



A glass chapel in Bali with romantic petals scattered on the floor.



Hanging crystals add magic to a lush, green setup in Rochester Park.



Ivory roses softly romanticise this table setting.



Handwritten 'Thank You' notes to guests.



Personalised wedding invites to a reception in Phuket.



Jonathan dresses up the plainest venues to the hilt.

In soft mint, this cake stands out.

WEDDING ACTS

A decade's work in multi-national corporations made high-flyer Jonathan Goh realise there had to be more to life than grappling with defects inspection and showflat construction. So when he discovered that helping friends at their weddings proved to be a great outlet for creative expression, he knew it was time to switch careers.

Today, he is the founder, creative director and executive consultant of six-year-old consultancy Wedding Acts, which offers a full spectrum of wedding planning, while specialising in event décor. Jonathan draws from his prior work experience and "on top of making sure all the basics are seen to, I spend a lot of time conceptualising radical venue décor ideas."

Making someone's day

Most of Jonathan's clients are working professionals in their 20s and 30s, and

he has planned wedding parties for 15 to 150 locally, in Bali, Phuket and will be going as far as Australia's Great Barrier Reef in 2009. Demands for overseas weddings is on the increase, and to date, he has overseen 10 and built up valuable partnerships with florists, bakeries and transport and logistics providers in the region.

For the 36-year-old, every wedding is a challenge. "Interpersonal and relational skills, the ability to be meticulous, as well as the ability to creatively turn dreams into reality is paramount. My greatest challenge is meeting every couple's expectations."

At his best

Jonathan puts in 12-hour days, working with his team to take on two weddings a

month. His motto: What is it that others are not doing, that I can do? He draws an interesting analogy when he likens the decision to engage a wedding planner with engaging a personal tour guide during a free and easy holiday in a foreign country, where people do not speak your native language.

He explains: "There is no hectic schedule to follow; no risk and stress of exploring unfamiliar territory by yourself. The trusted guide is your interpreter and will be able to make good recommendations according to the traveller's desire of where he or she would like to go or do!"

Rates From \$5,000 for a one-day wedding.

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