designer spotlight

Event Planner Tanya Posavatz

by **christina martinez** | photography by **jay b sauceda**

WHILE STUDYING FOR A MASTER'S degree in international economics and foreign relations from Johns Hopkins University, Tanya Posavatz, CEO and owner of Clink Weddings and Events, would never have thought that she would have a successful career in event planning. "A friend of mine in grad school first put the idea in my head," she says. "I was always a little bit nuts about weddings." However, it was while working for the Croatian Embassy in Washington, D.C., and planning diplomatic events that she found her true niche in event planning. Years later, Posavatz caught the entrepreneurial bug and started Clink Weddings in Austin. She found that while many generalists were targeting the southern bride or native Texan bride, no one was catering to the "*Sex and the City* bride," a woman Posavatz describes as an urban sophisticate. This type of bride, she explains, appreciates a New York City feel blended with the relaxed elegant style that permeates Austin. What started out solely as a wedding-planning business soon expanded to include corporate events, bridal and baby showers, dinner parties, fundraising events and galas. Posavatz enjoys creating all the elements that bring an event together and says working with a variety of creative disciplines is her favorite part of event planning. Here are 10 more things she loves.

Tanya's Top Ten:

1. Dubrovnik, Croatia, the most beautiful and inspiring city on Earth.

2. *Special Events* magazine, a fantastic source of articles on what's going on all over the country in events, written by the people who host them every day.

3. The Home Depot paint chips, which I use to put together event color palettes. Better than relying on your idea of what color celery is.

4. International Special Events Society, because I use it everyday to find vendors I need in Austin and around the country.

5. Books by Preston Bailey, like *Design for Entertaining* and *Fantasy Weddings*, are a great place to start for some extravagant ideas.

6. Blockbuster Online, because films are always inspiration for themes. *Chicago*, *Moulin Rouge*, *Memoirs of a Geisha* and *Marie Antoinette* informed many event designs.

7. Manolo Blahniks, while a bit of a splurge, are my best looking and most comfortable dress shoes. Perfect design and great work shoes at the same time.

8. Linens and lighting, the two most important elements in designing a gorgeous event.

9. Live music, the most important element in designing a fun event.

10. *BizBash* magazine and Web site are essential reading for anyone looking for event trends coming out of New York and Los Angeles.