

The cocktails flowed and the characters romped at the Social Book's Hobby Center bash

[Like](#) One person likes this.

0 0

BY [SHELBY HODGE](#)

02.10.11 | 07:59 am

The [Hobby Center](#) might have been designed as a performing arts venue but it is fast becoming one of the city's most popular party sites. And with enough square footage to accommodate more than 1,000 cocktail party revelers, it seemed the logical locale for Tuesday night's [Social Book Launch Party](#).

The Social Book team of [Scott Evans](#), [Jeff Henry](#) and [Sami Shbeeb](#) orchestrated the pulsating event that spread across multiple layers of the vast theater hall beginning with an early evening VIP reception in the Founder's Salon. And, yes, by the time all was said and done, easily 1,000 cocktail-attired guests poured in for the extravaganza.

With acrobats and costumed characters roaming the party terrain, the Richard Brown Orchestra performing and a cornucopia of food stations and bars beckoning, it could have been easy to overlook the big star of the night — the [Lexus CT 200h](#) hybrid sedan — except for the fact that it was presented on stage in a park-like setting created by furniture retailers and interior designers.

If you went home hungry, it was your own fault. Offerings from Benjy's, Blue Apron Caterers, Brennan's, Canopy/Shade, Haven, Mockingbird Bistro, Pizzeria Alto, RDG and the Grove provided sustenance for the throng. As one of several event artists showing off their expertise, [Elizabeth Swift & Co.](#) provided the party decor including rentals from tables and chairs to plates and glassware. The talented [Nino Shbeeb](#) created the magnificent florals for the party.

The Hobby Center's Artista restaurant also got into the act, transforming into a cabaret with the film [Burllesque](#) projected on one wall.

Once sated with the various hearty taste treats on the main floor, guests could then move on to the mezzanine level where [Sprinkles](#) cupcakes and [Enjoy Events](#) presented a million calories in sweets.

It was another great success for the Social Book team that includes founder [Warner Roberts](#). Among those partying through the Hobby Center were [Danielle](#) and [John Ellis](#), [Phoebe](#) and [Bobby Tudor](#), [Diane Lokey Farb](#), [Judith Oudt](#), [Johanna Mounir](#), [Kimberly](#) and [Frank DeLape](#), [Deborah Duncan](#), [Neal Hamil](#), [Gracie Cavnar](#) and so many more.



Photo by Jenny Antill
Acrobats performed through the Social Book crowd at the Hobby Center.