



the style "It was important to me that the dress fit the venue," Kelsey says of donning a short gown and messy bun.



KELSEY & JOE
 SEPTEMBER 13 • MINNEAPOLIS

funky retro

PHOTOGRAPHY BY BOOK OF LOVE WEDDINGS
 EVENT DESIGN BY ROCKET SCIENCE WEDDINGS & EVENTS

Kelsey Rahn (32 and a freelance designer) and Joe Sortland (32 and a writer) sure know how to add spunky personality to a wedding celebration. The Brooklyn, New York-based couple, who met in kindergarten, returned to their hometown to throw a Minnesota State Fair meets retro funk affair. Their day included a ceremony in a graffiti-filled courtyard of a boxing gym, a cocktail hour with mini corn dogs and a reception featuring a vintage Volkswagen bus photo booth and souvenir pennies for guests. Letting their personal style rather than trends guide them, Kelsey and Joe created a festive atmosphere with a focus on the small details and “basically every color!” The pair flip-flopped the best man and maid of honor, with Kelsey’s best friend serving as “man of honor” and Joe’s sister standing beside him as “best woman,” and they chose outfits that fit the informality of the athletic space. They also added color everywhere, with plates in bold hues, bright orange stools, a green mid-century sofa, saturated florals and, of course, the classic red punching bags. Kelsey even sported a fun play on the traditional “something blue.” “It was a Babe the Blue Ox temporary tattoo that I illustrated,” she says. —SC



THE COLOR PALETTE:



the décor When several out-of-town guests mentioned to Kelsey that they were disappointed to miss the State Fair by a few days, she knew she hit the inspiration jackpot. Appetizers arrived on sticks (fried cheese curds, anyone?) and a hot dog cart satiated guests on the dance floor. Lounge furniture even had a flea-market vibe, and the couple sat at a vintage Eames dining set. **the bus** Guests shuttled to and from the venue in an orange, vintage Minneapolis city bus, which also took the group on a photo tour of the city the day before. **the stationery** Kelsey set the tone for the party from the start with watercolor invitations that later influenced the day’s bold paper goods.



the tablescapes Since her mother always used Fiestaware when hosting parties, Kelsey knew the iconic plates would make guests feel like they were coming over for dinner. Kelsey designed the menus to look like those from her favorite roadside spot, Phoenicia Diner in the Catskills. **the “first look”** Kelsey and Joe defied tradition and got ready together in their Airbnb before the wedding day commenced. “It was relaxing and intimate in the final moments before the craziness began,” Kelsey says.

ingredients

Ceremony & Reception Site Uppercut Boxing Gym, Minneapolis
Photography Tanveer Badal/Book of Love Weddings **Event Design & Flowers** Rocket Science Weddings & Events **Officiant** Allan Sortland (groom’s grandfather) **Gown** J.Crew **Hair & Makeup** Emily J. Hair & Makeup **Shoes** Seychelles **Engagement Ring** Vintage **Wedding Rings** In God We Trust **Bridesmaid Dresses** J.Crew **Earrings** BHLDN **Formalwear** J.Crew **Stationery** Printerette Press **Rentals** BeThings; Beverly & Co.; Bungalow 6 Design; Fabulous Furniture Studio; La Tavola; Rudy’s Event Rentals; Ultimate Events **Catering** Chowgirls Killer Catering **Desserts** Chowgirls Killer Catering; Sweet Martha’s Cookie Jar **Music** Ceremony: Preston Gunderson; reception: DJ Roosevelt **Photo Booth** Blue Bus Photo Booths **Favors** Makr; The Penny-Press Machine Co. **Transportation** Richfield Bus Company **Accommodations** Airbnb.com **Registry** Wanderable.com **Honeymoon** South America

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get the look funky retro



1 Short ball gown, \$625, MoonlightBridal.com 2 Classic boxing gloves, \$30, Everlast.com 3 Metal bar stool, \$100 for set of 2, Target.com 4 Custom temporary tattoo, \$135 for 250, AnnaBee.com 5 Model Volkswagen bus, \$288, SunStarModelCars.com 6 Dinner plate in Turquoise, \$19, Fiesta, Macys.com 7 Appetizer plate in Sunflower, \$12, Fiesta, Macys.com