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MEN'S BOOK

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THE LAST WORD

WINE AND DINE
Conway drinks in the
handsome atmosphere
in the cellar of his
highly successful
venue The Estate.

The Life of the Party

Party-planning powerhouse Tony Conway rolls out a fresh new face for his booming business **Legendary Events** and reveals a brand-new venture, **Flourish**—an exclusive event space slated to be one of the largest venues in Buckhead.

| *By Phebe Wahl* |

| *Photography by Amber Fouts* |

After 1,350 cocktail parties, 600 seated dinners, 90 weddings, 200 breakfasts and lunches, and 40 galas in 2014—one would think Tony Conway would be ready to rest on the laurels of his prolific and well-established event planning firm, **Legendary Events**. But the man whom notables like Tyler Perry and Oprah Winfrey turn to for their most important events is not one to sit still. His stunning event space, **The Estate**, is a smash success, having generated over \$3 million in revenue in its initial year. And now, Conway will employ his Midas touch to reimagine the former Mitchell Motors space directly across Piedmont Road into another massive event venue, **Flourish**.

"It will be a one-stop shop like **The Estate** and an award-winning addition to the Buckhead and Atlanta venue community," reveals Conway of the new venture. **Flourish's** contemporary 12,000-square-foot ballroom will feature a 4,000-square-foot pre-function area as well as a 4,000-square-foot VIP ballroom that will provide the stellar cuisine, design, florals and sophisticated service with which Conway has built his reputable brand.

Conway began his career over 30 years ago in the hotel business in Texas. After sharpening his skills working for Marriott and then **The Ritz-Carlton**, Conway launched his own company in 1997 and has been going gangbusters ever since. "I get bored so easily, and this business has never, ever made me bored," he reveals. A true believer in giving back, Conway has donated over \$10 million in service and contributions over the years through **Legendary Events**. "It is how I was raised," he explains of his commitment to community. "My entire family has always been about giving back. My great-grandmother shared her crops and livestock with those in need when I was young."

The secret to his success? "We never take any client for granted," notes Conway. "We know we are only as good as our last event." We can't wait for the invite. legendaryevents.com