



T.W. FRIERSON 50TH ANNIVERSARY PARTY
EVENT PLANNED BY PREMIER W.E.D.

T.W. Frierson Contractors, Inc., marked their 50th year in business with a celebration at the Musicians Hall of Fame on Sixth Avenue in Nashville. The company enlisted event planner, Dawn Schenkel, and her company, Premier W.E.D., to design a distinctive and fitting party for their clients and employees. The inspiration for the party was obviously construction and architecture, but Dawn wanted to provide the guests with something unique. The decor highlighted the industrial feel with details such as the Frierson logo made out of flowers, the “city scape” interpretation on the buffet and custom cut steel cake tables set atop metal saw horses. Finishing off the architectural theme were two designer cakes featuring T.W. Frierson’s new office blueprints printed on top!

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