

PUFFLANDIA



madhouse for



PUFFLANDIA

Pufflandia is a new concept of leisure where the worlds of retail and experiences come together, from the hand of one of the most familiar and engaged brands in the world.

At the entrance, we will find a charming and playful reception area with photo opportunities and fully customized with i Puffi image.

It is a retail, leisure and entertainment complex of nearly 300 m², unique in Italy and at a very special moment, since the Smurfs will premiere their new 3D cartoon series worldwide.

We wish you a very smurf experience!



WHY **iPUFFi**?



A PREMIERE IN SHOPPING CENTERS WORLDWIDE

🧡 The Smurfs = Evergreen.

🧡 A brand known since 1958 and loved by children, youth and adults.

🧡 Currently on **NETFLIX**

🧡 41 official channels on  YouTube

🧡 More than 13 million followers on **facebook**.

🧡 In 2021 a new TV series was released and is currently broadcasted at

Rai Y yo



The Smurfs live a good and happy life in their village. But they are only truly happy when everyone has enough to eat and can be happy.

When they heard about the Sustainable Development Goals, they were very happy to help!

That's why, The Smurfs are ambassadors of the 17



agreed on by all the 193 member countries of the United Nations.

In Smurfs Experience Center, activities related to these 17 goals will be carry out by children, so that they learn whilst having fun.



PUFFLANDIA

A NEW CONCEPT OF LEISURE FOR YOUR MALL



A differentiation point to set yourself apart from the competition



The Majority of malls have a kids playground

BUT NOT A

PUFFLANDIA



Create an emotional link with your visitors



Your mall can have the opportunity to host the only one in the city. You will have the whole exclusivity.



Attract new visitors and build loyalty with the current ones



PUFFLANDIA

Can be located inside a unit or through the mall



The area will be completely customized with **iPUFFi**



The perfect marketing strategy aimed to families.



With the possibility of having an experiential store of Smurfs



4 to 10 years

Children are attended by skilled staff.

If the presence of a parent or guardian is required, staff will indicate.



POSSIBILITY OF FREE SERVICE OR TICKETING

PUFFLANDIA

A dynamic area that will bring us a different theme every 3 months.

A new open channel to communicate with the families. For mailing, Social Networks, etc.





THE STAFF

The main part of... **PUFFLANDIA**



Trained to develop its work perfectly in this unconventional and funny area.

The staff will be always uniformed with ...

iPUFFi
Image + mall logo



The number of the staff team will be determined by the attendance on each area.

PUFFLANDIA



All users must be made part of this wonderful club. This will grant them access to special offers.



Will allow us to communicate the novelties every 3 months-



We will be able to congratulate birthdays, holidays...





PUFFLANDIA

THE AREA

PLAYGROUND





ENTRANCE



ENTRANCE



PUFFLANDIA

PUFFLANDIA

PUFFLANDIA
L'ESCLUSIVO
MARCHIO
E ALLE

ENTRANCE



PUFFLANDIA

PUFFLANDIA



RECEPTION



RECEPTION COUNTER

Counter for the access/exit of the playground. In this way, we will take better advantage of the staff who are monitoring the space

RECEPTION



SITTING AREA

Clients will have a sitting area available for them while they wait for their children.



**RECEPTION/
SHOP**

**SHOP/MERCHANDISING
AREA**

The space will feature a small area with official merchandising of the Smurfs.



RECEPTION/
SHOP



PLAYGROUND

BUILDING ZONE

Children will enjoy making amazing buildings with fun bricks.



PLAYGROUND



COOKING HOUSE

What kid doesn't like to play cooking food?

Also, there will be different games on the windows of the houses.

COOKING
HOUSE



PLAYGROUND



CARPENTRY HOUSE

Here children will have great fun while they play at being carpenters and building whatever they can imagine

**CARPENTRY AND
POTIONS HOUSE**



PLAYGROUND

HANDY CRAFTS

An area where kids will smurf their crafts like colouring, cut-outs, puzzles, etc.



PLAYGROUND

SMURF ROCKET GAMES

We will include this smurf rocket furniture that features traditional games and two tablets with smurfs games.



PLAYGROUND

TRADITIONAL AND SENSORIAL GAMES

We will have an area dedicated to traditional and sensorial games. Where kids will test their skills, coordination and also their senses.



PLAYGROUND



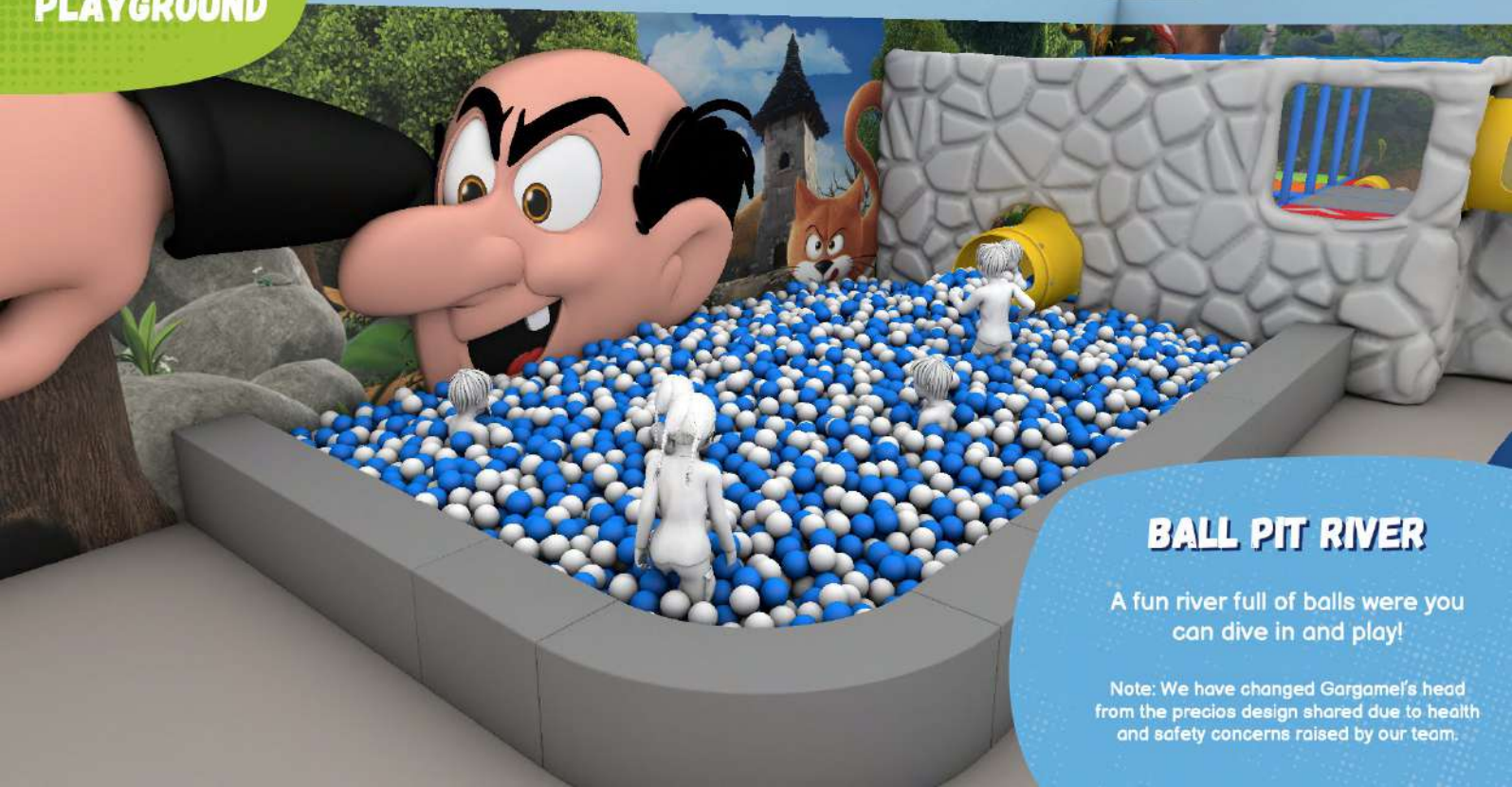
PLAYGROUND

SKILLS AND ABILITY TRACK

Get inside the cave and explore like a Smurf. Go up, down, slide and show your dexterity!



PLAYGROUND



BALL PIT RIVER

A fun river full of balls were you can dive in and play!

Note: We have changed Gargamel's head from the precious design shared due to health and safety concerns raised by our team.

PLAYGROUND



SMURFS KART

An authentic kart with a videogame station where kids will play with official Smurfs videogames.

PLAYGROUND



SIGITAL ART GALLERY

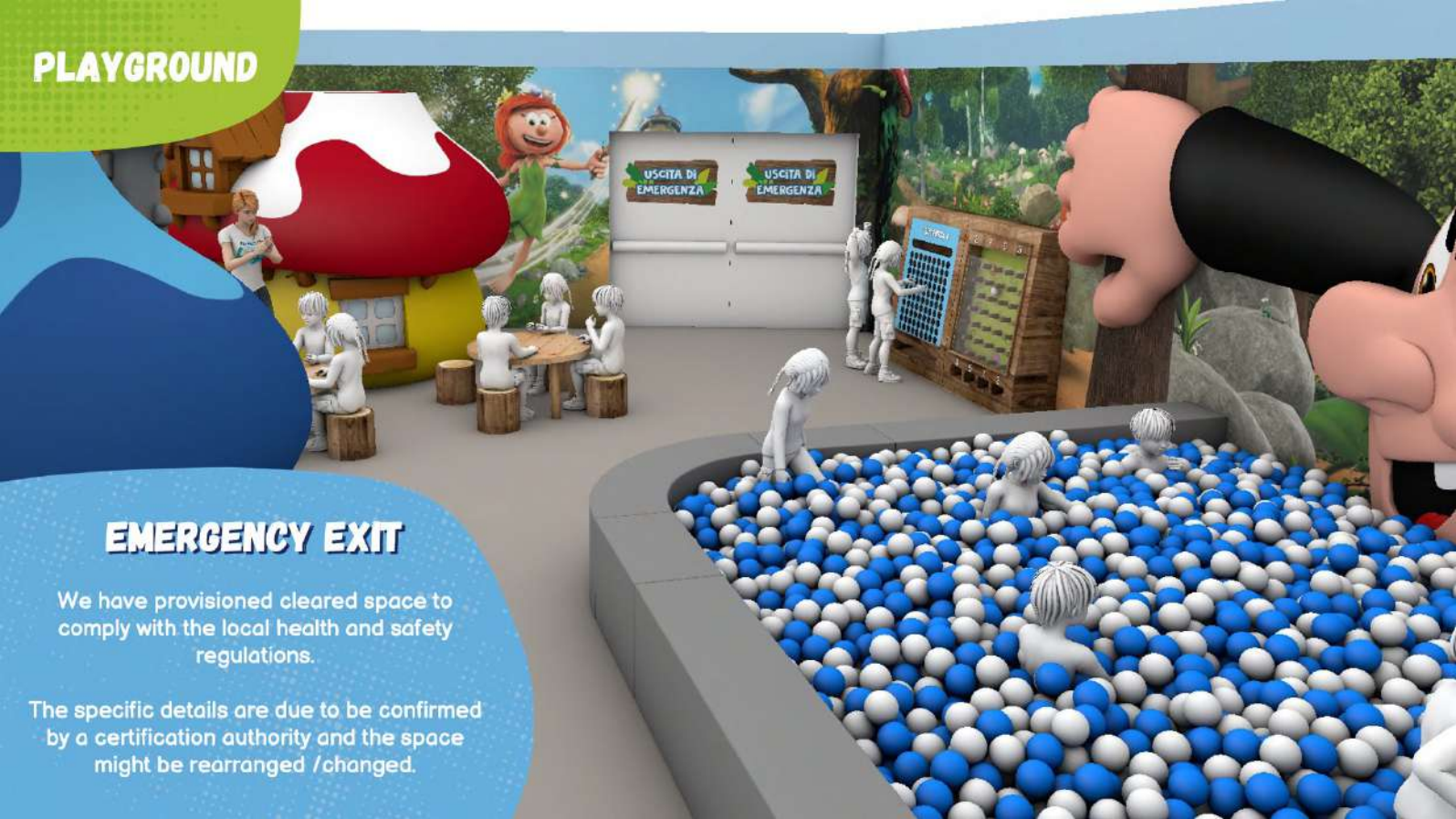
Kids will let their imagination fly free drawing and painting in this interactive drawing stations.

PLAYGROUND

EMERGENCY EXIT

We have provisioned cleared space to comply with the local health and safety regulations.

The specific details are due to be confirmed by a certification authority and the space might be rearranged /changed.



Smurfette is flying through the air, wearing a red and yellow striped outfit and a brown aviator helmet with goggles. She has a determined expression and is holding a small object in her hands.

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THANKS – GRACIAS – OBRIGADO – MERCI

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