

MODERN LUXURY SPOTLIGHT



HEIDI PRICE

HEIDI PRICE DESIGN VISUAL DESIGNER AND EVENT PLANNER

As the force behind Heidi Price Design, a visual design and event planning company, Heidi Price does it all. Using her enthusiasm and talent to bring dreams to life, Price creates experiences. She explains, "I am driven to make the world a more beautiful and special place using thoughtful and curated touches, whether for events, meetings, presentations or simply tokens of appreciation and affection." Her clients range from support-driven and for-profit businesses to individuals and families seeking exceptional process and memorable results.

Trained as a fine arts illustrator, Price has been drawing her entire life. Highly customized event planning and graphic design allows Price to offer a complete visual and personalized experience to clients and guests. "I learned early on the impact of a beautiful and thoughtfully presented, exquisite object, so my events include unique items and touches to underscore messaging or to recognize life milestones."

Recently commissioned by luxury restaurant group, Smith & Wollensky to live draw at their new venue opening, Price illustrated on demand and created framed, ribboned take away gifts. "I was able to engage with guests, enhance the venue's offering, and create something original and lasting. This allowed me to combine three things that I love: drawing, interacting with our guests and creating visual gifts!"

Infusing her signature optimism into everything she touches, Price is magnetic. "I always take the extra steps to surprise and delight. I believe that your work should speak loudly, so you don't have to!"

With her eyes poised on the future, Price says "The opportunity to make people feel special via objects, events or artwork needs to continue to be explored and refined. Let's make life an event!"

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