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CEO, The Creative Class Group & Author, Upgrade

Creative Entertaining: Game, Set, Match! (VIDEO)

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Opening day on Centre Court, Novak Djokovic goes after a return - Jon Buckle/AELTC

The world's oldest and most prestigious tennis tournament, [Wimbledon](#) kicked off this week gathering the world's all stars. While 15,000 spectators will gather in [Center Court](#) at the [All England Club](#) almost 400 million people around the world are expected to tune from home.

So whether you're cheering for [last year's reigning British champ](#) or this year's [French Open winner](#), what better time to don your tennis whites and host a viewing party for friends and family?



It all starts with a theme. So pick yours and carry it out throughout. I picked green and white, as the [All England Club](#) is played on green grass -- lawn tennis, as it was known -- and a dress code of tennis whites for the players is strictly enforced.

Wimbledon is heavy on formality and tradition, in step with English custom, tennis fans consume over 300,000 cups of tea, 200,000 glasses of Pimm's, almost 200,000 sandwiches and 28,000 kilos of strawberries and cream. These three match time favorites are all you really need.

Pick an early match with your favorite player, the men's or women's singles finals or even some doubles play, for a casual soiree over the two week tournament. Watch Creative Entertaining for more winning ideas:





Creative Entertaining

As CEO of the Creative Class Group, my schedule is jam packed with travel, meetings, conference calls and slogging through hundreds of emails. At the end of the workday, I enjoy working with my hands, experimenting with the latest culinary trends and dabbling in design and décor. My creative outlet is entertaining at home. Inviting people in instead of just meeting them "out" is more fun, more personal, and more relaxed—but many of us freak out about the guest list, the menu, the décor, the zillion details. Well, chill. My Creative Entertaining series has you covered. We're not going for fancy. This isn't about hiring the coolest caterer or upscale florist or getting the place settings just so for a formal dinner. Instead, here are creative ideas you can put to work right now—*your way in your home*—to create a special environment for friends and family. From a burger bash to a clambake to a make-your-own pizza party, Creative Entertaining shows you how.



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