practice.

trend, so are neutral colors such as ivory, beige, muted greens, rusts and blues, which promote a sense of harmony and well-being.

#### Comfort and flexibility

Among CORT Events main concerns is creating environments that are comfortable as well as pleasing to the eye, whether it's at a corporate meeting, breakout space or a trade show floor. Whether the goal is to boost brand identity and reputation, increase sales, strengthen corporate culture or another objective, elements of comfort help achieve it. CORT believes that elements of comfort throughout the event space can tie the theme together as well as make attendees feel at home no matter



to the comfort level for attendees.

Related to this are sanctuary seating areas where attendees can really feel at home, inviting places to relax with coffee, place laptops and charge phones on powered furniture equipped with USB and USB-C ports.

"Attendees got used to having their own sanctuary seating at pandemic-era events and I think functional design incorporating charging, tables for workspace and a very comfortable seat will continue to be important," Dana says.

Another trend is to mix up the seating at general sessions, perhaps creating a VIP-style seating section in front with armchairs or soft seating as a reward for the first to enter the room or placing high-top tables and barstools at the back of the room to bring in graduated height.

CORT Events also knows that flexible furniture choices go a long way toward serving the business functions of an event while also providing elements of play and fun. Among the possibilities are modular sectional sofas in sleek modern designs that allow for a multitude of options for configuration and customization. Another is the Endless collection of sectionals, available in high-back or low-back versions with tables built into the corners that allow for notetaking or resting drinks and snacks during social times. Multifunctional chairs, a vast improvement over traditional folding chairs, are available in a variety of materials and colors and enable planners to configure events differently for business or pleasure.

### Looking ahead

Heading into 2023, CORT is literally ahead of the curve with exciting new choices, particularly in curvilinear art

deco furniture, a streamlined version of a unique style that [first came to prominence in the 1940s](#). According to design experts, curved furniture helps create a sense of relaxation and safety because the soft edges contrast with the hard, geometric corners of most rooms and spaces.

CORT Events can show planners how the use of textures complements the soft edges of curved furniture pieces. Soft textures add a feeling of warmth, safety and reassurance, while



different textures engage the sense of touch and sight.

Using CORT's Endless Large Curve Low Back sectional in white vinyl as an example, it can be paired with teal velvet pieces like the high-back [Malibu Chair](#) or [Marche Swivel Ottoman](#). These pieces include curved lines in their design, but their soft textures contrast with the sleek, white vinyl seating.

Curved and rounded furniture also tie in well with natural elements because curves are prevalent throughout nature, which means that timeless natural elements go hand-in-hand with trendy curving furniture and decor. It's easy to bring natural elements into a curved furniture-influenced design with larger pieces and smaller elements. Wood accents and greenery complement free-flowing curves in striking ways in

the event space.

The use of bold colors works well with curved furniture, eliciting excitement and conversation. One design tip is to pair the Endless Emerald Green comma-shaped sectional with the [Bowery Chair](#), a yellow swivel piece that provides a bold pop of color to pair with the rich green velvet sectional. It also offers soft edges to complement the curves of the sectional. The rich emerald tones of the [Endless Oval Ottoman](#) can also be added for more dimension, while the [Visions Rug](#) in saffron serves to bring the color palette together.

Curves aren't just for large furniture pieces. Event planners can incorporate appealing curves into smaller pieces and accessories as well to create extra uniqueness in event space. Texture, bold color contrasts and natural elements help complement both large and small curved pieces and contribute to a truly memorable and enjoyable event experience.

CORT Events makes it easy for planners to bring these and other exciting trends into their event designs. Along with providing furniture rental options and support in planning and coordinating corporate events, the team at CORT also offers plenty of creative ideas to meet your specific needs while assisting to bring your vision to life.

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