



Channeling Shahrazad and Abu Dhabi, the after-party at the Tent at Lincoln Center included 600 feet of 20-foot-tall sets inspired by the United Arab Emirates architecture seen in the movie.

## Take Two

*The Sex and the City 2* premiere channeled Abu Dhabi and came together in two weeks.

**NEW YORK** Manhattan once again welcomed the *Sex and the City* franchise with open arms on May 24, this time for the movie sequel's premiere at Radio City Music Hall. The screening elicited all the fanfare one would expect, with thousands lining up hours early behind barricades on 62nd Street, where the sprawling step-and-repeat took center stage. Matching the film's poster, the blue carpeted area was full of glittering elements, from hanging chandeliers to rhinestone-embedded giant 2's.

Although Radio City had been booked for months, the after-party locale was in limbo until two weeks before the premiere date. Tasked with finding an iconic New York venue that fit the *Sex* standards, 15/40 Productions' Craig Waldman pitched three biggies—the New York Public Library, Bryant Park, and the Tent at Lincoln Center—to Warner Brothers vice president of special events Courtney Saylor and her team back in February. Ultimately the tent, which hosted the premiere party for the HBO series' fourth season back in 2001, got the green light.

The 15/40 team designed the look of the event in advance, but given that each venue's configurations were drastically different, sets couldn't be built until a decision was made. "The challenge for us was that while we had a long lead of design time, we were short on fulfillment time," said 15/40's Travis Jackson. The company had nine days to custom fabricate all the sets for the 22,000-square-foot space.

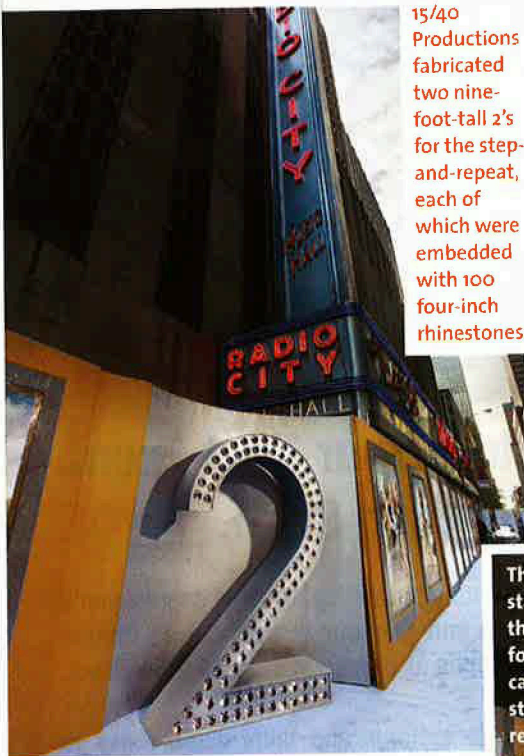
Following the screening for 5,000 guests, a whittled down crowd of 1,200 walked amid hundreds of lanterns to enter the tent, which was fashioned to look like—as Charlotte's daughter Lily says in the film—Jasmine and Aladdin's palace. Inspired by the film's Abu Dhabi locale, the after-party channeled the city's light and architecture via sets that 15/40 built in Los Angeles and transported in semi trucks.

Inside, designer Thomas Ford helmed the decor to reflect the film's high-octane—and often criticized—glamour. The stars of the night congregated in the raised V.I.P. areas, where Ultra-suede seating mixed with turquoise patterned art hanging on the draped walls.

The evening wrapped at 1:30 a.m., when weary but steadfast fans still awaited the party's celebrity attendees—including Sarah Jessica Parker, Cynthia Nixon, Kristin Davis, and Kim Cattrall—outside. —Courtney Thompson



Oscar Mora handled the step-and-repeat and after-party flowers, working with 25,000 stems that the Colombian Floral Syndicate flew in gratis.

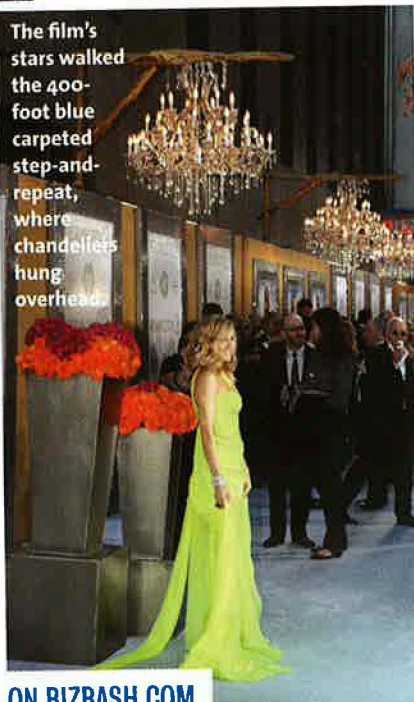


15/40 Productions fabricated two nine-foot-tall 2's for the step-and-repeat, each of which were embedded with 100 four-inch rhinestones.

Many of the flowers at the after-party were Intuitions, a Colombian rose that is almost zebra patterned, mixing pink and red hues.



The film's stars walked the 400-foot blue carpeted step-and-repeat, where chandeliers hung overhead.



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A video report from the party

### *Sex and the City 2* Screening & Arrivals

**Decor, Production** 15/40 Productions  
**Security** Noble Inc.  
**Entertainment Security**  
**Venue** Radio City Music Hall

### Party

**Audiovisual Production, Decor, Production** 15/40 Productions  
**Catering** Catering by Restaurant Associates  
**Decor** Tomford Design/Thomas Ford  
**DJ** DJ Bizzy  
**Flowers** Oscar Mora Floral Design  
**Lighting** Bentley Meeker  
**Lighting & Staging**  
**Security, Venue** Lincoln Center--Damrosch Park Bandshell  
**Security** Noble Inc.  
**Entertainment Security**  
**Tenting** Stamford Tent & Event Services  
**Transportation** BLS Limousine Service