

# MYER MY STORE

WACKADOO!

## MYER REVEALS *BLUEY* AS STAR OF THEIR 68TH ICONIC CHRISTMAS WINDOWS

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The globally adored animated Australian TV show, *Bluey*, has been brought to life in the 68th year of Myer's iconic **Christmas Windows**, bringing the adventures of Bluey, a loveable, inexhaustible Blue Heeler dog, and her Mum and Dad and little sister Bingo to the Myer Bourke Street flagship..

With a legion of fans worldwide, the partnership between Myer, BBC Studios and Ludo Studio invites visitors of all ages to see Australia's favourite Heeler family in stunning 3D detail, taking them through scenes of their classic Aussie Christmas Day.

'**Bluey's Christmas**' will be showcased across the six Myer windows; the story kicking off with the family opening presents on Christmas morning, preparing and enjoying Christmas lunch, then going to Uncle Stripe's for an afternoon swim, followed by a game of beach cricket with Lucky's family, and culminating with a magical light show of the Heeler's House.

Bringing the fun and festive window scenes to life is the voice of award-winning Larrakia and Tiwi actress, **Miranda Tapsell**, who adds a special touch to the Heeler's classic Aussie Christmas with a warm greeting and farewell message. Miranda stars as Dougie's mum in the much-loved series. Other voices from the show also feature throughout the scenes.

The unveiling of the Myer Christmas Windows coincides with *Bluey's* 5th Anniversary and will create joyful surprise and delightful moments for the whole family - including the infamous Long Dog who is hidden in every window for all to find.

Produced by Ludo Studio and co-commissioned by ABC Children's and BBC Studios Kids & Family, *Bluey* is the #1 children's show in Australia. *Bluey* showcases the joyful simplicity that can be found in families turning everyday events like going to the shops or visiting the doctor into unique adventures, bringing to life how children learn and grow through play.

Myer, together with Stage ONE Productions, worked day and night to bring the TV series to life, fusing traditional workmanship with modern technology. Creative and Technical Director of Stage One, John Kerr, celebrates his 30th year working across the highly anticipated Myer Christmas Windows.

The *Bluey* build includes;

- **Over 12 months** of preparation and planning has gone into the 6-window storyboard.
- **53 replicated characters**, with Bluey and her family appearing in all 6 windows.
- Each individual character took up to **250 hours** to complete from digital models & 3D printing, duplication by hand moulding, building and fitting animatronics, to hand painting each character.
- A specific **60-colour paint palette** was needed to reproduce each character's look and feel.
- Over **500 paint colours** have been mixed to match the prop colours, as seen in the *Bluey* TV episodes.
- The characters are animated using custom-built movements that include **wagging tails, raising eyebrows** and **moving arms and legs**.
- More than **500 handmade pieces** make up the props and scenic dressings for each window, imitating the softness and roundness of the *Bluey* cartoon style.

The *Bluey* Christmas Windows will also be celebrated with an activation on Level 6 in Myer Melbourne, featuring Bluey's House with interactive zones including a Dance Mode Silent Disco, keyboards to learn the *Bluey* theme song and more, with exclusive *Bluey* merchandise available to purchase.

The Myer Christmas Windows have been synonymous with Australian Christmas tradition since 1956, and are open from Sunday, 12 November until Saturday, 6 January, 2024.

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## Quotes attributable to Myer's Chief Customer Officer, Geoff Ikin:

*"Myer is thrilled to reveal Bluey as the star of this year's Christmas Windows, where the beloved Australian characters all come together to celebrate a true Aussie Christmas. From opening gifts to afternoon swims and beach cricket, this year's windows are sure to bring joy to all by captivating and igniting the imagination of both the young and old alike.*

*"A symbol of the holiday spirit and now in their 68th year, the iconic Christmas Windows are Myer's gift back to the community, and a wonderful place to come and embrace the spirit of family, love, and joy.*

*"I encourage everyone to come and experience the energy and excitement that our flagship store has to offer, from the Christmas Windows and Bluey's House activation on Level 6, through to our world class Gifforium in Mural Hall, to Santaland and our dedicated customer service."*

## Quotes attributable to Fiona Lang, General Manager ANZ, BBC Studios:

*"BBC Studios is ecstatic to see the Bluey-themed Myer Christmas Windows come to life. We can't wait for visitors to witness the beautifully crafted scenes, featuring treasured animated characters, intricate props, and a touch of holiday magic. The enchanting Bluey displays capture the spirit of Christmas, offering an immersive way for people of all ages to embrace the joy and wonder of the Heeler holiday season. Get ready for a Heeler-tastic Christmas!"*

Please click [here](#) to view images of the Windows

Please click [here](#) to view vision of the Myer Christmas Windows unveil

Please click [here](#) to view vision of the making of the Myer Christmas Windows

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## Key Dates + Times:

Myer Christmas Windows & Instore Retail Activation opening: **Sunday, 12 November**  
Myer Christmas Windows & Instore Retail Activation closing: **Saturday, 6 January**

\*Myer Christmas Windows will be open to the public daily from 7:30am until 10.00pm\*

\*Bluey's House activation will be open to the public daily from 11.00am until 3.00pm on Level 6 at Myer Melbourne\*

\*Bluey & Bingo Meet and Greets will be take place every weekend from 11.00am until 3.00pm on Level 6 at Myer Melbourne\*

## Social:

@Myer #MyerChristmas #MyerChristmasWindows | @OfficialBlueyTV #Bluey #BlueysChristmas

For more information on Myer Christmas Windows visit [here](#)

For all *Bluey* merchandise at Myer visit [here](#)

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## About Myer:

Myer operates 56 department stores across Australia, as well as our online business: [myer.com.au](http://myer.com.au), and with our team members, we are committed to being Australia's favourite department store. Our merchandise offer includes core product categories: Womenswear; Menswear; Childrenswear; Beauty; Homewares; Electrical Goods; Toys and General Merchandise. The majority of Myer's operations are in Australia and encompass Myer department stores, sass & bide and Marcs and David Lawrence. In addition to our Australian operations, we have a sourcing office located in Hong Kong.

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## **About Bluey:**

Bluey is produced by Ludo Studio for ABC KIDS (Australia) and co-commissioned by ABC Children's and BBC Studios. Financed in association with Screen Australia, Bluey is proudly 100% created, written, animated, and post produced in Brisbane Queensland, Australia, with funding from the Queensland Government through Screen Queensland and the Australian Government.

[Bluey](#) | [Website](#) | [Facebook](#) | [Instagram](#) | [TikTok](#) | [Twitter](#) | [YouTube](#)

## **About Ludo Studio:**

Ludo Studio is a BAFTA, multi-Emmy® and Logie award-winning Australian studio that creates and produces original scripted drama, animation and digital stories that are authored by incredible local talent, distributed globally and loved by audiences everywhere. [ludostudio.com.au](http://ludostudio.com.au)

## **About BBC Studios Kids & Family:**

BBC Studios Kids & Family is an integral part of the BBC Studios content powerhouse – a global company with bold British creativity at its heart. Formed in 2022 with the move of BBC Children's In-house Production into BBC Studios Productions, combines into one team, the exceptional talent and expertise of BBC Children's In-House Production alongside the global insight, content sourcing, investment, customer and brand experience within BBC Studios, to seamlessly take content from conception, development and production to investment, franchise management and distribution.

BBC Studios Kids & Family identifies, secures and nurtures great projects and turns them into global and local hits suitable for the CBeebies branded services and other major broadcast platforms and markets. With specialist knowledge of what makes young audiences tick, BBC Studios Kids & Family understands the market opportunity and provides the conditions that allow ideas to develop and flourish.

The division's multi-genre portfolio includes some of the most exciting and successful franchises in the world, with BAFTA and International Emmy winning craft and storytelling, including Blue Peter, Bluey, Get Even, Hey Duggee, JoJo & Gran Gran, My Mum Tracy Beaker, Sarah & Duck and Something Special. Its productions air on BBC Children's in the UK, on the multi-territory CBeebies and BBC Kids branded services and on leading content platforms around the world.

## **About BBC Studios:**

BBC Studios is a commercial subsidiary of the BBC Group with sales of £2.1 billion (2021/22: £1,630 million). Able to take an idea seamlessly from thought to screen and beyond, the business is built on two operating areas: the global Content Studio, which produces, invests and distributes content globally and Channels & Streaming, with BBC branded channels, services and joint ventures in the UK and internationally. Around 2,500 hours of award-winning British programmes are made by the business every year, with over 80% of total BBC Studios revenues coming from non-BBC customers including Discovery, Apple and Netflix. Its content is internationally recognised across a broad range of genres and specialisms, with brands like *Strictly Come Dancing/Dancing with the Stars*, *Top Gear*, the *Planet* series, *Bluey* and *Doctor Who*. BBC.com is BBC Studios' global digital news platform, offering up-to-the-minute international news, in-depth analysis and features.

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