

oh, sugar!

AMY ATLAS and her
SWEET SENSATIONS

BRIDAL BRUNCH DESSERT TABLE The all white dessert table included torrone nougats, dusted truffles and coconut macaroons, white lemonade with "best wishes" written on straws added a festive touch to the event.

New York City events have recently seen the addition of a sweet new trend; weddings, showers, children's parties and christenings adorned with decadent buffets of macaroons, rock candy, cupcakes, truffles, candy apples and other sinful delights. Imagine every "to die for" treat your diet does not allow arranged artfully amidst ornate blooms on bright, luxurious linens. Sure everyone has seen a "candy bar" at a wedding before, but event planner Amy Atlas has taken this old standby and turned it into a sugary art form, making it a highly sought after new trend du jour.

Atlas of Amy Atlas Events, is a New York event planner who has gained renown as the designer of stylish dessert bars. Her creations have enamored the blog world and have caught the eye of all of the top pros including Martha Stewart who featured Amy's creations on her TV show *The Art of Cakes 2*.

But the lavish praise Amy has received nationwide has not made her lose sight of what is most important – her clients. She strives to individualize each of her creations to capture the mood that her client wishes to create. Sometimes it's the frivolity of a table filled with candy, inspiring fond flashbacks of childhood bliss. Other times, it's the sophistication of fudge and chocolate rippled with numerous sensuous flavors. Amy takes the time to sit down with the celebrants to really get an understanding of what statement they want to

PHOTOGRAPHY BY Gemma Comas

Sweet Sources

BULK CANDY
CANDY WAREHOUSE
www.candywarehouse.com

RETRO CANDY
SUGAR STAND
www.sugarstand.com

FUN LOLLIPOPS
HAMMOND'S CANDIES
www.hammondscandies.com

VINTAGE CANDY
CANDY ATTIC
www.candyattic.com

SOUTHERN CANDY
A SOUTHERN SEASON
www.southernseason.com

NATURAL CANDY
NATURAL CANDY STORE
www.naturalcandystore.com

MACARONS
MAD MAC
www.madmacnyc.com

BROWNIE LOLLIPOPS
BROWNIEPOPS
www.browniepops.com







MOD DESSERT TABLE A graphic cake, custom yellow and black chocolates, licorice mints, lemon cupcakes and brilliant yellow gerbera daisies created a modern but formal touch to the table.







Inspiration

BAKERELLA
www.bakerella.com

CANNELLE ET VANILLE
www.cannelle-vanille.blogspot.com

DESSERT FIRST
www.dessertfirst.typepad.com

KUIDAORE
www.brandoesq.blogspot.com

HOSTESS WITH THE MOSTESS
www.hostessblog.com

REBECCA THUSS
www.rebeccathuss.com

IDIY
www.i-do-it-yourself.com

WEDDING DESSERT TABLE The fuchsia cherry blossom tree cake was inspired by the wedding invitation. Custom lollipop trees were created to complement the cake, as well as raspberry truffles, chocolate, and mini cupcakes

make with their personalized Amy Atlas dessert bar masterpiece.

Southern Weddings had the opportunity to speak with Atlas about her sweet sensations...

What inspired you to begin designing dessert bars? I always loved to entertain and wasn't really doing anything other than entertaining for myself. I stopped practicing law and was at home. I felt like I needed to do something a little bit more creative. I was always interested in dessert tables and made them at my own parties, my own wedding and my son's Bris. At events, I was always most excited about dessert, and I noticed that no one was paying attention to it. I felt so many people were looking at event design without focusing on dessert, which is an area in which you can get really, really creative. My friends and their friends were all interested and it just seemed like people wanted it. So, it was a natural way to go with my business model. And because I did want to get into event planning and hadn't ever been in it before, I felt like dessert bars were how I could set myself apart.

What are the brides requesting from you? Most are asking for something sophisticated, although, I have had brides want something playful. But overall, what most brides want is something stylized and something that, at the end of the night, is super special. They want it to tie into the rest of their event, which makes absolute sense. They just want a whole look, from the very beginning when the guests walk in through the doors, through dessert, to when they are leaving.









CANDY SHOP DESSERT TABLE Filled with nostalgic candy, the table included old-fashioned taffy, barber poles, Sweet Tarts and rock candy. The treats satisfied everyone's sweet tooth.









BIRTHDAY DESSERT TABLE Swirly meringues, twisted marshmallows and striped and dotted cookies added a fanciful touch to the table. Favor bags filled with pink and red candy were hung on a board for guests to take as they left the party.

What is your favorite candy and what do you like to work with most? There are so many things I like to use. My personal favorite candy is Reese's Peanut Butter Cups, which are not the best to use because of the prevalence of peanut allergies. There are other desserts that I love using just because they look good. Like macaroons, mini fondant cupcakes and little petite fours. But in terms of my favorite, it is Reese's Peanut Butter Cups.

What do Southern weddings mean to you? Since Southern charm remains in the hearts of its residents, a Southern style wedding exudes what Southerners are known for: grace, beauty, abundant hospitality, and refined sophistication.

If you were to create the ultimate Southern soirée dessert bar, what would you create and what elements would you be sure to include? I would create a dessert buffet filled with classic southern homemade desserts. I envision a red velvet wedding cake. I would also include southern favorites like Lady Baltimore cake, hummingbird cake, peach cobbler, pecan pie, strawberry rhubarb pie, chess pie, trifle, banana pudding, bourbon balls, and divinity. I envision it being outside, allowing the natural beauty of the outdoors to play a role in the décor of the table. For a floral element, I would include branches bearing tiny crab apples. In true Southern fashion, there would be an abundance of desserts so that all of the guests could sample each delicious selection.

Amy, can you set that up in our office? Anytime! *sw*

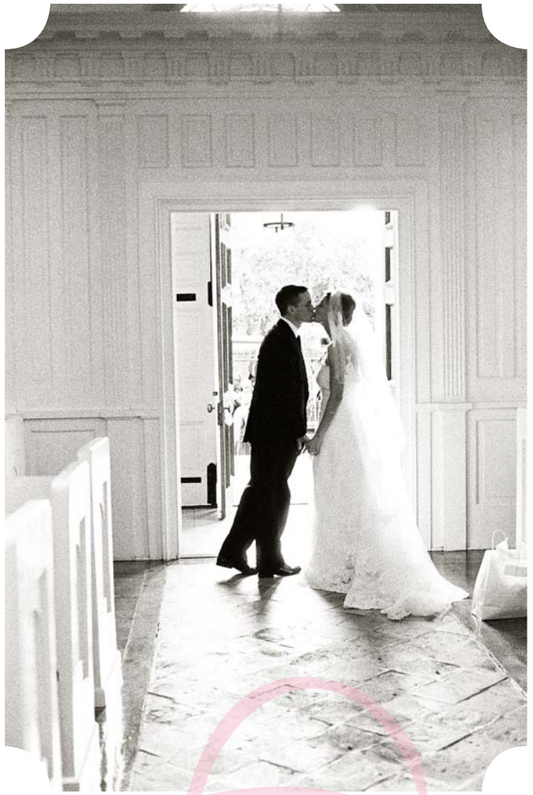
we love
tara guérard

The first thing that I tell my brides is that we want to create an event that is special to her and memorable to her guests. I like to play "investigator" to find a little detail of the couple's relationship that I can turn into something that can be shared with everyone. One of my favorite stories was about a couple who had met over coffee and then continued to meet at the same coffee shop during their entire courtship; so, I used coffee beans to anchor their place cards.

It's important to remember that wedding details aren't all about grand flowers and towering ice sculptures. Those may be the first items guests see, but they aren't what guests are drawn to. The small and thoughtful details are what are remembered and give a glimpse into the personal lives of the couple.

So, whether it's with place cards, napkins or a sweet treat to go, it is of the utmost importance to make wedding details uniquely yours--and make it fun! Here are some of my favorite

soirée secrets....



Photography by Liz Banfield