**Birmingham Festival Document**

**Description of Birmingham Magical Lantern Festival**

The Magical Lantern Festival makes its debut in Birmingham at Botanical Gardens following the hugely successful UK launch in London last year.

The Magical Lantern Festival is a spectacular fusion of art, heritage and culture. A stunning outdoor Xmas themed event, a festival of light and illumination. Visitors will follow a trail around Botanical Gardens and explore amazing giant lanterns, which represent Xmas, traditional Chinese culture and the amazing 2000-year heritage of Lantern Festivals.

Visitors will enter the festival through a giant 12-metre wide lantern entrance feature before they embark on a fascinating journey through the gardens uncovering stunning lanterns in all shapes, colours and sizes from santa and reindeers to flowers and animals.

**What is there to see and do at the Birmingham Magical Lantern Festival for Adults?**

We promise visitors a truly amazing experience, a visual feast of light and illumination,

hidden amongst the grandeur of Birmingham’s Botanical Gardens. The character of the

15-acre site is similar to a Victorian public park and lends itself perfectly to the layout of the

lanterns, with its combination of ponds, woodland, gardens and pathways.

Visitors will see some of the most artistic and beautifully constructed lantern installations

outside of China. The lanterns represent and celebrate Xmas and Chinese culture and

heritage. No doubt the lantern recreation of Birmingham’s most famous modern landmark,

the Bullring’s bronze bull, will be the top attraction and the most popular photo opportunity.

The festival has a range of international food and beverage vendors and festival

merchandise will also be available to purchase as a memento of your experience.

**What is there to see and do at the Birmingham Magical Lantern Festival for Children?**

Children will be mesmerised by the fantastic array of colours, brightly lit giant lanterns in the

shape of santa, reindeers, Xmas trees, flowers, plants, peacock, giant mushrooms, birds in

cages, circus clowns, penguins, pandas, and so much more…..

The festival offers endless fun and will tantalise and tease children’s senses leaving them in

awe of their surroundings. The festival will also have a lantern recreation of Santa’s Grotto

for children. The festival will be open everyday throughout the Xmas school holidays apart

from Xmas eve and Xmas Day, making the festival the perfect destination for a family night

out!

**Why should you come to see the Birmingham Magical Lantern Festival?**

The Magical Lantern Festival was a huge success in its debut year in London with over 110,000 visitors of all ages and backgrounds and has now established itself as a ‘MUST SEE’ outdoor festival.

The Birmingham festival contains all new lanterns and visitors will be truly wowed by this year’s debut event. The sheer creativity and imagination that has gone into this year’s artistic lantern installations makes it Europe’s largest and most successful lantern festival.

With a range of international food and drink on offer and Santa’s Grotto, we are sure this will make for an amazing family evening out and the only place to celebrate Xmas in style and tradition.

The people of Birmingham & the wider UK community welcome & embrace new cultural experiences and this festival is unique, innovative and entertaining offering something for everyone!

**Where is the Venue?**

Birmingham Botanical Gardens, Westbourne Rd, Edgbaston, Birmingham B15 3TR.

Onsite parking at the venue is for disabled badge holders and drop off only.

**What are the Festival Opening Times and Dates?**

25th November 2016 to 2nd January 2017

Open Thursday to Sunday each week

Open everyday during Xmas half term holidays (Closed on Xmas eve and Xmas day)

Ticketed entry every 15 minutes from 5.00pm to 9.00pm

Please arrive 15 minutes before your chosen entry time.

**Are Filming and Photography Allowed?**

Of course, please share your experience on social media!

twitter@magicallantern

Instagram@magicallantern

Facebook.com/magicallantern

#MagicalLanternBrum

**Have More Questions?**

Email us at: help@magicallantern.uk

**Food and Drink**

Mouth watering international cuisine and traditional street food will be on offer at this

year’s festival. From traditional Spanish Churros to authentic jerk chicken, there will be

something for everyone to tuck into!

There will also be a range of Chinese food vendors offering everything from noodles to sticky

rice and dumplings to tantalise your taste buds. Along the route there will also be some

hot snacks and drinks stalls to keep you warm on your festival route through the gardens.

**Santa’s Grotto**

Our unique grotto experience has been created to bring back the magic of Xmas and the excitement of meeting Santa Claus! Your Xmas experience begins as you step into Santa’s Grotto and meet the man from Lapland. The grotto is beautifully dressed with lanterns in the shape of Xmas trees and presents. Every child will be given a Xmas present to take away with them. The grotto experience will be an extra charge and can be booked in advance or during your visit to the festival.

**Event Awards**

The Magical Lantern Festival and brand was born in September 2016 and made its UK debut

at Chiswick House Gardens last year. The festival caught the imagination of the public across

the UK with visitors travelling from all corners of the country. Due to the huge popularity of

the festival amongst the public, media and event industry professionals, it has led to the

Magical Lantern Festival being shortlisted for a four top awards by Haymarket Event Awards.

The Magical Lantern Festival has been shortlisted in the following categories:

* BEST OUTDOOR EVENT
* BEST GAME CHANGER
* BEST DEBUT EVENT
* BEST CREATIVE EVENT

**Highlights of The Magical Lantern Festival London 2016**

In its debut year, the festival was launched in London at Chiswick House Gardens and

quickly became a household event brand with over 110,000 visitors and a loyal UK

wide social media following with a huge satisfaction rating. Visitors were truly

mesmerised by the UK’s first lantern festival and the 66-metre long dragon lantern

was the overwhelming favourite with the animal kingdom being the children’s favourite.

The popularity of the festival amongst the public and event industry professionals has led to

the Magical Lantern Festival being shortlisted for a number of top awards by Haymarket

Event Awards.

The UK wide press and media attention was nothing short of phenomenal and the festival

was covered by all major media outlets including the BBC, The Guardian, Metro, Evening

Standard, Time Out, ABC News, Thompson Reuters and many others.

**2016 Press Quotes:**

*“A spectacular artistic installation of sculpted lanterns“*

THE GUARDIAN

*“A dazzling extravaganza of lights“*

THE TELEGRAPH

*“An extraordinary array of colourful lanterns“*

EVENING STANDARD

*“A real-life psychedelic Wonderland“*

BUZZFEED

*“An unforgettable nocturnal adventure for kids and adults alike“*

LONDONIST

**2016 Celebrity Endorsements:**

*“My daughters were totally in love with the pandas at the Magical Lantern Festival”*

MYLENE KLASS

*“Wow, Magical Lantern Festival is simply stunning & total delight for adults and children ”*

EMILIA FOX

*“Loving the Chinese Lantern Festival at Chiswick House. Well worth seeing ”*

CLARE BALDING

*‘”It was absolutely stunning, magical experience”*

RULA LENSKA

*“Amazing… everyone should go. Magical”*

LAURENCE LLEWELYN BOWEN