



Mercure Parkside House

Boutique Hotel – Bespoke Christmas scheme



Mercure Parkside House
Newport Road, Woughton on the Green

Design Brief: To create and design a scheme that was in keeping with the hotel's look and feel. The scheme needed to be warm and welcoming with a traditional feel incorporating the aroma of Christmas.

Specifications: 8ft artificial tree, garlands, handmade wreath and table top displays for restaurant tables.

Description: Our creative director, Samantha Fox, met with the hotel manager to discuss the desired results of the scheme. Sam surveyed the areas of the hotel to be decorated accompanied by the hotel manager and listening intently to the brief the manager was providing. Sam took a selection of decorations from our range to the meeting. These samples were of great assistance to our client as a visual aid, enabling them to see and feel the quality of our decorations. It was important to the Manager that we capture the magic of the Christmas season. We achieved this by using the traditional red and gold decorations and adding decorations from our Christmas spice range, pine cones, dried apples, oranges and cinnamon sticks all infused with the fragrance of Christmas. The quality and quantity of the decorations we use ensure that every single one of our Christmas trees and Christmas



accessories have a deluxe and exclusive look to them. Parkside House, with its real fire places meant that the location had a very warm environment; therefore it was not suitable for the use of real Christmas trees. It was important to the client that the Christmas tree at first glance and even with a second glance would appear as a real tree and would not have an artificial look. Frosts Christmas Tree Services have dedicated a great deal of time sourcing realistic artificial trees with high branch tip count. Our commitment to using the most realistic artificial trees ensures that all our clients enjoy an artificial Christmas tree as much as a real one.



The brief for the dining room area was to create centrepieces for the tables that were dramatic and tall enough to be seen as you came through the restaurant door. Importantly, however, the display must not overpower the table. The centrepiece also needed to be of a shape that would not hinder the flow of conversation between the guests seated at the table. These centrepieces were used over the entire Christmas period and had to be moved on a daily

basis as the room was re-arranged for the different parties each evening. This meant that the design needed to be robust enough to handle being moved. Our design department used a large martini glass vase to hold the cleverly created display as this style of vase offered the height for the dramatic effect and the slim stem kept the line of sight clear for all the guests talking around the table.

The finishing touch for Parkside House's Christmas theme was the handmade real Christmas wreath on the entrance door, perfect for that traditional Christmas welcome. Another Christmas made simple by Frosts Christmas Tree Services.

