

altro

# Santa's Woodland Workshop, Center Parcs, Sherwood Forest

Safety and rustic charm for Santa's Woodland Workshop



“The entire Center Parcs design team collaborated to create a design that combined rustic woodland architecture.”

Phil Ellis,  
Project Manager, Center Parcs



- 1. Altro Illustra™ | Canyon Clay
- 2. Altro Wood™ | Rustic Oak





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#### Issue

The Woodland Village is a purpose-built facility within Sherwood Forest Center Parcs. The concept has been developed over several years across all Center Parcs villages providing a guest attraction dripping in the magic of Christmas from start to finish, offering more than just a "meet and greet" with Santa. The lights, music, animations, and the occasional elf, guide visitors on a journey through the Woodland Village and on to Santa's Woodland Workshop.

As a multi-functional facility, set in a forest, Santa's Woodland Workshop needed a floor that could withstand all the "muck and mud" of the wilderness, trudged in by the rangers and their little helpers. The floor design would also need to be suitable when the village operates as a Christmas retail outlet providing welcoming aesthetics and having the durability to cope with heavy foot traffic.

#### Approach

Altro floors have a proven history within Center Parcs having been successfully installed at Center Parcs villages across the UK and Ireland. Floors that matched the internal Woodland Village 'earthy' design, the corporate branding of the Rangers' Hut and Christmas shop, providing safety from slips together with easy cleaning were required.

#### Solution

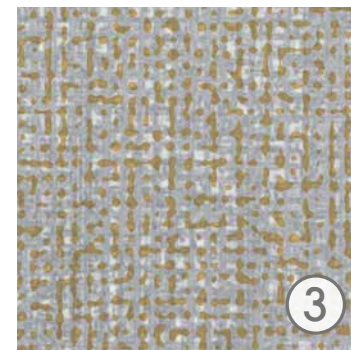
With PTV >36 slip resistance, Altro EasyClean Technology and a 10-year guarantee Altro Illustra was specified for the Rangers Hut, providing a naturally safe, clean, simple yet effective design. Able to cope with medium to heavy traffic with sustained slip resistance, Altro Wood was specified for Santa's Woodland Workshop bringing a forest feel to the busy guest attraction.

Of course, only families visiting Santa are allowed to see inside the Woodland Workshop and view the festive floors, "You see, Santa really does exist" said lead designer, Darren Binney of Jackson Design Associates Ltd.



"With a proven track record on Center Parcs villages across the UK and Ireland, Altro was almost an instinctive selection."

Phil Ellis,  
Project Manager, Center Parcs



#### Looks great with:

1. Altro Whiterock™ wall designs | Warm Woodgrain
2. Altro Wood™ adhesive-free | Vintage Oak
3. Altro Illustra™ adhesive-free | Cotton Twist

Altro Illustra is available in a range of contemporary and flexible designs, this stylish, functional, and design-led safety flooring has enhanced sustained slip resistance, making it great for busy classrooms, entrance areas, care home and hospital wards, corridors, and shop floors.

Altro Wood is an attractive wood-effect vinyl flooring helping you create the right look for areas where people live and work. It has sustained slip resistance for the lifetime of the floor.