

The **KID** Christmas Story



....turning fantasy into reality



Bluewater

*Walking in a
Winter Wonderland*

One sunny day in March the challenge was set: to create a giant, outdoor Santa's grotto, like no other.

It had to do more than entertain; it had to offer excited children and their parents a truly interactive experience.

Throughout the summer our sculptors worked away, transforming two gigantic containers and a marquee into a snow-laden Winter Wonderland.

Thousands of visitors were captivated by the animatronic snowmen, interactive displays and, of course, the stunning Aurora Borealis light show.

Indeed, the awe-inspiring site of the glistening ice mountain, topped by the towering 40ft Christmas tree gave Bluewater visitors a Christmas to remember.



Barton Square

Lighting up Manchester

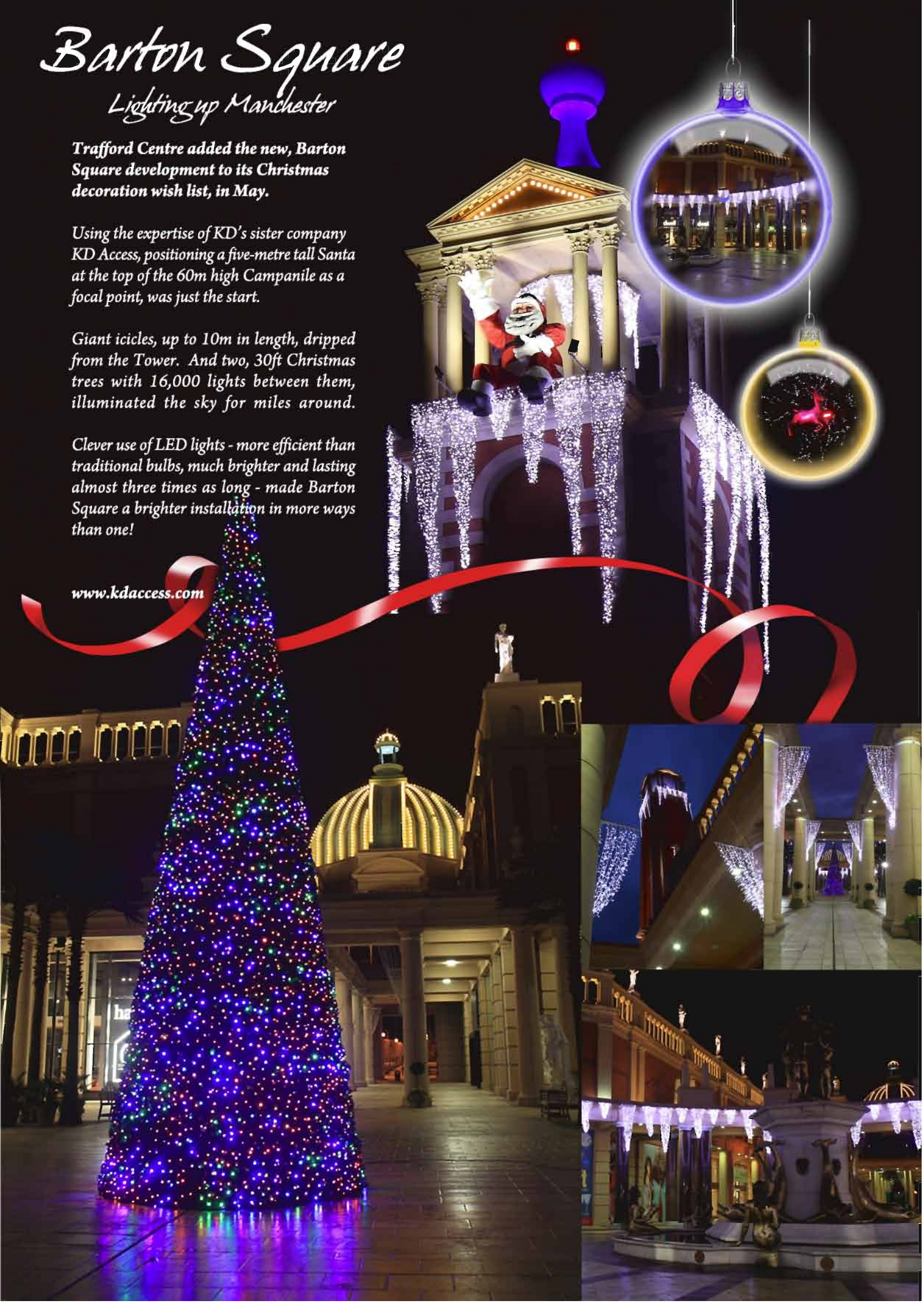
Trafford Centre added the new, Barton Square development to its Christmas decoration wish list, in May.

Using the expertise of KD's sister company KD Access, positioning a five-metre tall Santa at the top of the 60m high Campanile as a focal point, was just the start.

Giant icicles, up to 10m in length, dripped from the Tower. And two, 30ft Christmas trees with 16,000 lights between them, illuminated the sky for miles around.

Clever use of LED lights - more efficient than traditional bulbs, much brighter and lasting almost three times as long - made Barton Square a brighter installation in more ways than one!

www.kdaccess.com





Selfridges

Oxford Street London
Creating Christmas Magic

Santa has it easy; one chimney, one sack. Yet, the logistical conundrum our installers faced in October was much trickier.

Under the veil of darkness, six articulated lorries stole down Oxford Street for three consecutive nights. And, while children slept in their beds, a train was weaving its way through Selfridges' obstacle course of makeup counters towards the basement.

Shoppers awakened to the colourful walk-through grotto with its sensational Santa's Express. Yet, there was another treat in store - celebrity Santa, Michael Winner.





Drayton Manor A Magical White Christmas

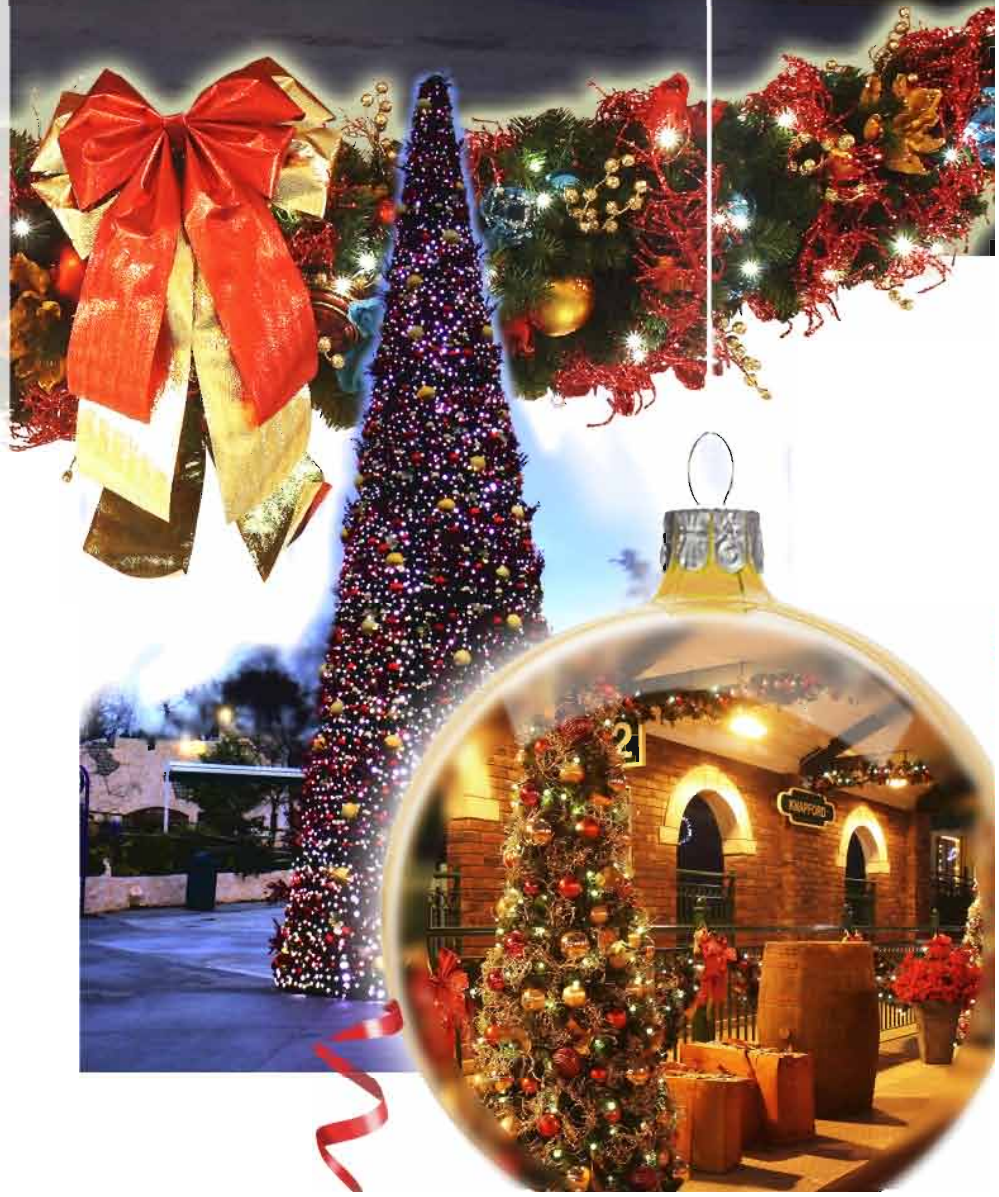
For the first year ever, visitors were invited to enjoy a magical Christmas experience at the Staffordshire theme park.

On the first day alone, over 1,000 people entered Thomas Land, marvelling at the real trees bedecked with lights, as they travelled through the Magical Forest.

Under the watchful eyes of illuminated animals, a festive Thomas the Tank Engine ride ferried passengers to the zoo, where animated polar bears lounged in real snow. Back on board Thomas and it was off to Santa's Big Top.

He was certainly kept busy. Thousands of visitors passed through the circus show, leaving Santa with an enormous list

....and Drayton Manor with an extremely profitable Christmas.





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*





thecentre:mk

A Magical Christmas Adventure

Imagine a magical Christmas wonderland, with 20,000 children visiting Santa and 70,000 riding Santa's Express Train - at thecentre:mk this became a reality.

Over Christmas, visitors strolled through a quaint street scene with eight shops selling everything a budding wizard could want. They listened to tales from the performing oak tree and the storytelling wizard with his giant sleeping dragon.

Santa's Express was a captivating journey around a Christmas woodland scene, through the diamond mine and past the enchanting fairy Wishing Pool which raised £12,500 for a local charity.

In a space the size of a football pitch and with four Santa's grottos, thecentre:mk's Christmas Adventure is one of the largest Christmas displays in any shopping centre in the world.

The KD Christmas Story really is about turning fantasy into reality.



More Christmas magic

For years, cruise ships, restaurants and shopping centres throughout the world have been treated to the enchanting fun of a KD Christmas. And, in 2009, so can you.

The magic starts again in March. So, book your seat on the KD Express for a spectacular ride through our all-singing, all-dancing showroom – where trees really do sing, the snowmen boogie and elves pilot the gondola.

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