



ÉPICA

WEDDINGS & EVENTS

Number 2
February 2024

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Adrián Pavía
IADWP South America
Chapter Director

Editor's note

A month has gone by and the second edition has taken shape incredibly fast! If you ever wondered what happiness is like, you should be in our offices today to understand the joy we experienced while working on the second edition!

I can assure, you would feel happy!

Epica saw the light and is already on the desk of many in the Romance industry. What an amazing response we have had! Our mailboxes burst with letters and congratulatory messages, not to mention our social networks! And you know what? We have also received a lot of interest from hundreds of colleagues who want to be a part, in one way or another, in future issues Thank you all so much!

I would like to use a few lines of this issue to also thank our IADWP Director, Kitzia Morales who, with her example, tenacity and great passion, injected all the South American chapter directors with that desire to excel. Thank you for your unconditional support and for believing in our chapter!

I am honored to be a part of all this and am very excited about what is yet to come.

On a different note, I would like to share with you a thought I have been having the last few days. I was sitting in my armchair thinking about this issue and philosophizing in my head about what is usually argued in any startup. Everyone talks about how difficult it is to reach a goal and how much more difficult it is to maintain it over time. A thought that may be frustrating to some, but in my case and that of my team, it is unthinkable. We are stubborn and perfectionists and we want to go as far as we can without hesitation. In this sense, I realized that we will definitely work to expand EPICA to more than 11 countries and improve the quality of each article we publish. If we were able to launch the first edition, we will be able to take even bigger steps that will undoubtedly take us a long way. We are confident! We will be loud!

At ÉPICA, we know that there is nothing better for professionals than to have information backed by a great institution like the IADWP. In the future, we hope that this magazine will be just that; the magazine that publishes the best academic publications the South American romance market has to offer. It will be tough, but we know that the result will be more and more incredible as the months go by!

Thank you all and enjoy this extraordinary second issue!


Adrián Pavía
Head Chapter
Capítulo Sudamérica
IADWP


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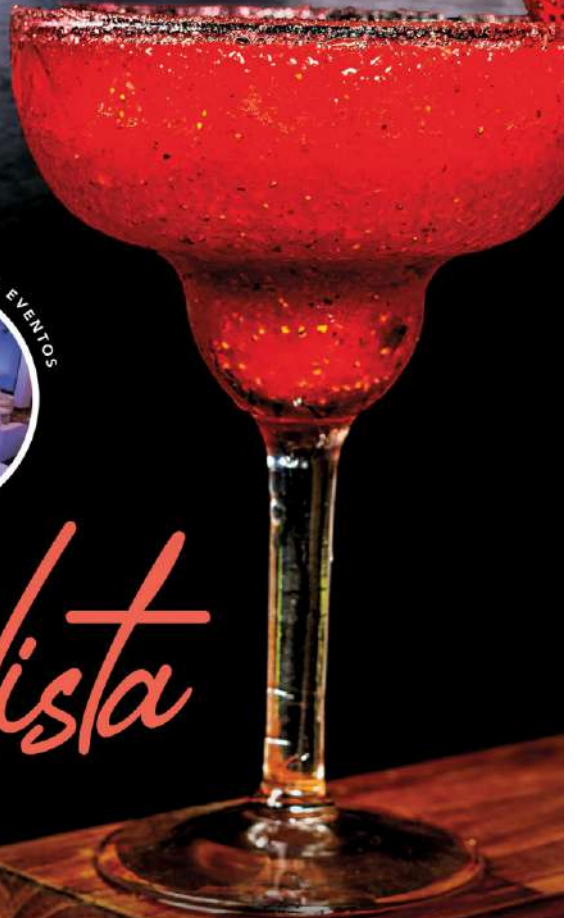
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Ping Pong

by Lissner Ortiz

— ECUADOR —



1. What's at the top of your wish list?

My greatest wish has always been to be able to count on my family always, to have them by my side, to enjoy their company every day because to me, this is really priceless.

2. What are you most grateful for professionally?

I am grateful that I have been fortunate enough to have had valuable people who have guided me and provided me with opportunities to accomplish each of my goals. This has led me to become a better person and a great professional in the service of my clients.

3. What do you regret most about the wedding world?

I think nothing, I undoubtedly believe that there are situations that teach you a lesson or prepare you for something better. Regretting something is to let yourself be carried away by a negative issue that does not add up.

4. What do you fear most during a wedding?

My biggest fear is not being able to have the solution to an unforeseen event or that something that I can't control will arise

5. What do you fear most during a wedding?

I am passionate about creating things, moments and experiences. The passion for my work allows me to connect with my clients through emotions and capture what they visualize.

6. What do you love most about organizing a wedding?

I love to visit natural, cultural or creative places to get inspired, walk and disconnect a little from my daily activities that will help oxygenate my mind. I also love is to listen to jazz music.

7. How do you like to spend your free time?

My perfect day is when someone is looking for me because they liked with my work and we close a contract, knowing that I have to create a new event makes me happy.



8. What is your life like the week before a wedding?

It's crazy, with the nerves of the bride and groom, the preparations, the set up... however, in reality it's a very exciting week, because I love these processes that require attention to details.

9. What is the typical thing that can ruin your mood?

I think nothing, I almost always try to be in a good mood, but at work, maybe an unpunctual or unprepared supplier might tip me off.

10. If you were earning 10 million euros right now, would you retire from the industry?

Impossible, I would invest it in educational projects to provide more opportunity in my industry. I am a teacher by profession so it will always be a priority, I would invest in my business and, well, I would also take advantage to travel because I love to see new places.

11. What is your most recurring nightmare?

I have thought about it and the truth is that I don't have a recurring nightmare but I can say that when I get blocked or have an issue that I can't resolve, it causes me a bad night.



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12. Have you ever dreamed something that later came true?

Yes, many times, I believe that my dreams have always been tied to my desires to achieve something! I believe that the dreams that seem impossible are the ones that I unconsciously look for a way to make the come true!

13. Have you ever had a premonition of something that happened at one of your weddings?

I once had a bride whose father was terminally ill and whenever we met, I had the feeling that he just wanted to see his daughter at the altar and feel that she would not be alone. Unfortunately, the day after the wedding he did not wake up.

14. What scared you the most when you were a child?

My biggest fear has always been losing the people I love. To this day it distresses me to know that something might happen to them or that they might suffer.

15. On the day you retire, where would you like to live?

I would love to have a country house, I love green spaces, the smell of wood and homemade food. I would like to have a quiet place where I can continue creating something because that is part of me and not just part of my work.

16. Have you ever had an experience at a wedding that you would rather forget?

I don't think so, I think that I have enjoyed every wedding or event. I have lived and experienced them to the fullest. I have learned and I have kept them in mind.

17. With which show business character do you relate yourself?

I don't really relate, but possibly I have had many who have inspired me personally and professionally. Diana of Wales, who despite her status, never thought she was superior and used what she had to support and leave a mark on the world.

18. What would you change in the organizational world that you think would make us all better as planners?

I would love for us to be more empathetic, to care about being better for our client and not to compete with our colleagues. I long for our industry to be more human because we work with emotions.

19. Who in your family has given you the most beautiful life lesson?

My best life lesson has been my son, he taught me the value of perseverance, he taught me not to give up, he always took me out of my comfort zone, he showed me that everything was possible even in adversity.

20. What cause of humanity are you most aware of?

I think education is one of the things I like to contribute. Education opens doors and opportunities, as long as you know how to take advantage of them.

21. What injustices most upset your stomach?

Discrimination, social inequality and corruption

22. What are you most excited about right now?

I am excited about my projects, to be able to carry them out, to move forward step by step and continue to achieve my goals in order to have a better version of myself.

23. What is the thing that makes you most proud of your work?

To see how I have grown over the years, to see my evolution and that of all those who are or have been a part of it; to be able to contribute and inspire other people who, like me, believe in their abilities to achieve their goals.

24. What do you value most in your team?

Loyalty and the effort to improve are important points for me.

25. What makes you feel most happy and fulfilled at a wedding?

To see the bride and groom's objective fulfilled thanks to the joint work of the entire chain that makes this happen. There are many who are not present on the wedding day, but are part of the staging.

26. What dream do you have pending?

Travel to 3 places that call my attention for their beauty, Santorini in Greece, Colmar, a beautiful town located in the northeast of France and back to Klagenfurt - Austria a magical place.

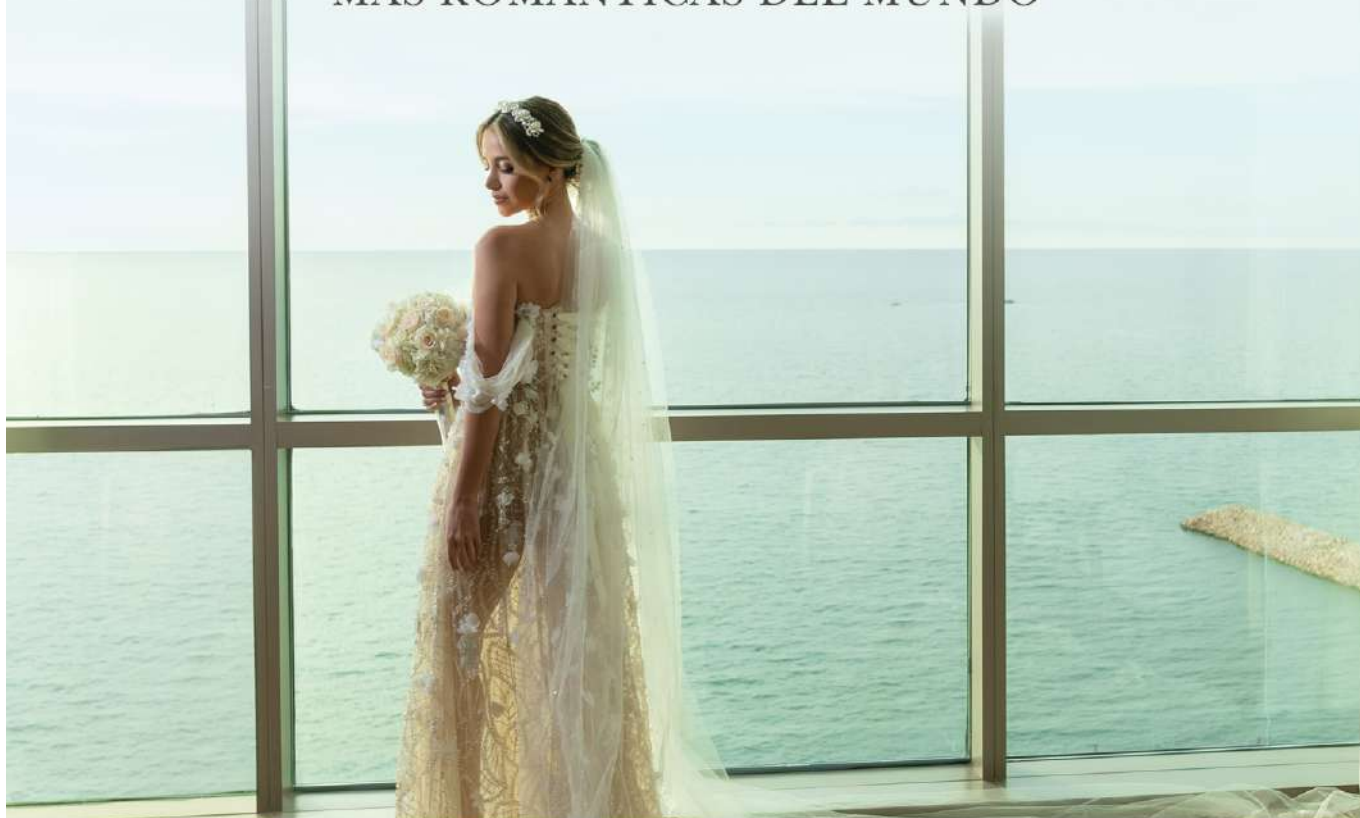
Lissner Ortiz

Chapter Head Ecuador IADWP



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A photograph showing a person's hands holding a smartphone in a meeting setting. The person is wearing a white shirt. In the background, other people are seated at a table, but they are out of focus. The overall tone is professional and modern.

Protocol

Good devices. Bad manners.

By Adrián Pavía

Anyone with an iPhone, Samsung, LG or whatever the device that has led you to enter a no return dimension should read this! The ABC of good manners is lost in the presence of such a tiny device, (or no longer so tiny because some exceed in sizes and names.) XML, PRO or whatever the size is, remember that it indicates the extravagance of its user.

Great businessmen of the world today talk to you without looking you in the eyes, focusing on the screen of their device like a child in front of his Play Station. Thank God, many have already understood the concept of how vulgar it is to have a ringing cell phone and have learned to silence it, because vibrating is the same as ringing! If it is true that it is a concept that men understood well, women haven't! They still listen to endless romantic melodies that come from some women's handbags that with their sculpted fingernails, find it difficult to reach and handle it naturally (I left a great TIP there).



I ask myself, at what point have we reached with technology? Why is it that no one can last more than half an hour without checking their social networks? Everything has a limit and I think that limit is set by knowing how to be you, knowing how to be present. Good manners and respect have reached a point that one sits down to watch a movie at the cinema and sees how global corporations dedicate minutes of their film for the characters to educate people in a couple of seconds on how to act with their devices. Unbelievable!! Impossible! Well, incredible is that even with the announcement to turn it off some people just don't do it and answer texts or even forget to silence them!

The use of smartphones in business or social meetings is as inopportune and inappropriate as someone who picks his nose. Ah! You don't like the comparison? Perfect, every time you want to see your device or answer it in public, remember that it provokes the same embarrassment! Remember, it is not polite to ask if it is okay to receive an incoming call!

The "techno-extravagants" exist and they are unbearable! That is, all those who spend what they don't even have on a device, but don't even spend to properly register their company or their employees are to be feared because appearances are not everything. These characters, who unfortunately are becoming more and more frequent and are among those who believe that an electronic device gives status, are in themselves the worst educated, and very likely don't even understand the purpose of the device.

We should have as a general rule, the less we show that we have one of these gadgets, the better it will always be. Therefore, never carry it in your hand, it is not correct. A pocket inside the jacket or inside the bag will be enough. Remember that string holders or waist pockets are a total out. Making your cell phone part of your outfit is the worst thing you can do!

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The new rules say that ignoring a text message or a call when you are talking to someone is the highest demonstration of respect. But remember that if you are in a meeting you should always mute your phone!

Now, will you be able to hold on for a few minutes before looking at the screen of your device next time? Give it a try... You can.

There are already many companies worldwide that prohibit the use of cell phones in their meetings. We are already hearing stories where there have been large global meetings where business people have spent the meeting checking their devices without paying attention. There are layoffs for such reasons.

If we were in a meeting right now, I would love to ask people to put their devices on the table and let me check which were the last 3 applications they used the most during the last 15 minutes, since the beginning of the meeting. I would draw their attention to the fact that concentration levels in meetings is usually very low.

The most used links tend to be social networks, then WhatsApp and thirdly search engines. A large part of those people will have used online games, a few others will have searched for something they remembered they needed to find on the web and consulted Google as a search engine at the wrong time. A few will have checked the news and only 1 will have used some tool for work.

There are two very noticeable opinions. One that says that being relaxed during a meeting opens the mind. But I regret to tell you that the relaxation would not be provided by this little device.

Presumably consulting cell phones generates ideas?

Remember that concentration and losing business are related. By not being attentive and being on the web with your mobile device, you lose your concentration and you lose track of the meeting.

I believe that anyone who decides to attend a meeting should be conscious of silencing their cell phone and forgetting about it for the duration of the meeting. Start today and try to silence your phone! Start this habit with your employees if you have them and refrain for a moment from looking at the screen! You surely will get better business!



Adrián Pavía

Etiquette and social behavior



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Descubre la elegancia de la fotografía de bodas con Esteban Meneses, con una década de experiencia en la industria. Desde escenarios cautivadores en Ecuador hasta destinos internacionales. Su participación activa en selectas asociaciones ha llevado su arte a ser expuesto a nivel global. Su compromiso es crear un "Legado Visual" que se refleja en cada imagen.

¡Convierte tu boda en un momento inolvidable, que perdurará por generaciones!

New Destination

Colombia Sonia Martinez presents her destination as never seen before.



Fotografía:
Victor Miller Pasos

Colombia, a country full of contrasts, charm and diversity, from its breathtaking landscapes ranging from tropical beaches to majestic mountains. It's rich history, culture and hospitality make this South American country a fascinating destination to celebrate your destination wedding. Every corner of this country becomes the ideal backdrop to celebrate unforgettable moments. Let yourself be carried away by the authenticity and joy that Colombia has to offer and make your wedding a unique chapter in this captivating story.

Embark on a fascinating journey and travel through the destinations that Colombia has in store for you...

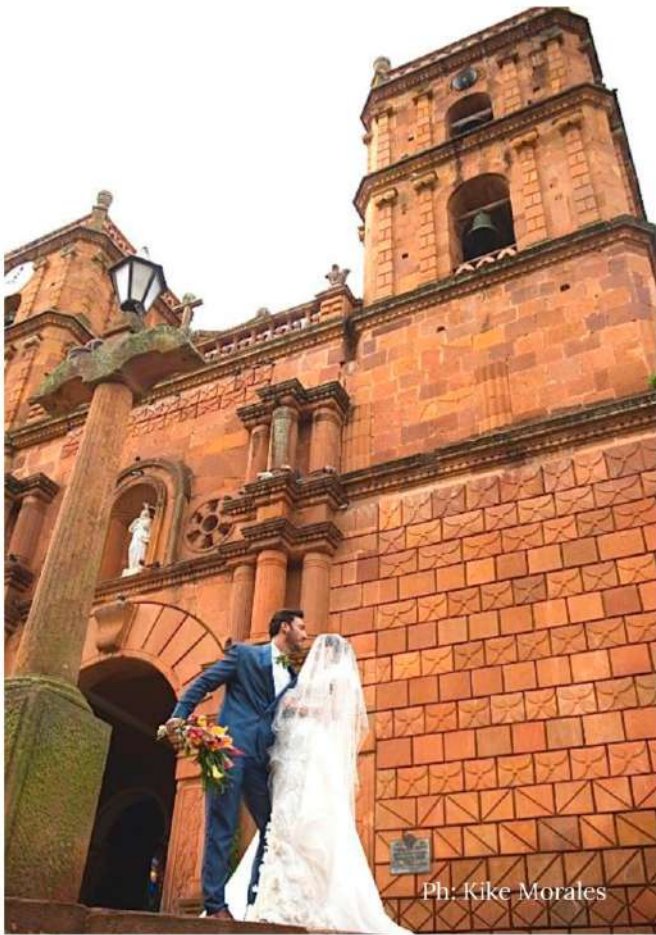
Bogota, Colombia's cosmopolitan capital, is an exceptional destination for weddings and unforgettable events. With its unique combination of historic charm and modernity, the city offers captivating settings for every style. From majestic colonial churches to modern urban spaces, museums, gardens, haciendas and breathtaking landscapes, Bogota caters to all preferences. Immerse yourself in the mix of culture, world-class gastronomy and vibrant atmosphere that will make your special day truly extraordinary.



Santa Marta, the city where the river meets the sea and Caribbean charm combines with tropical elegance. The oldest city in Colombia, the pearl of America. Its dream beaches and natural surroundings offer a magical world for unforgettable ceremonies. Its exceptional ancestral richness, with its vibrant communities and customs steeped in beauty, connect with an ancient history that offers the opportunity to create a truly unique and meaningful wedding experience. Immerse yourself in the romantic Caribbean breeze and let this city be the perfect witness for the beginning of your love story.



Medellin, the "City of Eternal Spring", an exceptional destination fusing modernity with natural exuberance. Its green hills and perfect climate create an idyllic setting perfect for your wedding. From elegant hotels with panoramic views to enchanting botanical gardens. Medellín offers a variety of settings for every couple. Discover the perfect balance between urban sophistication and natural serenity in this Colombian city that will make your wedding unforgettable.



Cali, known as the "Capital of Salsa", is a vibrant destination in Colombia. This city offers not only the passion of music and dance, but also a rich cultural scene, exquisite cuisine and a warmth characteristic of its people. With urban spaces, elegant hotels and fascinating tropical gardens. The contagious energy will make Cali a unique destination to immerse yourself in the authenticity and joy of Colombian culture and the perfect setting for destination weddings.

Banchara, a colonial treasure in Colombia, is an enchanting destination for those seeking a unique experience. With its cobblestone streets, white facades and tranquil atmosphere, Barichara offers an idyllic setting for weddings. Historic churches and gardens provide romantic venues for destination weddings. Declared a National Monument, Colombia's most beautiful town provides a perfect combination of history, culture and natural beauty, making it a magical place to celebrate love.

Cartagena, the historic jewel of the Caribbean coast. Its cobblestone streets and colonial architecture full of vibrant colors create a unique charm, ideal for weddings full of romance. From majestic churches to colonial homes, historic hotels to pristine beaches, Cartagena offers a variety of options to celebrate your special day. Immerse yourself in the romantic atmosphere that envelops the city, where every corner tells a story and every nook and cranny becomes the perfect witness to your eternal love.

The Eje Cafetero of Colombia reveals itself as the perfect setting for destination weddings. Unique cities such as: Pereira, Armenia and Manizales. A region surrounded by rolling hills of coffee plantations, this idyllic setting offers a natural and picturesque environment to celebrate love. From rustic haciendas to lush gardens, in the Eje Cafetero you will find places that capture the very essence of the region. With the aroma of coffee in the air, your wedding in this region will be a perfect and unforgettable experience.

Colombia, with its diverse landscapes, rich history and human warmth is a truly unique wedding destination. This country captivates with its charm and offers settings for everyone. In every corner, vibrant culture and authenticity intertwine to create unforgettable experiences. Thus, Colombia not only celebrates unions, but becomes the perfect canvas where love stories come to life.

Discover the beauty of Colombia where your wedding will be the beginning of a story that will last forever!

Sonia Martínez Jurado

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A woman with dark hair styled up, wearing a long-sleeved white lace dress with a long train, stands in a rustic setting. She is smiling and looking down. The background features a wooden wall, white curtains, and numerous warm-toned string lights hanging from above. The overall atmosphere is warm and elegant.

Education

**Schedule the educational events
that South America
has for the industry in 2024**

This 2024 South America remains committed to the professionalization of its destination wedding and romance tourism industry and presents the second edition of its educational events. In 2023 the Chapters of Ecuador, Chile and Peru stood out for holding successful events with the objective of empowering their local industries and providing quality education. One of the major achievements was to update and generate new expectations for the wedding and events industry.



Romance Tourism Training - Ecuador

Romance Tourism Training is an educational project created to provide new tools and opportunities to the entire value chain involved in the development of weddings and events, to generate the creation of services with quality products, in addition to networking among entrepreneurs and industry partners.

The second edition of Romance Tourism Training will take place on September 24 and 25 in Cuenca, considered one of the most important cities in Ecuador and Cultural Heritage of Humanity. It is a city full of cultural richness, gastronomy and wonderful places that will make this experience unique. In addition to being a great opportunity to publicize the tourism potential of Ecuador.

We will count with the presence of national and international speakers such as Adrián Pavía, Master wedding planner from Argentina and expert speaker worldwide and Mario Ayala, outstanding Guatemalan wedding planner and specialist in sustainable events. They will share their knowledge and experiences of the destination wedding industry that will allow us to take our business to the next level.



Fecha: **11/12 JUNIO** 2024
Hilton Garden Inn Cusco, Perú
IADWP International Association of Destination Wedding Professionals

Destination Wedding Training - Perú

This 2024 Peru's Chapter presents its second edition of Destination Wedding Training (DWT) to be held in Cusco, imperial city of the Incas in Peru, which will open its doors to great international speakers from Argentina, Mexico and USA.

DTW Cusco will be held on June 11 & 12 at the Hilton Garden Inn Hotel and on the third day we will have a scouting in the Sacred Valley of the Incas, a tourist destination within Cusco where most of the Weddings in the navel of the world take place.

Cusco, is the most visited destination in Peru, since it has one of the wonders of the world "Machupicchu", Inca citadel that is located between the mountains of the jungle of the region.

The purpose of the DWT Cusco is to give a relevant immersion approach in the fascinating world of destination weddings that are the icing on the cake within the Romance Tourism Industry. With the many days of learning not only theoretical, but experiential, we will not only experience the best of this city but we will also obtain the tools to organize a destination wedding.

We will have the presence of prominent international speakers such as Paula Abreu, Top Mexican Wedding Planner and Influencer of the Wedding and Event Industry. Author of the book: "Chispa & Corazón", Adrián Pavia, considered one of the 100 Top Wedding Planner Designers in the World and Headmaster of the South American Chapter of the IADWP and Jacqueline Vásquez, Master Wedding Planner of New York and outstanding International Speaker and Business Coach.



Santiago Wedding Summit - Chile

Santiago Wedding Summit returns for the second consecutive year, consolidating its position as the leading wedding and tourism event in Chile. From August 19-21, 2024, the Metropolitan Santiago Convention Center will be the epicenter of innovation, knowledge and networking in the industry.

What can you expect?

- **Expert Lectures:** Industry leaders will share their knowledge on the latest trends in weddings and tourism.

- **Exclusive Networking:** Connect with the best professionals in Latin America in an environment conducive to collaboration and the creation of strategic alliances.

- **Explore Chile:** Immerse yourself in Chile's rich culture and beautiful landscapes with special activities, including lunch at a heritage vineyard and a fam trip to an iconic location soon to be revealed.

Don't miss the opportunity to be part of the revolution in weddings and tourism! We are waiting for you at the Santiago Wedding Summit 2024!

If you are interested in being part of these educational events, contact the Chapter Heads of Ecuador, Chile and Peru in their respective social networks:

Ecuador:
https://www.instagram.com/my_sweetliss

Chile: <https://www.instagram.com/carlavaldebenitoweddingplanner>

Perú: <https://www.instagram.com/josyqueza-dawp>





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Photography

Our Costa Rica Chapter Head interviews the amazing wedding photographer, Viviana Vieto.

Wedding photography over the years has gradually improved the way we immortalize the most special memories of that important day of our lives. It is the expert dream catchers who make magic through their wonderful photographic lenses.

The first preserved photo in history dates back to 1826 and is entitled Point de vue du Gras (View from Le Gras), taken by the French inventor Joseph Nicéphore Niépce. In 1861 the first color photo was taken. In 1947 the first instant photograph was taken with a Polaroid camera and in 1975 Kodak took its first digital camera.

We spoke with Viviana Vieto, a self-taught photographer with over 12 years of experience in the wedding industry. She studied hotel management, interior design, photography, among others, and is currently one of the most sought-after masters of the lens by brides and grooms who wish to have their wedding in this tropical paradise called Costa Rica.

We contacted Viviana Vieto and immersed into the privacy of her stories where she opened up to tell us things she had never dared to talk about before.

How did your passion for photography start?

"As a child I worked as a model, doing commercials on television and from there I bought my first camera!

When I turned 15 years old my uncle took some pictures of me and from then I fell in love with all the fun I had in that studio session, I will never forget that day," says Vieto. She tells us that from that moment on she fell in love with lights, cameras and production. As much as it was, she who was the one portrayed in the session, her curiosity for cameras began. During her teenage years at family events, and even at college, she was always the one with the camera and she loved to slow her family down.



During an exchange in the United States while studying English she met a very famous photographer and it changed her life. She asked this photographer to teach her and in exchange she would help her with the photoshoots. It was then, says Viviana, when she was able to buy her first semi-professional equipment.

When did you start Viviana Vieto photography?

In the year 2012, while studying photography at the university, she saw in social networks a company called Destination Weddings, where she applied and had the opportunity to do an internship. She did not miss the opportunity to learn and improve her technique. Her doors were opened and later worked there for 3 years. Here, she learned the art of wedding photography, saw angles, compositions and natural tourist paradises of Costa Rica, of which she was eternally in love. "God had everything designed for me to perfection," Viviana tells us. Her mother accompanied her on the trips, as the distances were very long, and took care of her cameras and supported her in everything.

¿Es importante tener un buen equipo fotográfico o solamente con ser talentoso puedes ser el mejor?

“Definitivamente la tecnología viene a mejorar y a facilitar el proceso de edición, la luz toma un papel muy importante. Es de suma importancia tener el mejor equipo fotográfico, pero definitivamente el mejor equipo no te hace el mejor. La cámara no hace el fotógrafo, sus mejores fotografías las tomo con cámaras de royo.” Recalca Viviana.

¿Es cierto que te casas pronto?

Si me caso en verano del 2025. Ahora vengo a estar al otro lado de la moneda y me estoy poniendo en los pies de mis cliente con esta nueva etapa.

¿Quien será tu fotógrafo de boda?

Por ahora es secreto no les puedo contar. Luego te cuento.

¿Algo embarazoso que te pasara en una boda?

Me he caído muchas veces, creo que son tantas que ya no recuerdo. Me he reído en ocasiones y la gente me ve, o me pongo a llorar en las partes sensibles de las ceremonia.



¿Es cierto que en la Universidad te hicieron bulling por querer ser fotógrafa de bodas?

Si, la universidad estaba enfocada en arte, moda y cuando dije que quería ser fotógrafa de bodas no fue bien recibido a aceptado. Los profesores en la universidad de las cuales necesitaba apoyo o motivación fueron los que me trajeron abajo. Después de esto decidí trabajar con personas que sabían de fotografía y fueron las que me enseñaron mucho de lo que conozco ahora. Esta parte de mi vida me hizo una persona más fuerte, más segura y creo la viviana Vieto que soy ahora. El bullin tiene 2 caminos o te sientas a llorar o te haces más fuerte.

Una de las personas que más dañó esos años de estudio me la topé años después en una boda y me pidió disculpas.

Si deseas ser un buen fotógrafo de bodas, puedes buscar en internet, ahí está todo y es cuestión de ponerse creativo y aprender. La perfección está en el aprendizaje continuo. Lo más importante es hacer lo que te gusta y te haga feliz. El querer comerse en mundo es la clave de ser el mejor, nos comenta Viviana.

Instagram @vivianavietophotography & @crweddingplanner



Jeffrey Cervantes

Chapter Head Costa Rica IADWP
Wedding Planner

Is it important to have good photographic equipment or can you be the best only if you are talented?

"Definitely technology comes to improve and facilitate the editing process. Light takes a very important role. It is of utmost importance to have the best photographic equipment, but definitely the best equipment does not make you the best. The camera doesn't make the photographer, her best pictures are taken with film cameras." Viviana says.

Is it true that you are getting married soon?

I get married in the summer of 2025. Now I am crossing over to the other side of the coin and I am putting myself as a client in this new stage.

Who will be your wedding photographer?

For now it's a secret I can't tell you. I'll tell you later.

Something embarrassing that happened to you at a wedding?

I have tripped many times, so many times that I no longer remember them all! At times, I laugh and people see me! I have also gotten teary-eyed in sensitive parts of the ceremony.



Is it true that you were bullied in college for wanting to be a wedding photographer?

Yes, the university was focused on art, fashion and when I said I wanted to be a wedding photographer it was not well received or accepted. The very professors at the university that I needed support or motivation from were the ones that brought me down. After that, I decided to work with people who knew photography and they were the ones who taught me most of what I know now. This part of my life made me a stronger, more confident person and the Viviana Vieto I am now. Bullying has 2 paths, either you sit and cry or you become stronger.

I ran into one of the people who hurt me the most during those years of study at a wedding and she apologized to me.

"If you want to be a good wedding photographer, you can search the internet, everything is there and it's a matter of getting creative and learning. Perfection is found in continuous learning. The most important thing is to do what you like and what makes you happy. Wanting to eat the world is the key to be the best," says Viviana.

Instagram @vivianavietophotography & crew-ddingplanner



Jeffrey Cervantes

Chapter Head Costa Rica IADWP
Wedding Planner

Flavors at destination

The gastronomy that can change your event



it is a pleasure to write to you about this exciting topic! My name is Juan Salvador, I am an international wedding and event planner in Venezuela, I direct the chapter of the IADWP for my country, an association that brings together wedding professionals in destination weddings.

Today in this first space dedicated to wedding gastronomy in destinations I want to delight you with all that this element means in a wedding or any celebration that we carry out in a unique and special place.

Culturally, the identity of a geographical area is defined in the memory of its inhabitants with fundamental elements. Knowing and enjoying them gives us the experience of knowing its tradition, delighting us with flavors, colors, aromas and stories that magically take us back in time and the living history of a place.



There are popular destinations, super well known, timeless places that we visited at some point or used to dream about. Other destinations are less known, usually hidden and discovering them is in itself, a great experience. Taking our loved ones to them and sharing the dreamed moment with unprecedented experiences is a priceless treasure that you keep and share, in IADWP. We, a group of professionals with our multidisciplinary teams, make this happen!

To speak of the gastronomy of a destination is to speak directly of its essence, of its local fruits, grazing of cattle or fishing for rich seafood! Whatever the case may be, what we undoubtedly enjoy the most are its recipes; succulent combinations, a mixture of those local products with ancestral techniques, most of which do not appear in any cookbook, but have been handed down from grandmother to mother and then to daughter who is now the one behind the stove, often to letter or charcoal, cooking in a hot stone or wrapped in banana leaves.



While searching for local flavors to create a gastronomic experience for the Bride and Groom to present to their guests the native dishes of the destination where I am going to take them to, I have had the joy of getting wonderful hands that cook with an indescribable passion, flavors that steal a "WOW!" and enrapture the senses; spicy tones, natural spices, herbs, stews and multiple ways of cooking that are undoubtedly a hidden treasure of each destination, kept in the vault of the archetypal memory of each locality.

How fortunate that many generations of young people, in some cases children and descendants of these traditional cooks, have taken these recipes and ancestral flavors, have fused them, adding technique and avant-garde; resulting in many cases of success, even Michelin stars! Today those flavors travel and delight diners around the world.



Planning experiences that tell stories, is my motto, it is the credo with which I work every event that I am entrusted. Each destination that my clients ask me for challenges me to turn a recipe and the hands that prepare it into a gastronomic experience for that guest, how to do it? Well, it is a conjugation of variables, we review dishes, we taste with the bride and groom; almost always the bride and groom have in their head what they would like to eat, especially because the destination chosen usually comes from their previous experience, from their dream or from research: something was triggered in those brides and grooms to choose that destination as the location for their special moment.

As a planner, I take the variables, the gastronomic choice and I give the technical-logistical support so that this feast of flavors becomes a Banquet. It will always be challenging to convert the traditional cuisine into a sequence of dishes and service where 20, 50, 300, 500 guests will eat at the same time around a celebration; it certainly involves technique, but the results are wonderful.



It is very important to take care that the techniques, packaging and presentation while always maintaining the identity of the menu to be served, the more indigenous the more we preserve the essence and the more

we can count on to the guest to enhance local values, provide opportunities for growth and promote the destination which is part of our mission as a destination wedding planner. We are always focusing on the sustainability of the place leaving a good legacy in our path and adding to the locals an experience that makes them grow as hosts for future celebrations! Statistics always point out that from a destination event new opportunities for romance tourism and vacation tourism, even convention tourism arise!



Destination weddings generate growth and opportunities. Our association and its valuable members worldwide, especially our South American chapters, work hard and passionately to make this happen.

Would you like to let us know the gastronomy of your country These are our first pages to talk about gastronomy! EPICA with its South American Chapters is a window to the world to showcase, spread and talk about flavors in destinations! Write to us and we see you at the next edition of EPICA with more of Destination flavors! We will gladly contact you.

Juan Salvador

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Trend

***Bows - Bows are a trend
at weddings***

**Mirta Sánchez
of the Dominican Republic
tells us everything you need to know.**

So far this year, we have all seen, at least once, the trend of bows called "Aesthetic Coquette" but where does this trend come from?

"Coquette" has its roots in the history of fashion and culture. The term comes from French, meaning flirtatious. This style has developed over the years, but its origin can be traced back to historical influences such as the fashion of ancient times, especially the women's fashion of the 18th and 19th centuries.

At this time, fashion was strongly influenced by elegance, with ornate garments, delicate details and a flirtatious attitude. Over time this aesthetic has had resurgences and variations in different eras.

The "Coquette" trend has gained popularity due to its focus on femininity. Many people find the charming style appealing, which often includes garments with details such as ruffles, lace, bows and pastel shades. In addition, this trend may reflect a return to classic femininity and a search for self-expression among the many styles available today.

How do Coquette aesthetics and weddings come together? The Coquette trend has transcended to also reaching the wedding world, adding a charming, elegant and feminine touch to one of the most special and important days of our lives.

Coquette wedding dresses incorporate distinctive elements of the aesthetic, which stand out for their femininity and charm. The use of soft fabrics, delicate lace and bows are some of the key elements that define this trend. Today's designers have embraced this aesthetic, creating gowns that fuse classic elegance with modern daring.

When it comes to planning Coquette weddings, creating a romantic ambiance is essential. Choosing venues with lush gardens, decorative details that evoke romanticism and soft lighting contributes to the magical atmosphere that defines this a trend.



The Coquette wedding trend is an elegant, bold and romantic choice that celebrates beauty in the details. From wedding gowns, to romantic settings and personalized details, this aesthetic gives brides the opportunity to express their unique style on one of the most significant days of their lives. With its fusion of elegance and charm, the Coquette trend continues to leave a lasting impression on the wedding and fashion world throughout the years.



Mirta Sánchez

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Discovery

An ugly wedding

**Luchy Eventos E3
presents her book**



Ph:
Cristian Salvatierra

Thanks to her many years of experience and great passion as a Wedding Planner, Luchy has created a generous and timely path to success for those who want to create wonderful weddings and also An Ugly Wedding. This book is an anecdote not incredibly funny in tone, but a sobering account, unpretentious, but with precision and intelligence in its teachings to show what has been the great "ace" that has led Luchy to be successful: Her formats. Between stories of love, learning and timely decisions, a compendium of meticulous formats that guide the arduous and meticulous process of developing a wedding is interwoven. A book that will become a manual that you must follow to the letter, if you want to become a happy, successful and grateful Wedding Planner with all those who accompany you to create unforgettable days.

The book *An Ugly Wedding*, the secret formula for efficient wedding planners was presented on January 10 at the Instituto Cultural Helénico in the south of Mexico City. About 100 people gathered for a relaxed event where you were welcomed with a glass of sparkling wine and then moved to the beautiful Gothic Chapel of the venue, an original monument of the fourteenth century characterized by beautiful altarpieces and a unique woodwork ceiling, which served as the setting for the introduction of the book.

Once everyone was in their seats at half-light, the voice of our IADWP President Kitzia Morales was heard and she ended by saying "For me, this book is a dream". After this introduction, Lucero Gonzalez, Editorial Head of *Mente Lativa* and the secret weapon for the completion of this project, conducted the interview with the author where excerpts from the text were read, the acknowledgements and finally the floor was opened for questions and answers from the audience. One of the most interesting questions was: What motivated you to write the book? Luchy's answer was: "It was an evolution that began when I gave a lecture for the Lat Wedding Congress in Acapulco in 2021, but those 30 minutes on stage were too short to share everything I wanted to teach. More than once I was told



"all your stories should be a book". My stories helped me to know how to do things better, thus creating formats and improving my processes... from there I started to put it in writing and Lucero's team came to help me with the last step to achieve this book with a unique design that today has come true".

After the introduction, a cocktail party was held in the Romanesque Cloister where, while the attendees enjoyed a couple of flirty cocktails, like the ones Luchy likes, and sampled the huge table of cheeses and deli, some lucky ones lined up to receive a handwritten dedication from the author.

These 200 pages are Luchy's debut, but *An Ugly Wedding* is written by an author of great trajectory, thanks to whom, from a generous and honest place, tools are produced that present in a meticulous way the process of planning a wedding. After reading it, we will all want to do ugly weddings!

Lucia Ramirez Lombana
Wedding Planner, México



Destination
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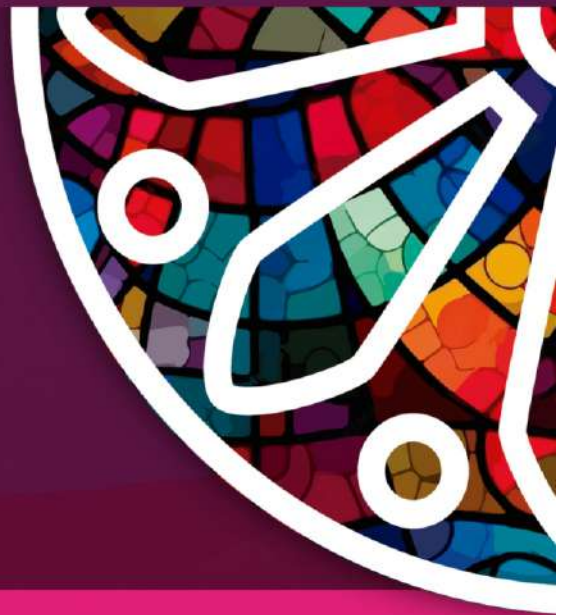
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