

## LIFE OF THE PARTY

When Kelley L. Moore was a social worker in Seattle with the state Child Protective Services agency, volunteering to help orchestrate nonprofit events on the side, an acquaintance made a remark to her that changed her life. "Somebody came along and said, 'You're really good at this organization and design. Have you thought about doing it for a living?'" Moore recalls. "And I said, 'They pay people to plan parties? Where do I sign up?'"

Thus began a burgeoning career as an event planner and dreams of a multimedia entertaining and lifestyle enterprise, which is already expanding in umpteen different directions. The 37-year-old has designed and produced events for Microsoft and Ronald McDonald House, and is putting together a series of events straddling 11 cities in six countries for Getty Images. Moore has pulled off multimillion-dollar weddings, one time having linens flown in from Latvia to meet a client's request. She appears in a weekly Friday-morning segment on entertaining on Seattle's KONG-TV, writes for *Northwest Home + Garden* and *Seattle* magazine, and is featured in a Lexus-sponsored video travelogue driving the new RX hybrid around Washington's Cascade Loop (currently

airing on TiVo, on-demand TV broadcasts, and Lexus.com). Her first book, *Cube Chic* (from Quirk Books), has just been published, featuring wildly stylized decorating ideas to breathe new life into office cubicles: an AstroTurfed golf cubicle (with a deskside bunker to hold pens); a penguin-themed "ice cube"; even a Picasso-inspired Cubism cube. It's Martha Stewart meets *Dilbert*.

Moore has made a name for herself by designing get-togethers that are both elaborately layered and intimate, with plenty of personalized touches, no matter the size. That may translate into live music and big screens with moving visuals at a business gathering, or new-wave s'mores adorned with grilled peach slices and Caramellos at a seaside bonfire party. "I want a corporate event to feel like I've invited them into my home," she says. "I want to layer with texture and visual art, so people enter the room and have different places to explore and something to take away. So they can say, 'Wow, I remember that; that had an impact on me.' I want them to be able to make little discoveries along the way, to kind of open the event up like a gift. I don't want to walk into a sea of 150 round tables."

—Mike Grudowski

