

6 November 2019

UNDER EMBARGO UNTIL 11AM, SUNDAY 10 NOVEMBER

64TH SEASON OF ICONIC CHRISTMAS WINDOWS REVEALED

GUMNUT BABIES - AN ADVENTURE AWAY FROM GUMNUT LAND COMES TO MYER

Myer will this year bring to life the work of beloved Australian author and illustrator May Gibbs for its 64th season of iconic Christmas windows. This year's theme, **Gumnut Babies - An Adventure Away From Gumnut Land** will be revealed to adoring Melburnians outside the flagship Bourke Street store Sunday, 10 November at 11am.

A talented author, artist and illustrator, May Gibbs is famed for encapsulating the Australian spirit with her enduring children's book characters, the Gumnut Babies. As a pioneering environmentalist and generous philanthropist, she bequeathed her copyright to two leading charities upon her passing; Northcott - Australia's largest not-for-profit disability service and Cerebral Palsy Alliance - an organisation dedicated to helping people and families with cerebral palsy.

Each Christmas window will see May Gibbs' most recognisable characters - the Gumnut Babies - take over the department store, reimagined as a magical bush fairy wonderland. Scenes include the Gumnut Babies playing in an Australiana-themed Myer Beauty Department, and even exploring a bush fairy inspired Gifforium. Visitors are encouraged to continue their Australian fairy-tale adventure inside the store, with May Gibbs inspired decorations on each shop floor.

Beginning with conceptualisation, then moving through to construction and installation with testing done in secret at night, preparation for the Myer Windows is a feat twelve months in the making. This year, forty artisans worked tirelessly to create 136 Gumnut characters, 102 of which are animated in addition to 800 hand cut and painted gum leaves, 26 gum leaf pods, a one metre tall animated koala and a five metre long blue tongue lizard to name a few of the magical creations.

The Myer Christmas Windows have been synonymous with Australian Christmas tradition since 1956. Today, more than 1.2 million Australian and international visitors enjoy the Windows which are open from Sunday, 10 November until Sunday 5 January.

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

"Myer's iconic Christmas windows are loved by the Australian community, with generations of parents and children making the annual trip into the city to experience the excitement, wonder and joy that they bring."

"And this year will be no different, with Myer showcasing the work of legendary author and artist, May Gibbs, and her beloved Snugglepoot and Cuddlepie."

"Our interpretation of the May Gibbs magical bush fairy tale department store will be spectacular. We look forward to Australians of all ages enjoying this year's Christmas windows"

THE 64th SEASON OF MYER CHRISTMAS ANIMATED WINDOWS BACKGROUNDER

History of the Myer Christmas Animated Windows – 1956 to today:

- The original concept came from Myer visual merchandiser, Fred Asmussen, who realised the potential to create an innovative and exciting Christmas window display in the Myer Melbourne store.
- In 1956 the Olympics were held in Melbourne and the theme 'Santa and the Olympics' was chosen. Following great praise, the tradition of the iconic Windows was created.

General Information:

- Each year, more than 1.2 million children and adults visit the Myer Christmas Animated Windows, making it a traditional part of their Christmas celebrations.
- Six Windows represent the yearly theme (the seventh is the traditional Nativity Scene).
- The Windows are open from 7:30am daily, finishing with the last show at 1:00am (with sound stopping from 10:00pm daily). The Windows close on Sunday 5 January 2019.

Facts and Figures:

- There are 136 Gumnut characters, 102 are animated
- It took 560 hours of casting time, and 240 hours of hand painting to produce all Gumnut characters
- Other characters include a giant animated spider with eight articulated legs and a 1.5m hand spun web, a 1m tall animated, fur covered koala, a 5m hand painted blue tongue lizard and an 8m long tail end of a goanna
- 800 fully hand-cut and painted giant gum leaves covering 26 gum leaf pods, with the three giant pods requiring 60 leaves each

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MYER

MY STORE

Event Details:

WHAT: The unveiling of the 64th Myer Christmas Windows
WHEN: 11:00AM - Sunday, 10 November
WHERE: Outside Myer Melbourne, Bourke Street Mall
SPOKESPEOPLE: Tony Sutton, Myer EGM Stores
John Kerr, Stage One Creative Director
Lauren Phillips, Emcee
SOCIAL: @Myer #MyerChristmasWindows

Also at Myer this Christmas:

Santaland

Opening in conjunction with the Myer Christmas Windows launch, Santaland will return this year offering shoppers the ultimate Christmas adventure including its star experience, Santaland Express – a life-sized train that will whisk shoppers on a virtual journey from Myer to the North Pole, stopping via the Naughty CheckPoint.

Giftorium

This year, the Myer Giftorium is bursting with new gifts and interactive experiences including a plethora of personalisation from leading brands including Cadbury, Moet & Chandon and Penfolds in addition to the magical Myer GPS stocking, this year's must have gift and the only way to track Santa en-route Christmas Eve.

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