

ENCORE

Summer Soirees

By Lisa LeeKing



Earlier this year, Danielle Venokur launched her version of a green party, dvGreen. The company orchestrates ecofriendly events, such as weddings, non-profit, cocktail and private parties. Working as an event producer allows her to oversee all aspects of a party—invitations are printed on recycled paper, food is sourced from local farms, leftovers are donated and waste is composted. For Venokur it was a natural progression from her personal life into her professional one.

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How did you switch from doing production work in Los Angeles to operating a green company in New York?

I started getting interested in the environmental movement, educating myself and trying to figure out how I could change my life personally. It became clear to me that there is so much waste produced by the event industry.

What is the dvGreen motto?

Sustainable events without sacrificing style. I utilize resources that are low-impact on the environment, while still creating a fabulous event.

What achieves a low-impact on the environment?

Once you start shipping food, there's so much waste, especially carbon emissions. My preference is local over organic, but ideally you have both. I would rather know how people run the farm, and know we're supporting someone in a small community. We also want to utilize products that can be recycled, and we compost when we can. But it's an expensive proposition for small events, especially in Manhattan.

What happens after dvGreen is hired?

People bring me in as a consultant or for a full-scale production. It's important to be aware of how things come into the event, and how they go out. For example, I take out the soaps they have and introduce organic products. For tabletop décor, I work with a Spanish company that makes recycled glass vases and source locally grown flowers.

How do you choose food vendors?

My company works with different caterers, both small and more established companies, which make it a priority to work with local and organic farmers. Depending on the style of the event, Fancy Girl does all local and/or organic catering and works with you to create the menu you want. Also, the Cleaver Co. has been on the forefront. They're a catering company and run Green Table restaurant in Chelsea Market.

What about printed materials?

I like Rolling Press, a Brooklyn-based printer. They do eco-friendly invitations and give you options for grades of recycled paper, which affect the price and texture. They're completely wind-powered and all the inks are vegetable-based.

How you hope to evolve in the future?

I'd love to be doing some fun entertainment-driven events, like premieres, where there is a lot of potential to influence the crowd. People who attend my events don't necessary know it's a green event. Some clients just want to have a dinner party that is eco-friendly, but they don't want it to be a topic of conversation.