

COTA Austin Dining 2013

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The Culinary Circuit

Event Name

The Culinary Circuit

Tagline

Flavors of Formula 1

Mission Statement

Raw, masculine, rugged, yet premium, the Culinary Circuit is the epitome of all that Austin has to offer in its vibrant nightlife, flavorful cuisine, and spectacular entertainment. Local celebrity chefs and racing's finest come together under one roof to celebrate Formula 1 in a memorable culinary experience.

Logos

THE CULINARY CIRCUIT



Logos Defined



This culinary symbol is more than just an iron skillet; It is an heirloom that has crossed generations of chefs and kitchens. Timeless and classic, it brings people together through the art of cooking. It has been American's cookware since the 1800's, evoking a feeling of "hot-off-the-griddle" or a hearty dish sizzling on an open fire, the type of images often associated with Texan cuisine. Developed at the onset of the Industrial Revolution, the cast iron skillet is a fitting logo as it embraces the raw and masculine tone of this event. Representing the F1 racetrack, three leading lines in red and white direct to the event name, "The Culinary Circuit." The faded blue of the skillet represents hope, health, harmony, unity and trust. Blue is also associated with servitude, patriotism, and confidence, while red is seen as a color of power and white as a symbol of precision.



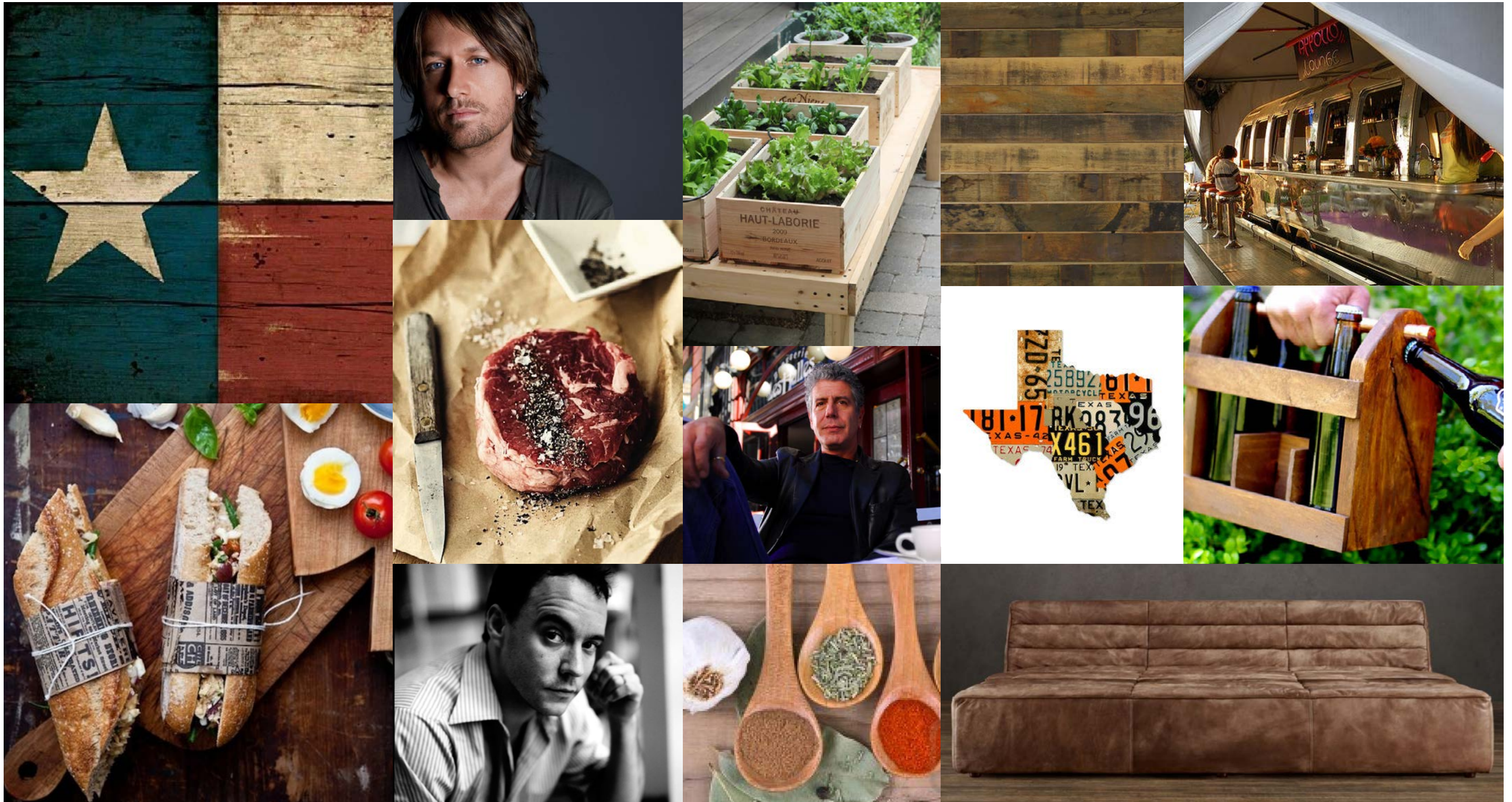
From top to bottom, the font size grows, giving a sense that something "big" is looming ahead. This growing anticipation taps into the big-and-brawny energy often associated with Texas. The blue star overlaid by a white fork is a symbolic parallel to the American flag's stars and stripes. Texas is also known as the "The Lone Star State." The fork emblem encapsulates the culinary aspect, while the star triggers a sense of patriotism, pride, and success. The most important Western ideogram, the star is featured in the flags of 35 countries worldwide, which takes into account the event's international clientele. However, the star first appeared on the United States flag in 1777, making it a powerful and appropriate logo for such an event. Bordering the word "Culinary" are two red stripes, visually creating the look of a race track running through the center of the logo.



The creative blending of the fork and the track is the essence of the F1 dinner. Utilizing the same colors as Austin's F1 track, the fork "swooshes" from the top, giving a sense of speed and movement. Hints of the American flag are also expressed in the red, white, and blue stripes of the logo. Not only is the fork a culinary symbol, but it is also associated with the road-less-traveled, prompting distinction, uniqueness and individuality. The red is reminiscent of energy, passion, speed, strength, and power, while blue is associated with confidence, and white with precision.

Look and Feel

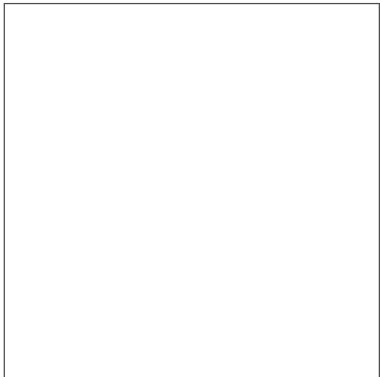
THE CULINARY CIRCUIT



Colors and Textures



Red



White



Blue



Leather



Wood



Corrugated Tin



Steel



Rivets

Event Details & Description

A celebration of racing, food, music, and entertainment, this high-energy dining event features celebrity chefs and homegrown goodness ranging from beer tastings and local bands to BBQ cook-offs and line dancing.

Hosts

- Actress Eva Longoria (Born/raised in Texas, from Mexican decent)
- Celebrity chef and TV personality, Anthony Bourdain.

Setting

- Raw, masculine, rustic, burly, rugged, vintage, farm, organic, all things Austin.

Setting In Detail

A COTA replica track winds through the event hall, with sponsor-themed tables dotting each turn. Guests' tickets are designed as maps of the track, leading them to the sponsor-themed tables where they are assigned (i.e. Mercedes table, Ferrari table, UBS table, etc).

Each table is stylistically set apart with custom centerpieces and sponsors' emblems branded into the wooden tables and chairs, similar to the branding of a cow hide. Adding a touch of class are dangling candelabras and lanterns mounted on walls made of wooden palates and corrugated tin. The lounge area features a rubber floor made from recycled tires with cocktail tables crafted from Pirelli wheels topped with glass. Drinks are served by cowgirl-meets-F1 waitresses or can be ordered from bottle-spinning bartenders at the Patron Airstream Bar. The main stage is an extension of the COTA track, visually making a high turn with F1 race cars perched on side ramps lined with bales of hay. Classic Texan décor is evident in the rustic picnic tables and F1-branded leather chairs. Local chefs and servers can promote sponsors through patches on chef jackets and uniforms, similar to those found on a driver's race suit.

Sponsored Theme Nights (Samples)

Friday Night: “Pirelli’s 0-to-60 Soiree: Buckle Up Austin”

Kicking off the weekend event, Pirelli’s 0-to-60 night sets the tone with beer tasting, live music, country classics, and local chefs working their magic over blazing grills.

Friday In Detail

Cocktail Hour

Austin’s top breweries come together to offer the best of local brews. This beer tasting and pairing interlude is headlined by celebrity chef, Anthony Bourdain with added insight from Chip McElroy and Brian Peters. As owners of Austin’s Live Oak Brewing Company, these home-brewers have mastered the art of old-world style brewing, ranking their pilsner among the World’s Top Ten.

Seated Dinner

Anthony Bourdain welcomes local chefs to the stage, introducing the masters behind each course. It’s all about showcasing Austin’s culinary scene with local flavors and traditional fare like juicy steaks and ribs. Food is served on mini cast iron skillets laid into wooden planks, each branded with the F1 emblem. To request table service, guests raise a checkered flag centering the table, signaling waiters to shave another cut from the skewer. Dishes are transported through mock food trucks connected to the kitchen, giving the impression that the spectacular cuisine is truly prepared chuck wagon-style.

Entertainment

Background dinner music includes live blue grass. Actress and Texan-native, Eva Longoria introduces featured artist, Keith Urban. The night is capped with live musical performances by local bands and “cowgirl” dancers teaching the crowd how to line dance. Dinner guests are invited to join in the impromptu dance lesson.

Souvenir

As a memento, guests receive autographed Culinary Circuit cookbooks featuring recipes from the evening’s savory dishes.

Saturday Night: “Red Bull’s Totally Revved Party”

This action packed night pays tribute to the art of Formula 1 racing, with interactive F1 stations, celebrity guests, and Austin’s hottest bands.

Saturday in Detail

Cocktail Hour

Austin’s best bartenders kick off the night with a glow-in-the-dark cocktail show where fiery bottles and booze fly high.

Seated Dinner

Hosts Anthony Bourdain and/or Eva Longoria introduce the BBQ challenge, where Austin’s celebrity chefs go head-to-head at the grill. While guests dine, local chefs work their magic at the wood burning oven and open grill. These open air kitchens, with their blazing and brilliant displays, make for an impressive show.

Entertainment: Red Bull F1 Stations

In true Red Bull style, four F1-inspired stations are located throughout the venue.

- 1)** Guests can experience the thrill of all four stations, starting with “The Pit.” This simulated pit stop recreates one of the most intense features in Formula 1 racing. Each sponsored table acts as a “pit crew,” where guests can test their skills with the “wheel gun” and try to replace tires (light weight replicas) like the pros in six seconds flat. The fastest sponsored table wins F1 memorabilia.
- 2)** Station two features an F1 race car and green screen. Guests sit in the car and are filmed for ten seconds, as a scene from a previous race appears behind them. The entertaining video segment is instantly sent to their iPhones as a keepsake.
- 3)** Red Bull’s third station is actually a miniature replica of Austin’s COTA race track. Guests can race one another with remote controlled race cars, all fighting for the finish line. The best time wins F1 memorabilia.
- 4)** Station four is an F1 race car simulator, allowing guests to experience the thrill of being behind the wheel. The screen can be programed to recreate desired F1 tracks and events. Top drivers compete against professional F1 racers like David Coulthard or Townsend Bell in a final round for the best time on the COTA programed track.

Live Music

Eva Longoria introduces featured musical guests, The Dave Matthew’s Band. Following the concert, guests dance the night way to local bands and DJs.

Suggested Local Chefs

THE CULINARY CIRCUIT

Bryce Gilmore



Shawn Cirkiel



Josh Watkins



Todd Duplechan



Tyson Cole



The F1 Affair

Event Name

The F1 Affair

Tagline

Austin, Start Your Engines

Mission Statement

This red carpet event pulls out all the stops, paying tribute to the history of Formula One. Stepping back in time, guests are invited to relive the roaring past of fast cars, swinging jazz, cigar bars, and dirty martinis. Swanky-meets-Austin in this classy event featuring sultry singers, tango dancers, fashion models, Texas hold 'em, and the best entertainers that the Americas have to offer.

Logos

THE F1 AFFAIR



Logos Defined



This first design encompasses the clean and classy style of the event, with a simple black font, and only “F1” highlighted in red. Often associated with racing, the color red is symbolic of excitement, energy, passion, speed, and power. Black pertains to wealth, sophistication, elegance, and formality. The checkered flag is a symbol used in racing to communicate an important message to drivers. Typically it is waved at the start of a race and at the finish line. Metaphorically it is a signal that action is in store, making it a fitting logo for the F1 event.



Of the three logos, the second is the most direct, straightforward, and powerful. The “F1” is featured in a bold shade of red, again a symbol of energy, speed and excitement. The F1 font is somewhat masculine and strong, compared to the finer and more elegant look and feel of the words, “The” and “Affair”. This logo is ideal for integrating various medium and platforms.



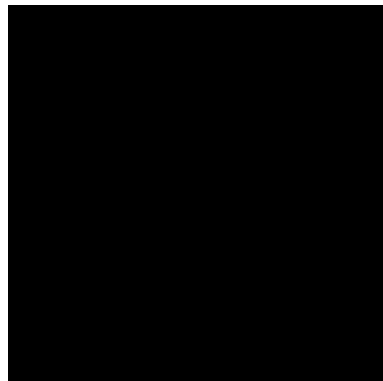
Standing out in this logo is the “F1” highlighted in red, emphasizing that the event is centered around Formula One. The font is reminiscent of a formal evening, perhaps even a 1920’s theater or cigar bar where Frank Sinatra might have been a regular. The tuxedo bow tie is a known symbol associated with black tie events or formal evenings of class and grandeur. Colors were selected to blend the passion and energy of “red” with the wealth and sophistication of “black”.

Look and Feel

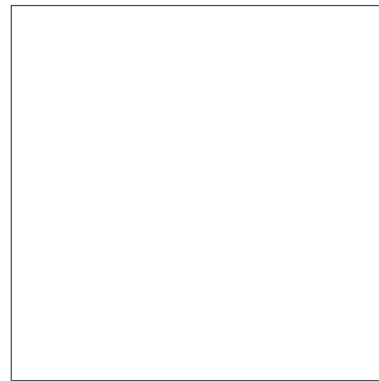
THE F1 AFFAIR



Colors and Textures



Black



White



Red



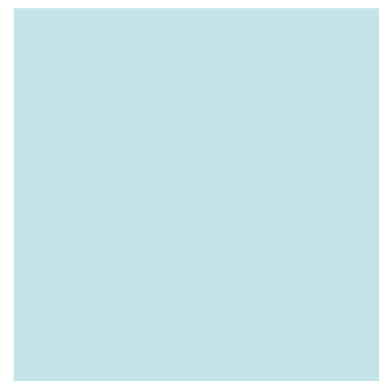
Chrome



Gloss



Leather



Glass

Event Details & Description

This red carpet event pulls out all the stops, paying tribute to the history of Formula One. Stepping back in time, guests are invited to relive the roaring past of fast cars, swinging jazz, cigar bars, and dirty martinis.

Hosts

- Actress Sofia Vergara with Race Legend, Mario Andretti
- Celebrity French Chef, Daniel Bouloud

Setting

- Elegant, swanky, classy, suave, vintage, ritzy, celebratory, refined, Great Gatsby-meets-Austin.

Setting In Detail

Guests are assigned to tables themed after historic F1 race cars. Centering the tables are replica models of the iconic cars dating back to the late 1940's. Tickets to the event are branded after the 25 profiled cars, allowing guests to locate their assigned seating corresponding to the profiled car. Guests are also directed to their tables by way of a billboard-sized vintage venue map. Lining the walls of the venue are the actual race cars that once performed in the Formula One World Championships. White linens, long stem roses, candle-lit tables, and fine china—the setting is sophisticated, ritzy, and elegant, with subtle hints of high-class Formula One in the décor. It might be evident in the chrome cocktail bar where lounge chairs and tables are designed by artist David Clark, famous for creating luxury car-inspired furniture. There is a sultry vibe about the evening, melding with wealth and power. The center stage features a vintage 1940's microphone and catwalk where the evening's events take place. Between the black and white color palate are splashes of Ferrari red, boldly expressed on the dinner menus, centerpieces, roses, and cocktail dresses worn by servers.

Sponsored Theme Nights (Samples)

Friday Night: “Pirelli’s Life in the Fast Lane”

This evening is about honoring the past and embracing the present, with an F1 tribute, fashion show, live music, celebrity chef, and dance performances. After cocktail hour, Actress Sofia Vergara and Race Legend, Mario Andretti honor the history of Formula 1 with a fashion show set to live music.

A five-course dinner is prepared by famed Chef, Daniel Bouloud. Guests are treated to sultry tango dancing, followed by musical guests, Juanes or Justin Timberlake.

Friday In Detail

Cocktail Hour

The F1 Affair opens the night with a glass of class, as guests are invited to experience the swanky cigar bars and cocktail lounges. Throughout the evening, five separate bars will feature cigar-pairing options with martinis, scotch, port, wine, and beer. Pursuing the bars are 1940’s-style cocktail waitresses carrying cigar trays held by neck straps. In line with the “F1 Affair” theme, they are dressed in red and black saloon skirts. Each bar is branded according to backed sponsors and might include:

- Mercedes Shaken not Stirred (martini bar)
- Pirelli’s On the Rocks (scotch bar)
- Virgin America’s Vintage Porto (port bar)
- Ferrari’s Fine Blends (wine bar)
- Red Bull’s Brew House (beer garden)

Seated Dinner

During the dinner portion, flapper-style waitresses serve a five-course meal prepared by French Chef, Daniel Bouloud. His culinary creations highlight Texas fusion-meets-the-Americas with a touch of International cuisine. During the meal, guests are entertained with live jazz followed by Latin music. During the final course, tango dancers take center stage, eventually working their way between the tables during an impassioned and dramatic performance.

Entertainment

Cocktail hour is entertainment in and of itself as guests peruse five sponsored bars where cigar and liquor connoisseurs are on hand to deliver the perfect pairing. Kicking off the main event are hosts Sofia Vergara and Mario Andretti who MC the Formula One Tribute. This walk down memory lane includes a catwalk (reminiscent of a racetrack) lined with historic F1 cars from past eras. As hosts introduce each decade with a brief historic account, a spotlight shines down on the corresponding F1 car from that decade or milestone. The live music begins and supermodels strut the catwalk wearing Hugo Boss custom designed fashions that take guests back in time. Special musical guests include Latin Grammy Award Winner, Juanes or the ultimate suave entertainer, Justin Timberlake.

Saturday Night: “Ferrari’s Toast to the Finish”

Ferrari’s Toast to the Finish is packed with fun-filled entertainment including swing dancing, musical guests, and Texas hold ‘em. The night blends the past, present, and future with a splash of Texas tradition. Cocktail hour kicks off with an authentic casino where guests can win sponsor-themed gifts and prizes. An extravagant dinner is prepared by mother-and-son celebrity chefs, Zarela Martinez and Aaron Sanchez. A live performance by shadow dancers is set to classical music as these remarkable entertainers recreate F1-related scenes behind an illuminated screen. Capping the night are musical guests Michael Buble or Carlos Santana.

Cocktail Hour

It's time to ante-up as guests hit the tables for good old fashioned Texas hold 'em. From poker to roulette, the tables are hot (and harmless!) since guests are given a stack of "COTA Currency" to play at the F1 Casino. Winnings can be cashed in for sponsorship gifts. Grand prize is a chance to take a lap in an F1 car on the COTA track.

Seated Dinner

Born in Texas of Mexican descent, celebrity Chef Aaron Sanchez teams up with his mother-and-chef, Zarela Martinez. As a child, Sanchez helped his mother prepare traditional Mexican dishes for her catering business. Today, he is best known for his performances on Iron Chef and the Food Network. Returning to their roots, the duo will reunite in the F1 kitchen to create a five-course menu of Texas fusion-meets-the-Americas. As a backdrop, guests are treated to the sounds of Latin jazz.

Entertainment

To loosen up the night, guests can try their luck at the F1 Casino where COTA currency can be cashed in for prizes. Following dinner is a shadow performance by the modern dance company, Pilobolus. Featured at the 79th Academy Awards, these talented dancers will create signature F1-related shapes and shadow work with their bodies in Cirque du Soleil-like fashion. Set to classical music, guests are in for a surprise as glowing waitresses serve flaming Patron tequila shots. The night is far from over, as musical guests Michael Buble or Carlos Santana hit the stage. Guests can dance the night away or mingle at one of the swanky cigar bars.

Souvenir

Guests are presented with a special F1 edition Ferrari watch.

Supper Club Speedway

Event Name

Supper Club Speedway

Tagline

Austin's Raciest Night Out

Mission Statement

This “exclusive social club” is the hottest place to be in Austin with live music, dance shows, battle-of-the chefs, and an F1-style STOMP performance all in a setting of masculine-meets-luxury.

Logos

SUPPER CLUB SPEEDWAY



Logos Defined



Fashioned after the COTA racetrack, this logo is highlighted in a subdued blue, the color scheme utilized throughout the event. The font selected for the word “Speedway” is reminiscent of the lettering used in sports or racing. It is bold and easy to read.



The symbol in the second logo is that of a stoplight used in Formula 1 racing. The highlighted color is set to green, meaning “go” or “move ahead”, a fitting command for party-goers ready for action. Green also symbolizes luck, youth, and vigor.



Offering a loose and organic feel to this logo is the handwritten-like font of “Supper Club.” It somewhat personalizes the logo, as if scribbled on a cocktail napkin by a friend offering an invitation to this social club. Highlighted in red is the focus of the event, the “Speedway,” reinforcing the F1 connection. The words are back-dropped by a shadowed image of the COTA track. Red is symbolic of speed, strength and excitement while black represents power, wealth, and sophistication.

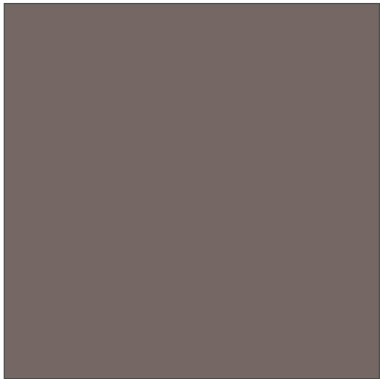
Look and Feel



Colors and Textures



Marine Blue



Taupe



Dark Red



Gray



Steel



Wood



Leather



Brass

Event Details & Description

Setting this event apart from all others is the audience interaction and competitive element between celebrity chefs. Guests are treated to a live cooking show as some of the world's top chefs go head-to-head on the culinary racetrack. Acting as the judges, guests cast their vote on who passes the finish line and who comes in second. Other event highlights include live music, dancing, and an F1-themed STOMP performance involving audience participation.

Hosts

- Mario Lopez (American actor/host from Mexican decent)
- Michelle Rodriguez (Texas-native, star of Fast and Furious)

Setting

- Industrial, premium, lively, leather, steel, masculine, classy, high-class, social club.

Setting In Detail

Creating an atmosphere of an elite social club, the venue is decorated in subdued shades of red and blue with rugged textiles like leather, metal, brass, and wrought iron. The look and feel is industrial, yet still premium in quality. Running down the center of the venue is a “racetrack” reminiscent of an F1 course with (muted, rather than bold) red, blue and white stripes lining the borders. Dotting the replica track are steel tables and leather chairs, designed by Timothy Oulton, known for his works at Restoration Hardware. The masculine feel is evident in such details as steel trunks, leather sofas, and antler chandeliers. Doubling as a runway, the center track is where the action takes place including “battle-of-the-chefs,” a competition where culinary masters cook tableside on mobile kitchens. The “Pit Stop” cocktail lounge pays tribute to F1 with race paraphernalia like checkered flags and black and white photographs of vintage race cars. Hanging from the bar's rafters are chrome tools and car parts, adding to the industrial scene.

Sponsored Theme Nights (Samples)

Friday Night: “Patron’s Full Throttle Party”

It’s all about culinary competition and live entertainment with battling chefs, fine food, dance performances, and musical guests.

Friday In Detail

Cocktail Hour

Kicking off the event are hosts Mario Lopez and Michelle Rodriguez, who enter by way of F1-replica race cars on the center track. Guests learn what’s in store, including tequila tastings sponsored by Patron. The sexy “Pit Girls” take to center stage for a choreographed dance number and light show, setting the tone for this lively event.

Seated Dinner

Lining the center track, tables of ten are treated to a culinary experience like no other. Celebrity chefs show their skills by preparing appetizers from mini kitchens-on-wheels. This challenge keeps chefs on the go as they find themselves under pressure to beat the competition on the opposite side of the track. With each “lap,” guests must cast their vote by pressing the F1 stoplight centering the table. Food Network’s Bobby Flay gets in on the action by daring the top contender to a cook off. The main course is served as “Texas classics with a twist.”

Entertainment

Friday's Full Throttle party gets underway with a dance number performed by the F1 Pit Girls.

Energy stays high during the dinner portion as chefs battle it out on the culinary racetrack, passing from table-to-table with mouth-watering appetizers prepared in kitchens on wheels. Following dinner, guests are invited to get their picture taken with an authentic F1 trophy and Pit Girls. Photographs are printed and mounted in Collector's Edition Supper Club Speedway frames that guests are given as keepsakes. Show hosts, Mario Lopez and Michelle Rodriguez introduce the headlining entertainment, Shakira or Ricky Martin. Guests take to the dance floor as the party continues on with live DJ's or Austin's top bands.

Souvenir

Guests are given Collector's Edition Supper Club Speedway silver frames and a photograph of themselves posing with an F1 trophy.

Saturday Night: "Red Bull's Brake for Nothing Bash"

Keeping momentum, Saturday night's party features everything from local chefs and live music to dance shows and celebrity guests.

Saturday In Detail

Cocktail Hour

For cocktails and appetizers, guests can take to the stylish "Pit Stop" lounge bar or grab a beer in the "F1 Garage." This industrial-style bar is centered by a mechanical bull where courageous guests can prove their prowess before a crowd. Those with the best times can compete against Austin's famed cowboys for a chance to win F1 memorabilia. Guests can also visit the Ferrari photo booth where 10-second snap shots (with F1 props) create festive flip books.

Seated Dinner

A five-course dinner of “Texas-with-a-twist” is prepared by Austin’s acclaimed chefs, Bryce Gilmore and Paul Qui. Background music is acoustic guitar performed by local artists.

Entertainment

There’s no shortage of entertainment as the cocktail hour commences with a variety of spectacles. Live acoustic guitar is performed during dinner, followed by a surprise “black out” when glow-in-the-dark dancers hit the center track with illuminated F1 race cars. This magical performance paves the way for the F1-style STOMP segment, a unique combination of percussion, movement, and dance. Utilizing car-related instruments, performers weave between the tables creating an unsurpassed “symphony” that culminates with audience participation. Guests’ percussion instruments, hidden beneath their chairs, allow them to join in on the beats. Following this spectacular show is a live musical performance by Singer-Songwriter, Enrique Iglesias.

Souvenir

The car-branded percussion instruments used in the STOMP musical performance act as event mementos.

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