

## MEDIA RELEASE

### **Elephant Park announces festive events for 2019**

**London, 6 December 2019** – Elephant Park in the heart of south London is delighted to announce a series of special holiday activations to welcome visitors of all ages, from now until 22 December. From a 'Merry Elephant' festive pop-up experience, to a Christmas tree forest set against flurries of snow and carol singers, Elephant Park is set to be a must-visit destination for all those looking to get into the festive spirit this holiday season.

#### **The Merry Elephant Pop-Up**

For those wishing to purchase a fresh Christmas tree, get some on-point decorating tips, find a unique craft present for a loved one, or capture the perfect holiday selfie with friends, the Merry Elephant Pop-Up on Sayer Street will act as the ultimate one-stop shop to satisfy yuletide needs.

Keeping it local, Elephant Park has collaborated with South London's acclaimed SoLo Craft Fair to present the 'Gift Shop', which is showcasing a curated selection of accessories and homewares from some of the area's best independent makers. Spanning everything from crockery to art, fashion and beauty products, each item is lovingly handmade by a local artisan with sustainability at its core. So shop local this festive season!

The Good Elf will also have a presence in The Merry Elephant with an inspiring range of Christmas trees and accessories, including stands, lights and decorations. Visit the 'Pimp My Tree' team to get their top tips for decorating and you can even book their at-home decorating service for a smooth set-up.

More than that, the pop-up will feature a free festive photo booth, giving visitors the chance to create their own playful digital greeting card GIFs to share with friends and family.

The Merry Elephant Pop-Up will be open 7 days a week until Monday 23rd December, from 10am-8pm (Mon-Fri) and 9am-8pm (Sat/Sun).

#### **Snow Showers, Festive Entertainment and Food**

Dreams of a white Christmas will come true every Friday, Saturday and Sunday evening at Elephant Park's specially designed wildflower meadow, where 20-minute snow showers will

transform the meadow into a winter wonderland set against the backdrop of roving local entertainment.

Visitors wandering down Sayer Street will find a delightful Christmas tree forest and be able to laze in swing chairs while enjoying the festive atmosphere. To make a day or evening of it, bites and drinks will be available to enjoy from the newly opened restaurants along Sayer Street. Try Japanese noodles from KOI Ramen and vegan Ethiopian dishes from Beza, or catch up with friends over a pint at The Tap In. But before you dig in why not treat yourself or a friend to a pedicure or hair treatment at Dima Beautiful.

Snow showers at Elephant Park will take place every Friday (5.30pm, Saturday (5.30pm) and Sunday (5pm) until 22nd December.

### **Interactive Light and Sound Installations**

Also lining Sayer Street, Colourwaves showcases an interactive display of colour-changing LED lights and bespoke soundscapes that will evolve during the winter season to bring the area to life through sensory movement. Until the New Year, guests will be able to immerse themselves in cool festive tones that gradually develop from blue to purple to turquoise and back again. Come January, a new dawn of warm oranges and peachy yellows will lead the way into 2020.

Colourwaves will run at Elephant Park until February 2020.

Kristy Lansdown, Project Director of Elephant Park for Lendlease, said: "At Christmas this corner of south London feels even more special. We can't wait to help our residents and visitors to Elephant Park get into the festive spirit."

Lendlease has been working in partnership with Southwark Council to deliver Elephant Park, a £2.3 billion regeneration project. The project is breathing new life into this special part of London, building on Elephant & Castle's heritage and creating thousands of high-quality new homes, jobs, business opportunities and green space for Londoners.

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