

## ATLANTIC GROUP WINS BEST CORPORATE EVENT AT AUSTRALIAN EVENT AWARDS

Atlantic Group [v] best known for their stylish event spaces at Central Pier in Melbourne's Docklands won *Best Corporate Event* at the Australian Event Awards held in Sydney on 8<sup>th</sup> October 2009.

With a proven track record for over a decade delivering Melbourne's most contemporary and cutting-edge events and with consistent and ongoing feedback from regular clients, who highlighted a gap in the marketplace, Atlantic Group undertook an extensive research and after 5 months of careful planning and research, - *Atlantic On Site* was launched in October 2008.

Says Managing Director Hatem Saleh, '*Atlantic On Site* enables the taste making team behind Atlantic Group [v] to translate their expertise in hospitality and style at any location, from boardrooms to cliff tops with an underlying philosophy that that delicious and imaginative food can be presented anywhere'.

Mr Saleh explained two of Atlantic Group[v]'s further points of difference, 'Our company own leading edge designer and dinner ware usually an added cost to the client and is a saving in our proposition and *Atlantic On Site* make everything from scratch – using the finest and freshest of ingredients (unlike the major catering competitors who mostly bulk buy these products in from other manufacturing sources).'

The launch event itself took place in the transformed urban wasteland of Care Public Car Park, 94 Batman Street, (off Dudley Street), West Melbourne Vic 3003 demonstrating that Atlantic On Site can cater anywhere, even a derelict old car park.

The creative concept was developed in conjunction with event partner- Solution RED. The 3 fully integrated event themes encompassed environment, staff (in terms of attitude and grooming/uniform), entertainment, ambience, food and food styling to reinforce the branding of the event.

Greeted by valet parking *mechanics* 519 guests were guided inside where the sensual journey began. Commencing in the urban back alley, featuring roller derby girls, graffiti artists and rock star-tattooed staff, the event kicked off with a distinctive raw, rock edge. Fast food favourites were turned on their heads and transformed into modern culinary creations and presented on dart boards and skate boards.

After 45 minutes, the rear wall opened to a spectacular reveal - a serene, organic environment reminiscent of a carefully crafted Japanese garden. Ethereal beauties beckoned the guests into the second space and as guests felt the soft grass beneath their feet. The scent of fresh flowers and herbs permeated the air and tastebuds were awakened with clean and contemporary Asian inspired dishes celebrating sensory flavours.

Finally guests entered the '*future of catering*' – a modern, white industrial space. Almost clinical in appearance, this area showcased a central full sized open kitchen where chefs bustled– busily crafting delicious and imaginative treats. This space was a futuristic and technological environment with unexpected edible items showcased, opening guests minds to flavours and texture combinations and presentation methods never seen before.

Hatem Saleh says, 'The event is still a much talked about occasion amongst the industry and since then *Atlantic On Site* has been a caterer of choice for a who's who list of events.'

For further information:

Sarah Seddon  
Marketing Manager  
Atlantic Group [v]  
Shed 9/15, Central Pier,  
161 Harbour Esplanade  
Docklands VIC 3008  
Ph 613 8623 9615  
Mobile 0437 007 297  
Email [sarahs@atlanticgroupv.com.au](mailto:sarahs@atlanticgroupv.com.au)

# ATLANTIC GROUP [v] ONSITE