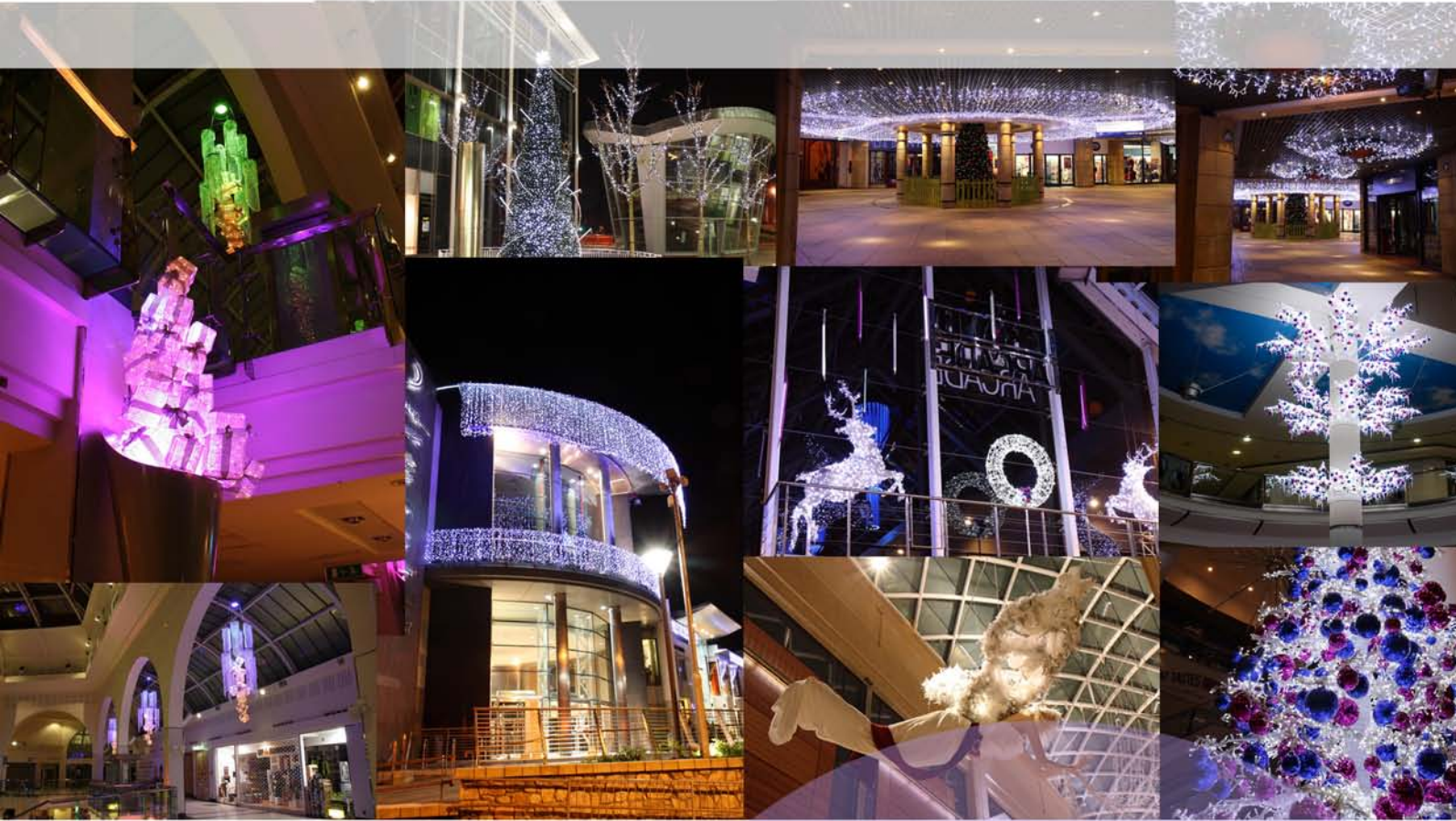




KD[®]-ISM

May 2009



Leading the way with LED light displays

It was another successful Christmas for KD Decoratives' clients. But this year it was the stunning LED light displays that stole the show at many of the shopping centres.

"The Christmas light displays we created last year for shopping centres, prove that you can be as creative with LED lights as you can with traditional bulbs," said director, David Kitchen-Dunn.

LED lights use up to 80% less energy than traditional filament lights, are brighter and last three times as long. With some displays, which include literally thousands of lights, it can add up to significant cost savings.

Grand Arcade

Thousands of sparkling bulbs in the shape of two leaping reindeers flanked an impressive Christmas light wreath, at the entrance to Grand Arcade in Wigan.

The contemporary theme continued inside, with LED light displays replacing traditional Christmas greenery. It led to the creation of incredibly effective, twisting light branches emanating from pillars throughout the malls.

Worcester

In Crown Gate, Worcester the innovative use of LED light curtains, gave the effect of light radiating from the central bandstand, a focal point for visitors. The effect was replicated along the malls to draw visitors' eyes towards key features.

Triangle

Colour changing LED lights created an amazing display at Manchester's Triangle Shopping Centre. Lights cascaded from kissing bowers suspended from the atrium ceilings, while enormous pails, overflowing with transparent presents, hung from the balconies.

The ever-changing myriad of colours, emanating from the complementary displays, created a captivating light show for visitors.

Dundrum

Literally thousands of external LED lights were wrapped around the exterior of Dublin's Dundrum centre. With lights tumbling from the roof like a waterfall, the display was completed with cobwebs of light clinging to pillars at strategic points along the facade.

Octagon and Eden

Welcoming visitors to The Octagon Shopping Centre was a gigantic LED Christmas tree. Made especially for the High Wycombe centre, the external bespoke tree was encircled by shooting stars.

Along walkways around the centre, even the bare branches of real trees glittered with thousands of lights.

Centrale

A modern concept for a very modern centre was the brief for Centrale, Croyden's new shopping centre. Branches, frosted in LED icicle lights and contemporary coloured baubles, decorated pillars throughout the centre, while huge light trees, replaced the greenery of traditional fir trees to great effect.

To see more of our Christmas creations, visit our new look website www.kddcoratives.com



Angel Delights

An ethereal vision of angels soaring among the cathedral-like arches at Grand Arcade in Cambridge, greeted visitors at Christmas.

The classical heritage feel of Cambridge's new shopping centre, provided the perfect backdrop for our lifelike, angelic characters.

Over six months of preparation went into the development of the 10 angels, with their luxurious, light-infused wings.

Sculpted from photos of real people, an anatomically correct mould was created from which the angels were cast.

"Attention to detail was critical to achieve the lifelike effect required. The angels were dressed in satin and velvet and given wigs made from real hair. For complete authenticity, we even gave their nails a French manicure," said director, David Kitchen-Dunn.

The mystical effect of the four metre wings was created by using real feathers, while glistening LED lights added a magical touch.

The angels had the desired effect, generating significant PR coverage, creating a talking point and driving footfall into the new Grand Arcade shopping centre.

In the beginning...

Sculptors add the finishing touches to the angel mould. Body position, neck, arm and hand angles were carefully researched to ensure authenticity.

...the heavenly vision.

The attention to detail of our perfectly formed angels, gracing the eaves of Grand Arcade, attracted considerable interest and visitors.



What a Cracking Easter!

Major Easter displays attracted the crowds to Telford Shopping Centre in Shropshire and Liverpool's St Johns Shopping Centre.

Toady from Wind in the Willows drove his forest friends to Telford Shopping Centre for an old fashioned caravan holiday. The seasonal display entertained families throughout the school Easter holidays.

Meanwhile, our impressive pirate ship docked at St Johns Shopping Centre over Easter, to the delight of parents and children alike.

Our seasonal themed displays are a popular way of attracting and entertaining visitors to shopping centres during holiday periods. They not only add to the customer experience but can encourage footfall and drive visitors into different parts of your centre.

Bookings are already being taken for summer and Halloween themed displays. Don't miss out, visit www.kddecoratives.com to see more seasonal display ideas.





Crash Lands at Sundown Adventureland

CRASH LANDINGS



Crash Landings, one of the UK's largest indoor play areas designed and created by KD Decoratives, has opened at Sundown Adventureland.

Venture deep into the Amazon jungle as you discover the delights of this Aztec themed, soft play area. Watch out for the full sized plane, which crash landed in the café's leafy jungle canopy. Take care as you explore the four-storey play area; there are giant animatronic snakes, crocodiles, elephants and other surprises lurking around every corner.

Magical

With talking parrots, cheeky monkeys and an eight metre (25 feet) waterfall slide, you half expect to hear the distant beat of bongo drums as you enter this mystical land.

It's the attention to detail that sets Crash Landings apart from other play areas. Chairs in the shape of giant rainforest leaves, jungle animals carved into the children's tables and creative lighting, all add to the tropical atmosphere.

Opportunities

As Crash Landings can open in isolation of the rest of the theme park, it provides Sundown Adventureland with an additional revenue stream.

Take a virtual tour of Crash Landings on our new website www.kddecoratives.com



The new play area was officially opened by Calendar's Carolyn Hodgson, on 14 February 2009, the 80th birthday of Sundown Adventureland owner, Mrs Audrey Rhodes.



KD

..... turning fantasy into reality

Christmas Decorations

Theme Park Realization

Shopping Centre Decorations

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Meet the KuDolls at the new look website www.kddecoratives.com

KD's new-look website is now online. And introducing you to the new site are the latest additions to the KD family – the **KuDolls** (pronounced 'cuddles').

Click on these cute character icons to venture inside our new look website where you'll discover a host of new features.

The new website is much more convenient. It loads incredibly quickly, has more information and includes the new KD Client section.

This secure facility offers clients, using a unique password and user name, access to their own, dedicated area. Here they can view the progress of designs and other information relevant to their project.

Online you can now take a virtual tour of the KD showroom. But if you'd like to experience the

KD showroom adventure in person, follow the links to book a visit online.

There are even links to our own KD You Tube Channel, allowing you to watch videos showing our theme park and seasonal displays.

With more videos, features and material being added all the time, there's always something to keep you entertained at www.kddecoratives.com

New to KD:

Find out more about our latest concept - **PICTURE** For hire or purchase, it's a quirky visitor attraction that's great for Mother's Day, Father's Day, Halloween or special promotions – discover more at www.kddecoratives.com

KD People

As a family company, we like to keep you in touch with all the news and moves within our company. And over the last few months, there's certainly been a lot to talk about.

Silver service

Our sincere congratulations go to David Kitchen-Dunn, who recently celebrated 25 years of service with KD Decoratives.



New arrivals

Congratulations to Jamie and Claire Kitchen-Dunn on the birth of their baby boy, Callum, on 11 February. Mum, baby (and Dad) are all doing well.

We'd also like to congratulate Shahnaz and Shahid Siddiq who's baby daughter, Haania was born on 3 January – a welcome arrival for the New Year.

New faces

Over the last few months, we've welcomed several new members to the KD team.

John Cuthbert has joined us as project manager. Seamstress, Magdalena Dislioglu is now working with the finishing team as a dresser and Karen Grainger is our latest addition to the reception team.

KD supports GB Polo Cross sponsoring Thomas Kitchen-Dunn, who will be representing Great Britain in the U21 World Polo Cross Championships in Australia, this summer. It will be Thomas's first international competition and we wish him and the rest of the team, the best of luck Down Under.

Thomas and Zarema will be in action with the GB team, in Australia this summer.



KD

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