

Cakes boast intricacy

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near Milford, and graduated from Milford High School in 1981. He began creating unusual cakes in junior high school, recognized a talent for things culinary, and earned degrees in restaurant management and culinary arts from Oakland Community College.

After 2 1/2 years cooking for the Machus restaurant chain, he decided to follow his dream and went to Chicago to study cake design with Amy Rohr. Returning to Michigan in 1987, Pavlina set up his own company, Memorable Occasions, and began to "make the cakes that make the whole world amazed," as Manilow might put it.

PARTY PLANNER Dee Dee Hoffman of Party Design in West Bloomfield concurs.

She uses Pavlina's cakes for 85 percent of her parties. "The detail work on his cakes is just incredible," she said. "Kevin is beyond a cake maker. He's an artist."

Pavlina, however, says he's only 50 percent artist. And the proof, as they say, is in the pudding (or cake in this case). In short, they taste as good as they look. "I very much feel like I receive an artistic commission to create (cakes)," he said. "(But) if the look of the cake becomes more

important than the taste, then you're an artist.

"The cake goes one step further (than art) and appeals to the sense of taste. When you do a cake that looks as interesting as these cakes do, (clients) are shocked when it tastes good.

"People say, 'Don't you hate when they cut (the cakes)?' No, I love it. It's why I do it from the beginning. It's made to be eaten."

Eaten yes, but some customers could buy a small car for what they spend on a Pavlina cake. They start at \$400 a pop, but rise as high as \$10,000, so far.

WEST BLOOMFIELD resident Kathy Rosenzweig bought a cake and a small car at the same time from Pavlina in 1989, a red Ferrari cake for her son's bar mitzvah. "It was wonderful," she said. "We actually froze the cake, so we still have it."

While his business was relatively slow in the first 1 1/2 years, word of mouth had its way with potential clients. Pavlina has to turn down some jobs now due to bookings that take precedence.

And if he's booked for a \$400 cake when a \$10,000 offer is tendered? He might ask the less lucrative client to

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