

Dave Bolick – Sample bio – Event designer
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Robert **Fountain**

Superb events that combine old-fashioned elegance with modern style

Robert Fountain is San Francisco's most sought after event designer, creating superb events that combine traditional elegance with modern style. Robert has designed dozens of spectacular national and local events, including opening night galas for San Francisco's Symphony, Opera, and Ballet.

It all started for Robert in his native Atlanta, where he inherited an enduring attraction to all things floral from his grandmother. By age 20, he was designing weddings and parties throughout the Atlanta area.

Visiting San Francisco for the first time in the mid-1990's, Robert was immediately taken with the city's charms. He soon relocated here, joining the prestigious Podesta Baldocchi floral design studio, the nation's oldest, where he progressed from staff designer to general manager in less than one year.

Robert's first major event, the San Francisco Ballet's 1998 opening night gala, heralded his entry into the world of event design, and in 1999 he founded his own firm. "Most event companies keep the designers away from the clients, which makes no sense to me at all," says Robert. "My vision was to create a process that would encourage a true creative partnership between designer and client."

It would appear that he has succeeded. Robert and his team of designers and managers create stunning events in collaboration with his eclectic mix of individual and corporate clients. Beyond his busy event-planning schedule, Robert is also the Bloomingdale's wedding expert, and he appears regularly on local and national TV programs as a design and lifestyle expert. He remains a passionate devotee of flowers, which continue to play a central role in his distinctive designs.

Fundraising and charity events have always been an important aspect of Robert's work. As an eight-year-old, he organized a Ronald McDonald backyard carnival benefit for Muscular Dystrophy. His compassion continues to burn brightly. The 2005 Napa Valley auction, which Robert designed, raised a record \$11.5 million for local charities.

Robert Fountain's home is in San Francisco, where he also maintains his professional offices, in the heart of the city's Potrero Hill design district.