



## **MEDIA RELEASE**

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### **MAJOR COUP FOR FUZZWIRE WITH FIRST NORTH AMERICAN PROJECT**

In 2011 the Fuzzwire (formerly Centre Design) team completed their first major project in North America, with the installation of holiday designs for the [\*\*Toronto Eaton Centre\*\*](#), Canada's premier shopping destination.

The Toronto Eaton Centre is a four-storey mall which stretches for two full city blocks and attracts more than 1 million visitors per week.

After reviewing this impressive and sizeable space, the Fuzzwire design team began the task of creating Christmas décor ideas which would match the Eaton Centre's holiday theme, presenting a choice of six individual concepts.

Breaking with tradition, the theme which was selected involved giant floor sculptures rather than suspended displays. The main focal points were a number of dramatic giant reindeer sculptures of up to 12 metres in height, which shoppers could walk through as well as around. All the decorative elements were lit by low-power demand LEDs. The reindeer were supplemented by stunning cascades of stars suspended from the glass roof and throughout the four floors for a dazzling overall effect.

Fuzzwire undertook the project after a competitive tender against a number of North American and European providers. Fulfilment required a very tight turnaround on the engineering phase of the project. After the creation of detailed CAD renders, the principle elements of the design including the giant reindeer were constructed in the UK from architectural grade aluminium. All other design components were also custom-made in the UK, as were some 70 steel-framed containers used for shipping and future storage.

Fuzzwire arranged all the necessary export permissions and – against a tight shipping schedule – delivered to a Toronto warehouse before overseeing the installation, which was carried out by Brian Dudley, a subcontractor appointed by the Toronto Eaton Centre.

A spokesperson from the Toronto Eaton Centre said, "This team were true professionals to work with. The outcome of these designs and the input they put in truly exceeded our expectations, and this incredible decor will be an attraction here for years to come."

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