



THE HOLIDAY MARKET + SAFE SANTA

WESTFIELD CENTURY CITY



UNIBAIL-RODAMCO-WESTFIELD

THE HOLIDAYS AND A GLOBAL PANDEMIC

**A TIME TO ENJOY FAMILY AND
COMMUNITY WAS NEEDED MORE
THAN EVER.**

Since its grand opening just three years prior, the newly imagined Westfield Century City has become a destination for shoppers from all over the Los Angeles area.

During the holiday season, The Atrium transforms into The Holiday Market. It's an innovative experience showcasing a curated mix of 13 holiday retail pop-ups featuring the season's best gifts from beloved and emerging brands in an immersive physical environment unlike any other.

But a global pandemic created a year unlike any other.

And as the months went by, the question was asked, "What about the Holidays?"

And more importantly, "Can we celebrate them safely?"

In the spirit of anything is possible, our team went to work, determined to bring the best of the season to a community that desperately needed it.



THE HOLIDAY MARKET

GREAT WEATHER IN DECEMBER? YOU GOTTA LOVE LA.

Year-round great weather in the Los Angeles area makes the pop-up retail experience work outdoors. So from late November to late December, The Holiday Market showcases the best of the season. While it takes more than a wave of a winter wand, the magic of the holidays comes to life during this time.

IT'S A SPECIAL PLACE WHERE SHOPPERS AND FOODIES MERGE.

13 specialty shops and food purveyors, many that were specific to the LA area, offered limited-edition gifts, gourmet treats, and accessories. Featured brands included Milk Jar Cookies, Sweet E's Bake Shop, Pamela Barsky, Pura Vida Bracelets, Pop-Up Brands, Wild One, Appletinies, 'Lette Macarons, Honolulu Cookie Company, Glory Haus, Lord Jones, Milk + Honey, Courant, W&P Design, Eataly, b8ta, Art of Tea, Sloomoo Institute, Attract Magazine, and Luna Lili Jewelry.



SAFE SANTA

2020 WASN'T GOING TO BE A YEAR WITHOUT A SANTA CLAUS IN CENTURY CITY.

The mall Santa has become a ubiquitous sight during the holiday season. This was the second time the center hosted a Santa Claus photo experience. But due to COVID-19, it needed to be reimagined, rethought, re-everythinged.

GET YOUR TICKETS HERE, BECAUSE SANTA IS A STAR.

The center utilized Eventbrite to create a ticketing platform to manage hourly guest reservations and ticket sales. The Safe Santa photo experience was born. Additional design touches included contactless check-in and COVID-19 screening, private group access into Santa's Bungalow, unlocking a special riddle through a magic mirror, transporting to Santa's backyard to the Navigation Station, and journeying through the pine forest to meet Santa at his Carriage for socially-distanced photos, surprise snowfall, and letters to Santa.

SANTA HASN'T LEFT THE BUILDING.

When local COVID-19 restrictions got more severe and forced the Santa photo experience to close down on December 8, the center quickly pivoted to make St. Nick a major part of the village cast. He made daily appearances above the train station waving hello to shoppers as they passed by.



NORTH POLE IN SOCAL

IT TAKES A HOLIDAY VILLAGE TO CREATE A SENSE OF WONDER.

Besides the photo op with the jolly guy in a red suit, families went on a complete North Pole journey. Kids of all ages love trains. So a life-size steam engine complete with the train bell, whistle, and steam billowing from the 15-foot tall stack was constructed specifically for The Holiday Market. We're sure thousands of selfies were sent from this spot. But that wasn't the only spot of interest. Along with a Train Conductor, the village featured a full theatrical cast that included a Post Man, Newsie, Baker, and Socialite to provide socially distanced smiles and fun.

SEASONAL SIGHTS, SOUNDS AND THE SCENT OF FRESH BAKED COOKIES IN THE AIR.

The decor also transported patrons to a different time and place with cobble-stone streets, pine trees, street lamps and signs, twinkling lights and forest scents. A 20-foot-tall clock tower set to chime on the hour signaled whimsical live performances throughout the village. Scent machines were placed throughout The Holiday Market, filling the air with aromas of pine and fresh baked cookies. With snow falling every hour as well, you would never know you were in Los Angeles. Except for the amazing talent of the village cast, who provided cheer and sang from above.



31 DAYS OF WONDER

GIFT-GIVING THAT WENT BEYOND THE RETAIL EXPERIENCE.

The Holiday Market + Safe Santa experience brought team members, center retailers, pop-up retailers, shoppers and communities together to try to find some joy in 2020. Family entertainment was a focus for the event and by every measurable number it was a success. While masks were required, smiling eyes were seen everywhere.

WESTFIELD CENTURY CITY. HERE FOR THE HOLIDAYS.

Westfield Century City is now established as the premier holiday destination in Los Angeles. By providing the shopping, dining, and entertainment that bridges experiences for millennials and families, 2020 was ending with a sense of joy and some seasonal magic.

