



Santa goes techno!

Designers, carpenters, sculptors, song writers, singers and technical experts worked all summer long on a secret mission.

In November, their creation was revealed when, under the gleaming Atrium of Europe's largest in-city shopping centre, appeared Santa's magical Wish Kingdom. Its giant, skyward-pointing ice columns, glittering and shimmering in a kaleidoscope of colours.

Inside the magical Wish Kingdom, visitors were treated to a 3D Santa Show, where good little children had their wishes granted.

Don't tell anyone, but the secret to granting dream tickets to over 45,000 visitors to Santa's Wish Kingdom was the number three. Three Santas, three projection rooms providing three, 3D experiences all at once.

*Westfield Shopping Centre
White City London*

