

HAMPTONS



MODERN **LUXURY**

FE



EVENTS

We tapped event guru **Lawrence Scott** for his thoughts on what makes events out East fun and philanthropic.

How are events in the Hamptons different? The Hamptons is proper and chic, but there is also an air of casualness to events. I think many would be surprised to know that the events are about the food, the drink and the cause, and less about glitz. There is glamour for sure, but Hamptons events are not showy.

Why have you succeeded in marrying fun with philanthropy? A Larry party is about fun regardless of the occasion. We know that people are philanthropic and will give, but we also know that they want to have fun, and we make sure they do! I look at a party as a cake—the charity or cause is the base of the cake, the reason. The party where the cake appears is the icing that holds it all together. Whether it is the unique decor and unexpected, like oversize colored mushrooms around the room or the abundance

of desserts served next to the salad... our events give people permission to have fun and do things they may not normally do, such as eat a cupcake with the main course.

What are some of the signature ideas that give every event you produce its unique flavor? A Larry party is about the energy and the mix; we go from the sublime to the ridiculous. The party tells a story; it's not just one chapter. We then bring in our signature elements like our invasion, where waiters come into the room and parade through the room with signature drinks, or our 40-foot bars. Everything works together to tell a story.

What are some of the causes you support? Philanthropy has always been a cornerstone of my business and part of who I am. From day one, my parents instilled in me the importance of giving back. LSE supports numerous worthwhile charities including The Feinstein Institute for Medical Research, The S.H.E. Event, Global Lyme Alliance, Make-A-Wish and Stony Brook Southampton Hospital.

What is the sign your event was a success? A sold-out event, the money raised and the smiles on the faces