

SHIRAZ CREATIVE

More Than Just *Experiences.*

We're an *experiential-first* creative agency
that blends *empathy* and *artistry*
to craft *compelling* brand experiences.



About Shiraz

At Shiraz Creative, we believe in a simple truth: we're all human. This belief shapes everything we do. We treat our clients, partners, and team members with the same empathy and respect we'd want for ourselves. It's this genuine approach, where everyone is valued and respected, that has earned the trust of our client's time and again, as they know we'll handle their events with both care and creativity.

Since our founding in 2001, and with locations in LA, NY, London, & Miami we've been more than just an experiential production company—we've been true partners to our clients. We bring fresh, innovative ideas to life, with flawless execution while staying true to your vision. Our goal isn't just to meet expectations but to exceed them, making your success our own.

Over the years, we've had the privilege of working on some truly remarkable projects. From orchestrating product launches and coordinating large conferences, to crafting intimate summits and playful pop-ups, we approach each project with an unwavering passion and commitment to excellence, ensuring the highest quality of service.

We Believe In

Empathetic Engagement

Our team goes beyond traditional event planning by deeply understanding your audience, fostering genuine connections that resonate and inspire meaningful conversations.

Creative Innovation

We craft unique experiences that blend creativity with strategy, ensuring each event stands out and embodies your brand's essence and mission, leaving a lasting impact.

Passionate Execution

Our dedicated team pours their heart into every activation, ensuring meticulous attention to detail and an unforgettable experience that amplifies brand awareness and drives engagement.



Who We Are

Small Business Minded

Shiraz Creative is a small agency with big ideas; nimble, collaborative, and unafraid to think beyond the brief. Our size lets us move fast and dream bigger, crafting bold experiential concepts that rival the scale and impact of global firms.

NGLCC® Certified

We are proud to be an NGLCC Certified LGBT Business Enterprise®, recognized by the National LGBT Chamber of Commerce as being majority LGBTQ+ owned and operated. Certification reflects our ongoing commitment to inclusion, representation, and economic empowerment within the creative industry.

Award-Winning Creators

In our almost 25 year history, we've been honored and awarded by the ExAwards, Clios, EventMarketer, Bizbash, ProMax, Muse Awards Pro Awards, Campaign US and have received features in Fast Company, AdWeek, NY Times, Architectural Digest, Forbes, and many more.



Featured In

The logo for 'AD' (Architectural Digest) in a large, white, serif font.The logo for 'TRAVEL+LEISURE' in a white, sans-serif font, with a plus sign between the words.The logo for 'Forbes' in a white, serif font.The logo for 'THE HOLLYWOOD REPORTER' in a white, serif font, with 'THE' in a smaller font size above 'HOLLYWOOD'.The logo for 'DEADLINE' in a white, serif font.The logo for 'NEW YORK POST' in a white, bold, sans-serif font, with 'NEW YORK' in a smaller font size above 'POST'.The logo for 'FAST COMPANY' in a white, sans-serif font, with 'FAST' in a smaller font size above 'COMPANY'.The logo for 'Harpers BAZAAR' in a white, serif font, with 'Harpers' in a smaller font size above 'BAZAAR'.

Awards

The logo for 'ADWEEK EXPERIENTIAL AWARDS' in a white, sans-serif font, with 'ADWEEK' in a smaller font size above 'EXPERIENTIAL AWARDS'.The logo for 'PROMAX' in a white, bold, sans-serif font.The logo for 'The Telly Awards' in a white, sans-serif font, with 'The' in a smaller font size above 'Telly Awards'.The logo for 'eventmarketer' in a white, sans-serif font, with 'For creators of the brand experience' in a smaller font size below.The logo for 'GDUSA GRAPHIC DESIGN USA' in a white, sans-serif font, with 'GDUSA' in a larger font size above 'GRAPHIC DESIGN USA'.The logo for 'ex AWARDS' in a white, sans-serif font, with 'ex' in a larger font size above 'AWARDS'.The logo for 'THE WEBBY AWARDS' in a white, sans-serif font, with 'THE' in a smaller font size above 'WEBBY AWARDS'.The logo for '10th ANNUAL BIZBASH EVENT EXPERIENCE AWARDS' in a white, sans-serif font, with '10th ANNUAL BIZBASH' in a smaller font size above 'EVENT EXPERIENCE AWARDS'.The logo for 'PRO AWARDS' in a white, sans-serif font, with 'PRO' in a larger font size above 'AWARDS'.The logo for 'campaign BIG awards' in a white, sans-serif font, with 'campaign' in a smaller font size above 'BIG awards'.The logo for 'SILVER WINNER' in a white, sans-serif font, with 'SILVER' in a smaller font size above 'WINNER'.The logo for 'TOP 100 IT LIST' in a white, sans-serif font, with 'TOP' in a smaller font size above '100 IT LIST'.



Our Capabilities

Strategy

- B2B & B2C Engagement
- Creative Strategy
- Event Marketing Strategy
- Experiential Strategy
- Brand Expression
- Talent Partnerships
- Brand Partnerships
- Mailer Strategy
- Go-To-Market Strategy

Design

- Creative Concept
- Art Direction
- Experiential Design
- Scenic Design
- 2D and 3D Renderings
- Floor Plans
- Technical Schematics
- Graphic Design
- Branded Environments
- Merchandising

Technology

- Immersive Design
- Multimedia Environments
- Interactive Technologies
- Gamification
- Augmented Reality (AR) Motion Graphics
- Projection Mapping
- Digital / Hybrid Events
- Website / App Design

Production

- Live Event Production
- AVL Production
- Talent Sourcing
- Stage Management
- Fabrication
- Engineering
- Technical Management
- Venue Scouting
- Brand Ambassadors
- Mailer Production
- Fulfillment
- Branded Goods
- Permitting

Content

- Content Development
- Content Management
- Video Production
- Post Production
- Editing
- Voice Over
- Photography



Our Partners

ABSOLUT.



amazon

**AMERICAN
EXPRESS**

 **BLACKBIRD**

BELVEDERE

billboard

Bloomberg
Philanthropies

BVLGARI

Cadillac.

citi

coinbase

 Colgate
Palmolive

COVERGIRL

Dior




INFINITI

JOHNNIE WALKER

LA Phil

LVMH
MOËT HENNESSY • LOUIS VUITTON

MAKE-A-WISH

marantz

 Microsoft

Naked

Paramount

RALPH LAUREN
FRAGRANCES



RESY

 Spotify

VISA

Our Locations

We have boots on the ground in **New York, London, Los Angeles, and Miami**; four cities where culture and creativity collide with support teams in **Europe, Australia, South Africa, LATAM and Mexico**.

London

167-169 Great Portland St,
London W1W 5PF, United Kingdom
02035763983

Los Angeles

6420 Wilshire Blvd, Suite #1120
Los Angeles, CA 90048

Miami

2980 NE 207th Street, Suite #300
Aventura, FL 33180

New York

146 W. 29th Street, Suite 10R
New York, NY 10031



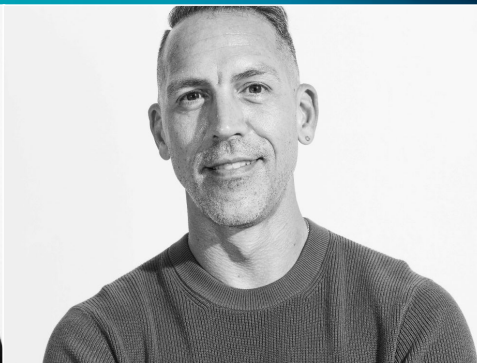
Our Leadership



Shai Tertner

PRESIDENT / FOUNDER

Shai Tertner is the founder and CEO of Shiraz Creative, an experiential agency known for producing immersive events and brand moments since its inception in 2001. His unconventional path from studying molecular biology to launching Shiraz in New York shaped a distinctive blend of creativity, and entrepreneurial vision. Under his leadership, Shiraz creates experiences that unite design, hospitality, and storytelling, guided by his belief that meaningful experiences foster lasting emotional connection.



Jason Harder

CHIEF EXECUTIVE OFFICER

Jason Harder is the CEO and driving force behind Shiraz Creative's global success. After joining during its New York-to-Miami expansion, he spearheaded the agency's move to California, later becoming partner and COO before rising to CEO. Known for his strategic vision and financial expertise, Harder guided Shiraz through the pandemic into a period of major growth, leading high-profile work for clients like Resy, SoftBank, the LA Philharmonic, Hearst, and Infiniti. A frequent industry speaker, he continues to shape the experiential marketing landscape from Los Angeles.



Maz Maritz

VP, GLOBAL OPERATIONS

Maz is a result driven and internationally experienced VP with over 25 years' experience working agency & in-house, producing a wide variety of projects, programmes, trade missions and events in Russia, UK, Europe, US, Asia and Africa. Having held many roles at director level, he possesses the key attributes to deliver high level projects anywhere in the world. Maz joined Shiraz in 2017 as Associate Director and since then his contribution and focus on the business moved into the operation team.



Jessica Blitzer

FINANCE DIRECTOR

Jessica Blitzer, Finance Director at Shiraz Creative since 2016, brings a strategic and analytical approach to every project, ensuring precision, transparency, and fiscal integrity. With extensive expertise in budgeting, forecasting, tax compliance, and vendor management, she oversees all financial planning to support creative excellence within sound operational frameworks. Known for bridging the creative and financial sides of production, Jessica streamlines processes, anticipates needs, and fosters trust through clarity, accountability, and collaboration.

Our Leadership



Jordana Kozyreff

EXECUTIVE DIRECTOR

Jordana joined Shiraz Creative in 2019 and leads Production and Accounts across the all offices. With over a decade of experience in production, strategy, art direction, and design, she blends creative vision with operational precision to deliver award-winning experiences for brands across fashion, food, and beverage. Her work has driven measurable impact, generating millions in sales and billions in media impressions. Beyond Shiraz, Jordana has served on the Junior Board of the Food Education Fund and supported the culinary community through #AskChefsAnything.



Phil Gooch

CREATIVE STRATEGY

Phil Gooch is an award-winning creative director and designer from the UK, recognized for his multidisciplinary approach to experiential engagement, environment design, live events, and branded storytelling. With over a two decades of experience shaping immersive brand worlds, Phil has led the design and delivery of pop-up, semi-permanent, and permanent installations for leading global clients. His portfolio spans the Sky Skills Studio at Sky HQ, Backstage at The O2 Arena, large-scale B2C activations, and bespoke festival and conference environments that blur the lines between art, architecture, and experience.



Kimberly Berg

DIRECTOR, PRODUCTION

Kim Berg joined the Shiraz Creative team in 2017, experiencing a wonderful transformation of the agency firsthand, leading to immense professional growth herself. She brings a distinct creative perspective, concentrating on production across B2C and B2B marketing initiatives, promotional tours, and logistics in the entertainment, beauty, and food & beverage industries. With 10+ years of agency experience, she leads the production team at Shiraz Creative with a strong mentorship focus, encouraging professional development and a supportive environment for clients, vendors, and staff.



Lior Gensler

DIRECTOR, DESIGN

Lior Gensler is a multifaceted Creative Director with over a decade of agency experience in the event production industry. He leads the design department at Shiraz Creative, where he oversees the entire creative process from concept development to on-site execution. Lior holds a BFA and MA degree in design, which underpins his expertise in creative direction, large-scale fabrication, technical direction, and navigating complex engineering for both B2B and B2C productions. His work has been featured in leading publications such as The New York Times, Vogue, Variety, Harper's Bazaar, WWD, and BizBash.

American Express

CASE STUDY

The Resy Drive-Thru

PARTNERS: Resy, American Express Gold

EVENT STYLE: Consumer Dinner Series

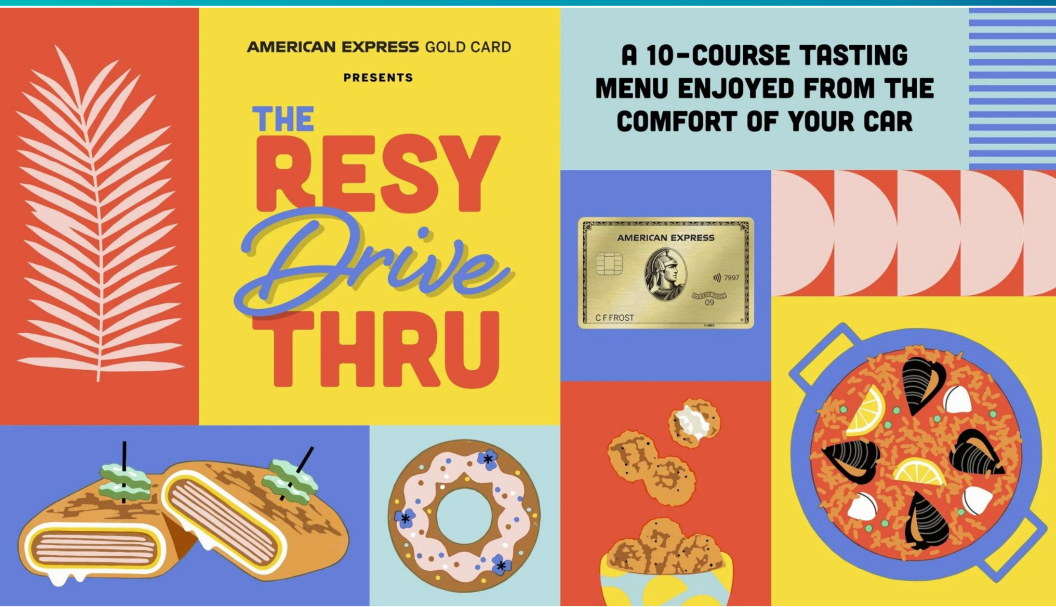
MARKETS: Los Angeles, Miami, New York

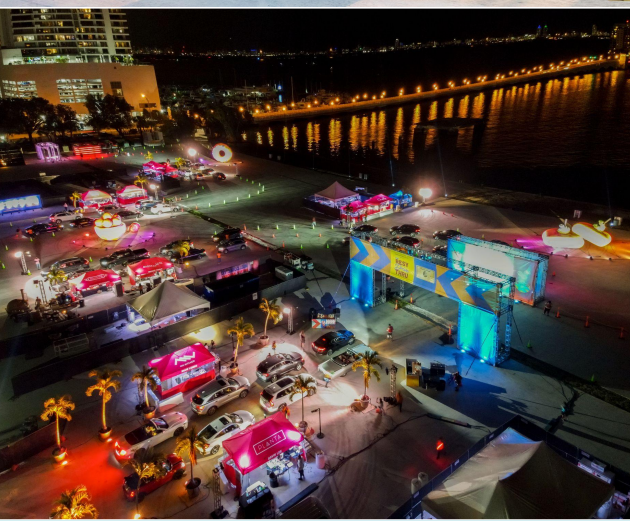
TOTAL GUESTS: 1,000+

▶ RECAP VIDEO

THE ASK: Shiraz was tasked to create a COVID-safe dining experience that reimagines how consumers engage with Resy through experiential marketing, preserving the discovery, creativity, and cultural relevance of great restaurants while adapting to unprecedented safety constraints.

THE ANSWER: We partnered with Resy and American Express® Gold to create The Resy Drive Thru, a first-of-its-kind gourmet restaurant drive-thru that reimagined fine dining for a new moment. Designed to meet evolving COVID protocols, the experience delivered a 10-course tasting menu from ten of each city's most celebrated chefs, first in Los Angeles (2020), then Miami (2021), and New York City (2022). From their own vehicles and later chauffeured golf carts, diners traveled through a cinematic route of ten curated stops, each serving a bespoke dish amid immersive moments, transforming safety-first dining into an annual, culture-driven spectacle that evolved with the times.







Metrics

Awards & Honors

- AdWeek Experiential Awards 2022 Experiential Brand of the Year, Resy
- Fast Company's List of the Most Innovative Companies, Events (2021)
- Bizbash Experience Award (2021)
- Event Marketer Ex Awards Silver Winner (2021)

Featured Media

- **AdWeek:** [How Resy Produced A 10-Course Tasting Menu In A Pandemic](#)
- **BizBash:** [How Resy Brought Restaurant Events Back To Life During The Pandemic](#)
- **Thrillist:** [An Exclusive Drive-Thru Featuring NYC's Hottest Restaurants Is Coming to Brooklyn](#)

Scope of Work

- Concept Development
- Event Brand Identity
- Experiential Design
- Art Direction
- Venue Sourcing / Management
- Custom Fabrication
- Live Event Production
- Food & Beverage Curation
- Catering
- FOH Experience Management
- Talent Management
- Audio / Lighting / Visual
- Brand Ambassador / Staffing
- Custom Branded Goods
- Photography / Videography

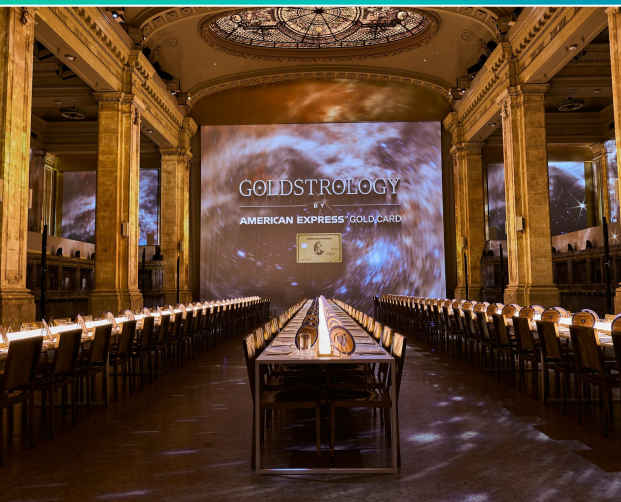
PROGRAM OVERVIEW

*Goldstrology***PARTNERS:** American Express**EVENT STYLE:** Consumer Dining Series**MARKETS:** New York**TOTAL GUESTS:** 300+

Goldstrology was a two-night immersive dining experience at New York City's Hall des Lumières, created to celebrate the American Express Gold Card through the worlds of astrology and food. Guests embarked on a personalized journey through the four elemental signs—Earth, Fire, Water, and Air—each brought to life through vibrant visuals, storytelling, and a dining experience rooted in culture and flavor.

From large-scale exterior branding to Amex Goldstrologers guiding personalized check-ins, every detail was designed to build anticipation and connection. Guests explored zones like the Zodiac Room and Elemental Wall of Triplicities before entering a projection-mapped dining space. There, they experienced a four-course elemental-inspired meal by Theodora with custom beverage pairings by Sip & Guzzle, all tailored to their zodiac sign. A takeaway from French bakery L'Appartement 4F rounded out the evening.





PROGRAM OVERVIEW

*American Express SME***PARTNERS:** American Express**EVENT STYLE:** Conference**MARKETS:** Nashville, Phoenix**TOTAL GUESTS:** 1000+

American Express and Shiraz teamed up for SME Basecamp 2024 in Nashville, TN, and again for SME Basecamp 2025 in Phoenix, AZ, kicking off a national small and medium enterprise-focused program. We supported the theme “Accelerating Our Momentum” by applying updated Brand ID elements including refreshed logos, color schemes, and typography. The venue was transformed with LED light installations, carefully chosen furniture, and layered design to create a warm and modern atmosphere for connection.

Behind the scenes, Shiraz managed every detail. We coordinated all presentations with strict version control, ensured flawless video playback, and provided clear announcements to keep the event running smoothly. Our team led rehearsals to prepare speakers, while producers and show callers maintained precise timing and coordination throughout the day.





PROGRAM OVERVIEW

Luar x Amex Gold

PARTNERS: Amex Gold, Luar, Dunkin' Resy
EVENT STYLE: Partnership, Fashion Show, After Party
MARKETS: New York
TOTAL GUESTS: 500+

To celebrate the launch of the Amex Gold Card x Luar collaboration, Shiraz partnered with American Express and designer Luar for a star-studded event at New York's iconic Rockefeller Plaza. The evening marked the debut of the fully gold Ana Bag, adorned with branded charms inspired by Amex's benefit partners, and brought together celebrities, fashion insiders, and cultural tastemakers for a dazzling night of style and collaboration.

As guests transitioned from the fashion show to the afterparty, they encountered a custom Amex Gold x Luar step-and-repeat featuring the Ana Bag in Gold, White Gold, and Rose Gold. A live performance by Bad Gyal and DJ-driven sets kept the energy high amid immersive lighting and custom staging. The event drew over 500 guests and widespread media coverage from outlets including *Forbes*, *Paper Magazine*, *WWD*, and *Nylon*, solidifying the launch as a standout moment in fashion and culture.





CASE STUDY

*Amex Gold Cafe***PARTNERS:** American Express Gold**EVENT STYLE:** Consumer Dinner Series**MARKETS:** New York, Los Angeles**TOTAL GUESTS:** 1,000+

THE ASK: Create a multi-city dining experience that celebrates the American Express® Gold Card's connection to dining culture while showcasing its partners, Resy and Dunkin'. The activation needed to resonate with both everyday consumers and culinary enthusiasts, transforming familiar moments into elevated brand experiences across two major markets—New York and Los Angeles.

THE ANSWER: Shiraz Creative designed and produced dynamic pop-ups in Union Square and on Melrose Avenue that evolved throughout the day. By morning, the Amex Gold Café invited guests to enjoy complimentary Dunkin' coffee and pastries in an approachable, high-energy space. By night, the venues transformed into exclusive dining experiences: Döñüt, a 12-course tasting menu reimagining Dunkin' classics, and Last Light by Resy, a refined dinner series featuring top restaurants like Roscioli, Scopa, and Damian. Through immersive design, lighting, and music, Shiraz brought the Amex Gold Card's culinary story to life—serving over 2,000 guests and 16,000 plates, and positioning the Gold Card as a true tastemaker in dining culture.





The Results



Metrics

Performance Summary:

- **Total Guest Reach in NYC Market:** 2,074
- **Total Guest Reach in LA Market:** 938
- **Total Guest Reach All Markets:** 3,012

Featured Media:

- **Time Out:** [Dunkin' is offering a limited-time breakfast tasting menu in L.A. next weekend](#)
- **Event Marketer:** [Experience Design Inspo: Scenic Environments from Disney, Amway and More](#)
- **The Knockturnal:** [Amex Gold Curates Exquisite Döner by Dunkin Tasting Experience](#)

Scope of Work

- Concept Development
- Event Brand Identity
- Experiential Design
- Art Direction
- Venue Sourcing / Management
- Custom Fabrication
- Live Event Production
- Food & Beverage Curation
- Catering
- FOH Experience Management
- Talent Management
- Audio / Lighting / Visual
- Brand Ambassador / Staffing
- Custom Branded Goods
- Photography / Videography

PROGRAM OVERVIEW

*The Resy Lounge @ Untitled***PARTNERS:** American Express, Delta, Resy**EVENT STYLE:** VIP Lounge**MARKETS:** Miami**TOTAL GUESTS:** 3,000+

In 2023 and 2024, Shiraz, in partnership with American Express, Delta Air Lines, and Resy, conceived and produced the acclaimed “Resy Lounge”—the official destination for VIP art fair attendees within the renowned Untitled Art Fair tent.

This beachfront daytime lounge and evening dining experience offered guests a place to relax and enjoy complimentary food and beverages from celebrated restaurant partners. Over the two-year partnership, we collaborated with an impressive lineup of culinary talent, including James Beard Award-winning chefs **Jon Shook** and **Vinny Dotolo**, James Beard Award and *Top Chef* winner **Stephanie Izard**, James Beard Award-nominated chef **Ayesha Nurdjaja**, James Beard Award winner **Gregory Gourdet**, and acclaimed chef **Virgilio Martínez**, whose restaurant was named the World’s Best in 2023. Our team led the design, production, talent booking, and operations for the multi-day lounge and dining series both years, delivering what became known as the gold standard of lounge experiences during Art Basel.



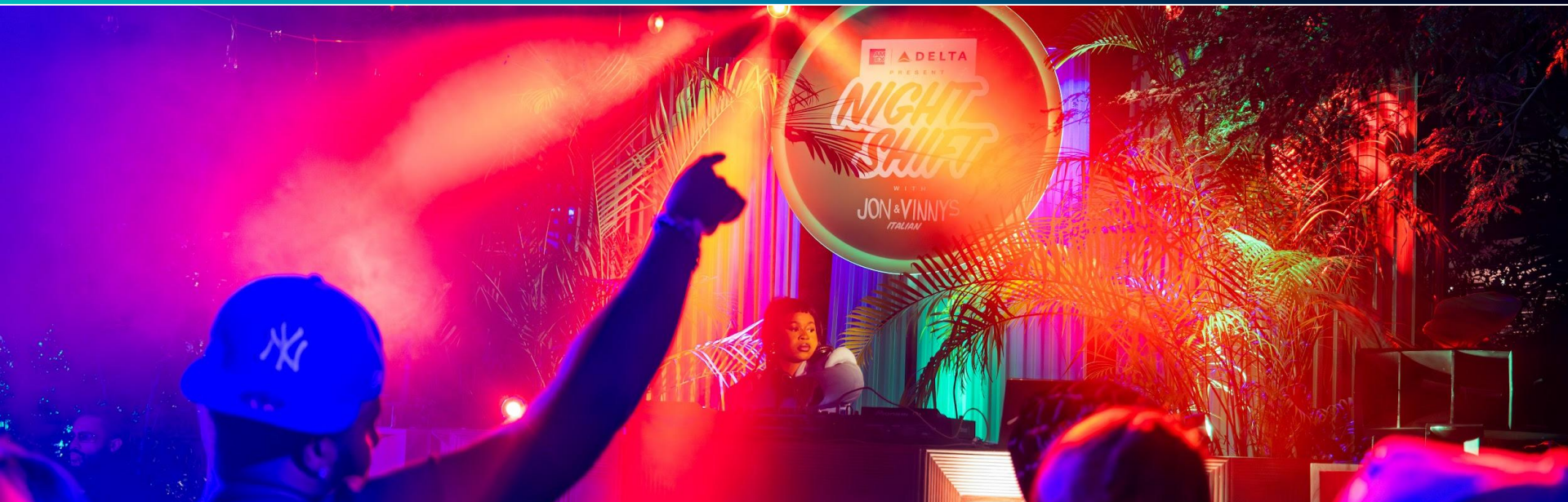


PROGRAM OVERVIEW

*Night Shift by Delta***PARTNERS:** Delta, American Express, Resy**EVENT STYLE:** Art Basel Party / Campaign**MARKETS:** Miami**TOTAL GUESTS:** 500+

In partnership to help launch the Jon and Vinny's residency at the Rubell during Miami Art Week 2024, American Express and Delta transformed the museum into a late-night oasis featuring a trifecta of good eats (powered by Resy), good music and good vibes. Despite the notoriously heavy traffic during Basel, the crowd flocked to our exclusive Night Shift event, escaping the tents on the beach and dancing the night away.

Guests were welcomed with flowing Helen's wine and the irresistible scent of Jon & Vinny's signature bites, from pizza and mozzarella sticks to nuggets and caviar. The energy built as headlining DJ James Blake took the stage, keeping the crowd dancing well into the night. The event was a massive success, attracting over 1,000 guests and receiving press coverage from top outlets like Nylon, Forbes, and The Hollywood Reporter.





PROGRAM OVERVIEW

Dip Into Gold

PARTNERS: American Express Gold, Resy

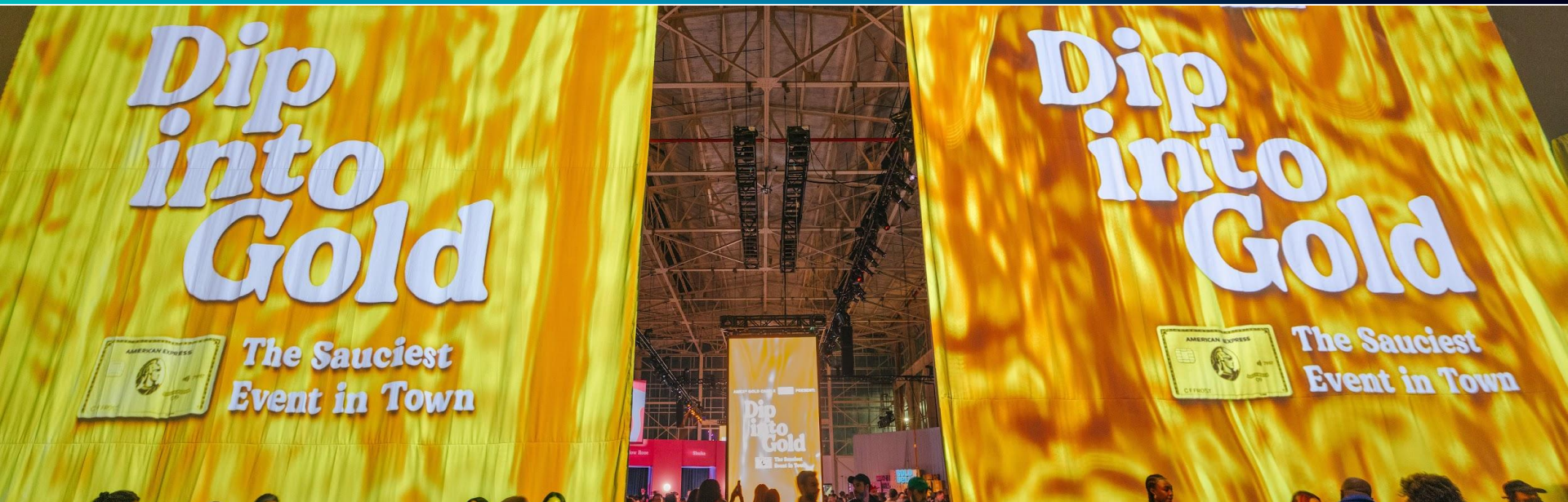
EVENT STYLE: Culinary Festival

MARKETS: New York

TOTAL GUESTS: 750+

Shiraz partnered with American Express® Gold Card and Resy to produce **Dip into Gold**, a one-night culinary experience centered around sauces. Held at Brooklyn's Duggal Greenhouse, the event featured four interactive sauce zones—Drench, Drizzle, Slather, and Dunk—showcasing dishes from 12 popular New York City restaurants including Laser Wolf, Sylvia's, Yellow Rose, and Stretch Pizza.

The event combined food and brand engagement for Gold Card Members with experiences like a Shake Shack-exclusive white truffle sundae, a Milk Bar dessert truck, Goldbelly prize boxes, wine tastings from Wine.com, and a wing tasting station hosted by Grubhub. Guests also explored the space with a branded punch card, capturing each tasting along the way. Entertainment included aerial artists, DJ sets, and live performances by Gotham Cheer. LED visuals and bold signage brought the Amex Gold and Resy partnership to life, reinforcing the Card's dining perks through a highly curated, immersive evening.





PROGRAM OVERVIEW

*Hilton Honors x Amex***PARTNERS:** Hilton, American Express**EVENT STYLE:** Card Refresh**MARKETS:** New York

To celebrate the Hilton Honors American Express Card Refresh, Shiraz transformed a historic East Village bath house into a Hilton-inspired escape for media and key opinion leaders. Alexandra Daddario hosted the evening to talk all things travel, shopping and more topics inspired by the perks of the new Hilton Honors American Express cards.

Shiraz handled concept, design, production, and branded details across lighting, sound, and media, creating a seamless showcase of Hilton and Amex's elevated travel lifestyle. Anchored by a central "hotel lobby," the experience featured three immersive suitcase-themed rooms that brought card benefits to life—from a live chef experience and personalized shopping suite to a spa-inspired retreat.





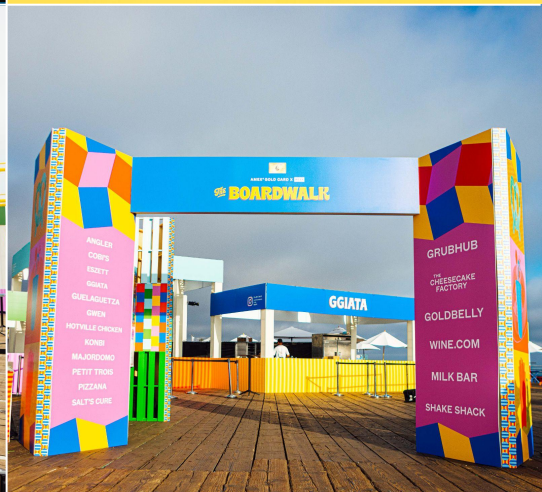
PROGRAM OVERVIEW

*The Boardwalk***PARTNERS:** Resy, American Express**EVENT STYLE:** Consumer Dinner Pop-Up**MARKETS:** Santa Monica**TOTAL GUESTS:** 900+

Create a high-energy, culturally relevant experience for American Express and Resy that would drive excitement around the Gold Card, spotlight local restaurant partners, and position the brand at the center of summer dining culture. The activation needed to generate buzz, attract a highly engaged audience, and deliver measurable impact across press and social channels.

We transformed the iconic Santa Monica Pier into “The Boardwalk,” a vibrant summer food festival blending nostalgic Americana with culinary innovation. In partnership with Resy, we curated 12 leading Los Angeles restaurants and award-winning chefs, each reimagining classic boardwalk fare for a Gold Card audience. The experience combined immersive design, live entertainment, and premium brand touchpoints — from DJ sets and skate ramps to rosé popsicles and interactive installations — creating a dynamic, shareable environment. Welcoming over 900 guests and selling out within 48 hours, the event generated more than 117 media placements and 60K+ influencer impressions, reinforcing American Express and Resy as leaders in premium dining experiences.





PROGRAM OVERVIEW

*GDA Art Basel***PARTNERS:** American Express, Resy**EVENT STYLE:** Culinary Lounge**MARKETS:** Miami

Shiraz produced a culinary extravaganza for American Express and Resy during Art Basel, transforming a dynamic venue into a space that evolved daily to align with the creative visions of top-notch chefs and restaurant partners. This wasn't just a dining event; it was a full-sensory journey where every corner told a story and every dish was a testament to culinary artistry.

Our goal was to craft unforgettable experiences, not only for the public but also for private event hosts, making each moment within this immersive space uniquely memorable. To elevate the entire affair, we collaborated with a renowned artist, integrating spectacular art that complemented the gastronomic genius on display. This endeavor by Shiraz was more than just an event—it was a celebration of food, art, and innovation, perfectly encapsulating the spirit of Art Basel.





PROGRAM OVERVIEW

Supper Club

PARTNERS: Resy, American Express

EVENT STYLE: Consumer Dinner Pop-Up

MARKETS: Beverly Hills, Malibu, The Hamptons

TOTAL GUESTS: 500+

Shiraz teamed up with Resy and Amex to whip up an exciting dinner series at chic private estates in Beverly Hills, Malibu, and the Hamptons—just for Global Dining Access members. Picture this: an alfresco feast where a lineup of top restaurants from each city served up a multi-course menu under the stars.

Guests were greeted with lush green gardens of gourmet delights, with each course more inventive than the last. Think interactive cooking stations where chefs shared tips and tricks, and live music setting the mood for an unforgettable evening. Our team added a sprinkle of fun with a gourmet food truck parade and a custom cocktail bar where guests could mix their own signature drinks.





PROGRAM OVERVIEW

Platinum Coast by Amex

PARTNERS: American Express Platinum, Resy

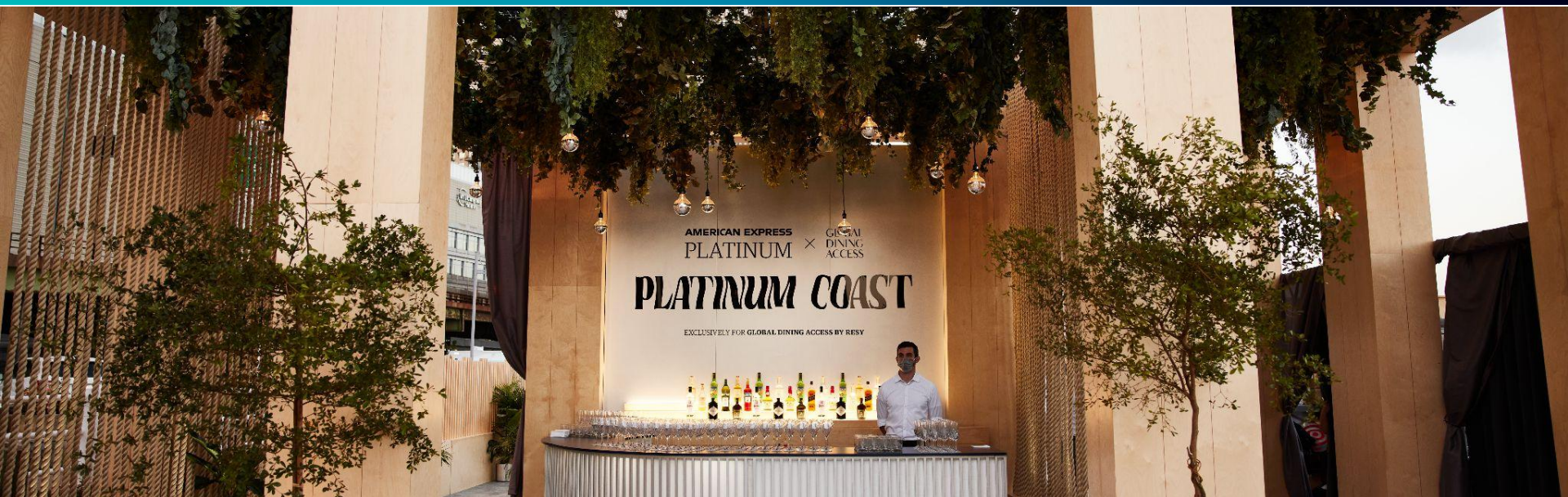
EVENT STYLE: Pop-Up, Consumer Activation

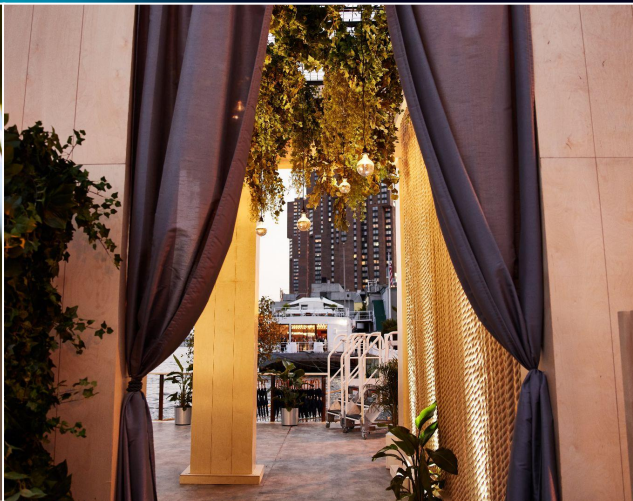
MARKETS: New York

TOTAL GUESTS: 2,300

Shiraz set a new benchmark for immersive dining with Platinum Coast, a 225-foot floating restaurant brought to life in partnership with American Express and Resy for Platinum Card Members. Created to showcase the exclusive Global Dining Access program, this five-day culinary experience sailed along the East River and featured a different celebrated chef each night – including Michael Solomonov, Kwame Onwuachi, Nancy Silverton, Stephanie Izard, and Jon Shook & Vinny Dotolo, as well as Zwann Grays and cocktails by Tayēr + Elementary. The setting combined luxury and waterfront views, delivering a truly elevated dining experience.

Shiraz handled every element from concept through execution, ensuring seamless service across 20 unique menus and welcoming 2,300 guests aboard. The event garnered widespread attention and earned two 2021 BizBash Experience Awards: Best Reimagined Event and Best Catering at an Event.





CASE STUDY

*Amex Gold Pop-Up Diner***PARTNERS:** American Express & Resy**EVENT STYLE:** Mobile Tour**MARKETS:** New York, Chicago, DC, Philadelphia**TOTAL GUESTS:** 1500+

THE ASK: Create a COVID-safe program that highlights restaurants partners, engages consumers, and build consumer/card member awareness around the 4x loyalty points dining benefit with Gold Cards.

THE ANSWER: In Fall 2021, we collaborated with **American Express** and **Resy**, hitting the road with the **Amex Gold Card Pop-Up Diner**, a four-city culinary tour celebrating the Card's 4x points at restaurants. Each stop reimaged classic diner fare through the lens of a beloved local chef. Gold Card Members enjoyed an exclusive four-course **Dine-In** experience, while the public could visit **The Counter** for take-away dishes and custom soft-serve flavors. Engagement extended through **The Goldball Machine**, a larger-than-life activation offering prizes from luxury hotel stays to Delta gift cards. Produced by Shiraz, the campaign continued Amex's momentum in culinary storytelling, to reinforce Gold's positioning as the ultimate card for food lovers.







The Results

Metrics

The event generated significant buzz, attracting over **1,500+ guests** and securing more than **30 media placements** and **an award from BizBash!** The program resulted in 83,000 social impressions by way of a memorable culinary adventure.

Featured Media:

- [How Resy Brought Restaurant Events Back During The Pandemic - Bizbash](#)
- [Top Restaurants Put A Spin on Diner Fare - BusinessWire](#)
- [Amex Unveils Fall Cardholder Events... - The Points Guys](#)

Scope of Work

- Concept Development
- Experiential Design
- Art Direction
- Venue Sourcing / Management
- Food & Beverage Curation
- Catering
- Tour Logistics
- Vehicle Management
- Live Event Production
- Custom Fabrication
- Talent Partnerships
- Audio / Lighting
- Staffing
- Custom Branded Goods

PROGRAM OVERVIEW

*James Beard Awards***PARTNERS:** American Express, Resy**EVENT STYLE:** Gala / After Party**MARKETS:** Chicago**TOTAL GUESTS:** 1000+

Shiraz partnered with Resy and American Express to bring a bespoke piano lounge to the 2026 James Beard Awards after party. Inspired by the kind of hidden gems diners dream about discovering, the space blended the warmth and intimacy of a secret supper club with a nod to Chicago's rich jazz legacy, creating an atmosphere designed for lingering, listening, and celebrating.

Guests were treated to a food menu from two-time James Beard Award-winning chef Mashama Bailey, alongside cocktails from James Beard Award-winning Please Don't Tell, and a curated selection of wines from Duckhorn. As the culinary community gathered to honor the year's most outstanding talent across food, drink, hospitality, and media, the lounge offered the perfect backdrop for one of the industry's most anticipated nights. The James Beard Awards remain among the highest honors in American dining, and we were thrilled to help create a space where the celebration could continue long after the final award was announced.



