



Center Parcs

A Highly Themed Indoor Play Space

Client: Pierre & Vacances Group - Holiday Resort, Center Parcs
 Address: 26 Route des Trois Moutiers, 86120 Morton, France
 Budget: €450,000
 Age Range: Children from 3 to 12 years

Project Story

Proludic has created a magical play area for the new 'Deer Wood' holiday village, which opened on June 30th 2015 in Morton, France.

The indoor area offers a decorative and graphic finish inspired by fairytales and legends. Two large structures face each other and represent two different play zones for different age groups. The first, 'The Giant's Puppet Show', is aimed at children aged 3 to 6. The castle features numerous play activities; a tunnel, slides, climbing nets and sloping panels can be found on various levels. Inside, the adventure continues on with play panels that offer many play elements, distorting mirrors and educational play equipment.

The second zone, 'The Giant Castle of Cards' caters for up to 315 children, aged 6 to 12. The theme is fantasy-based and slightly offbeat: illumination decorations and illustrated panels seem to come directly from magic spell books and create a wonderland. Children explore the three different levels that feature various play activities: long net walkways, beams, mazes, ropes, tunnels with portholes become the castle's corridors. The central squared space is transformed into a battlefield where 16,000 foam balls become projectiles fired through cannons, available on the two lower levels of the structure. Younger children can also join in by throwing softballs through the wind fountain on the ground floor.

Since its launch in the new Center Parcs Resort, the play area has been hugely popular with both older and younger children. It is full of surprises, fun and transports children to an imaginary land! It is a completely bespoke design, with more than 250m² of uniquely decorated panels. The play area also demonstrates Proludic's knowledge in addressing the needs of large-scale original projects, and it's ability to successfully design bespoke installations with strong added value in terms of imagination, creativity and installation.



Together we have come up with an amazing creation in the latest Center Parcs built in France, the Deer Wood resort. Our approach was probably not the usual one for Proludic. We gave themes to all the areas that are open to our visitors. To do this, we devised a scenario, based on the tales and legends of our regions, and we created visuals of the required environments. Then, by means of an invitation to tender, we identified the partner who could develop the most enjoyable possible structures in line with our 'artistic vision' (and our budgets!). This involves working together very closely, numerous work sessions, and above all discussions. The result .. success, given the number of children who spend hours playing on the structures!

- Michel Linet-Frion, Director of Creation & Innovation - Pierre & Vacances Group/Center Parcs



The Castle



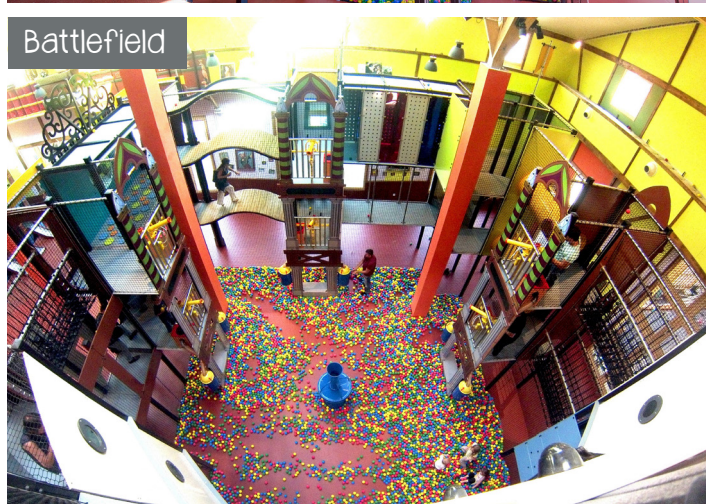
The Library



House of Cards



Battlefield



Themed Equipment

Themed equipment meets children's need to invent stories by imitating their everyday experiences, with the possibility of doing things differently.

As children grow older, their ability to imagine and engage in fantasy fuels their play experiences and improves interaction with others. They acquire a greater ease of communication, making it easier to learn and develop self-confidence.