

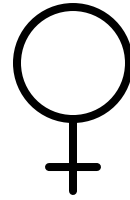



LED SART  
FEEL THE MAGIC

# The visitors

With the Christmas tree concept we want to attract and convince a large number of visitors. But as you can imagine, the needs and expectations differ for various types of visitors. Below, you will find the most important types of people that we want to target for this Christmas tree decoration.

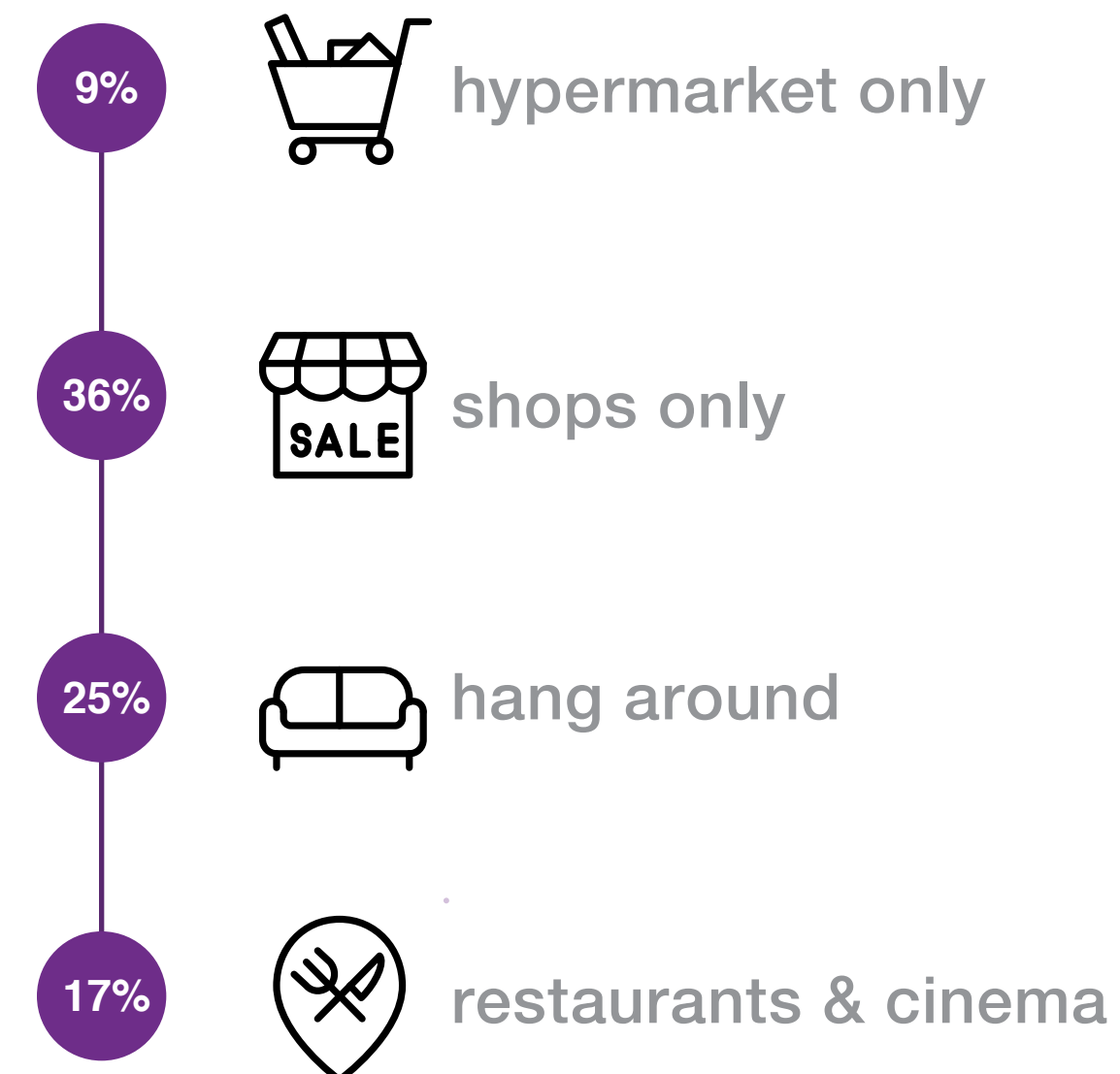
## CUSTOMER PROFILE

 GENDER  
65% women

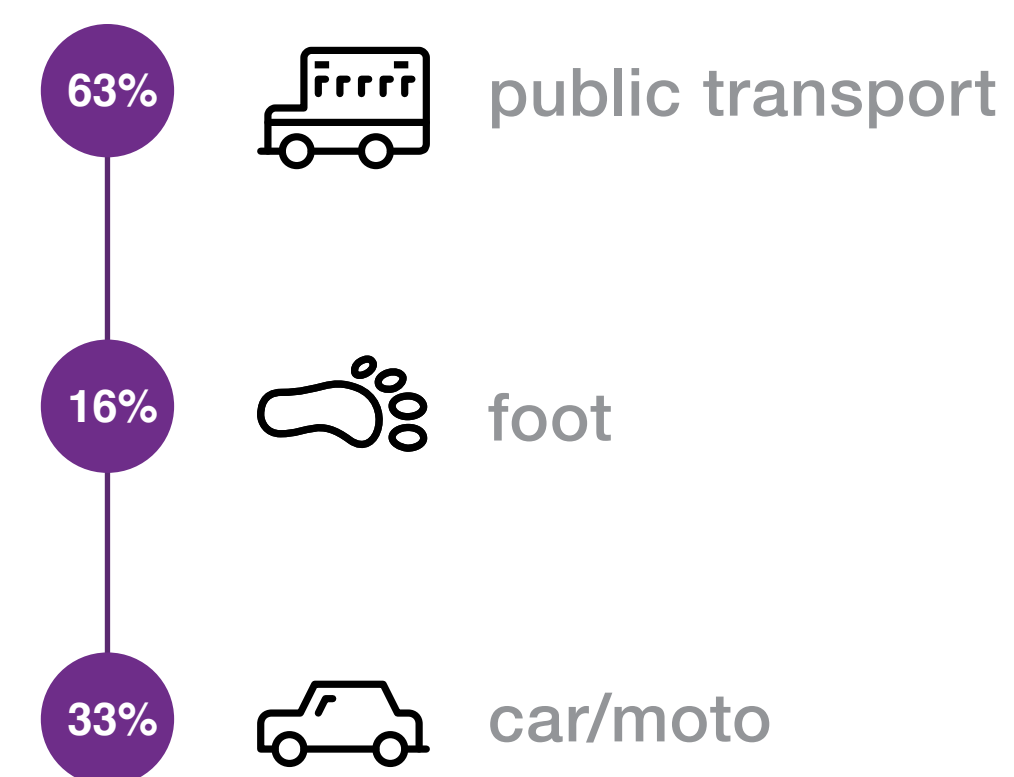
 AVERAGE AGE  
35 y.o.

## SCENARIO OF VISIT

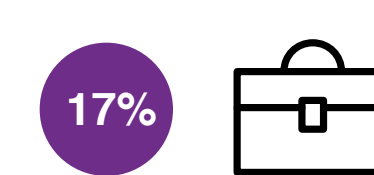
### COMING FOR



### COMING FROM WORK



### COMING BY



### COMING WITH KIDS



# The christmas tree will be installed all over the world

For this we must also keep in mind that there are different cultural perceptions regarding Christmas per se and potential design elements and interior accessories.



# The key parameters

## 1. SHAPE

You can relate your concept to one from five different types of Christmas trees.

More information in the following slides.



## 3. COSTS & MATERIALS

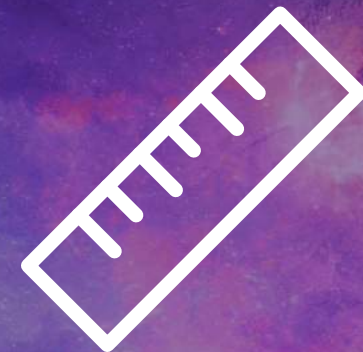
production of the interior should be less than 25.000 EUR and should adhere to material guidelines

- Fire protection: please consider regional fire safety standards for used materials; e.g. B1 - A1 materials in the EU
- Certified materials: no hazardous or harmful metal or plastic elements



## 2. HEIGHT

You can relate your concept to the details in the following slides.



## 4. INSTALLATION

The artwork should be easily installable on site

- Mountable during a night shift (max 8h) ???
- Less than six construction workers needed
- Transportable by truck
- Installation itself is divisible



# Shape





# Height

our concept should be for a Christmas tree between 9 and 11 meters in size

