



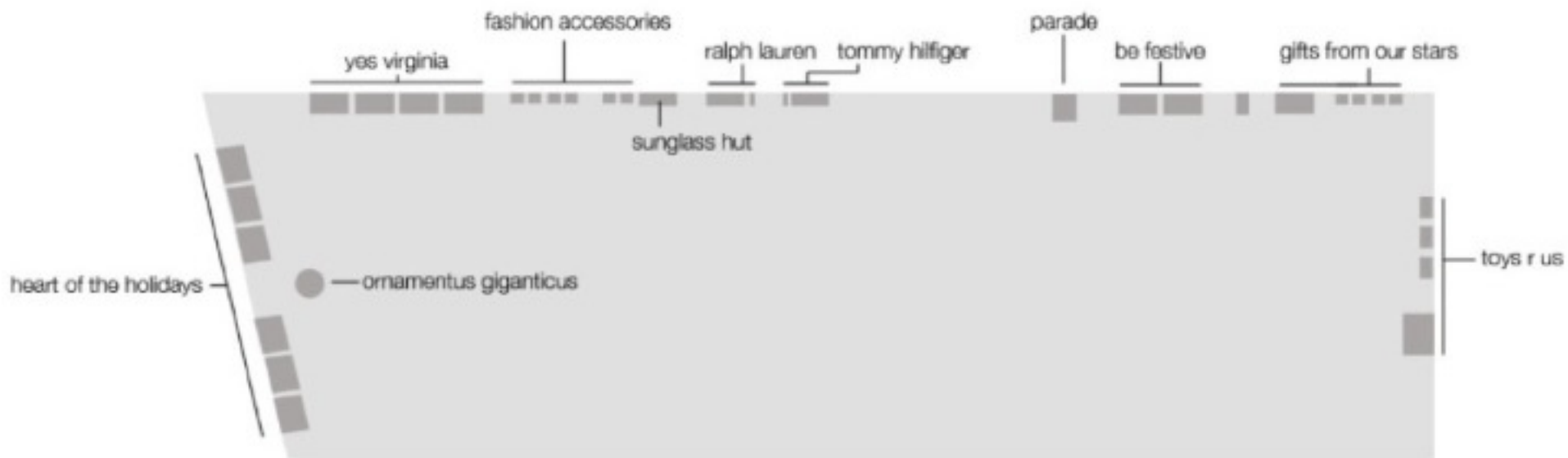
Believe

HSQ Christmas Windows 2012
Basic Overview and Schedule

The guide you now hold in your hands is meant to enhance your Christmas Window Installation Experience. As we start the install many things will change including design, schedule and any plan. The only thing that certainly will not change is that on Thursday November 15th at 5pm the Broadway Christmas windows will open, considered by most to be the official kickoff of the Holiday season in NYC. This store is where the mechanical Christmas window was born in the 1800's and over seven million people will visit our windows from around the world so we have a bit of a reputation to live up to. No pressure. All I ask is that you let the spirit of the season wash over you and have some fun taking part in this greatest of holiday traditions.

thank you!
Doug

macys herald square christmas 2012



CHRISTMAS WINDOW INSTALLATION

SUNDAY

21

MONDAY

22

TUESDAY

Lancome Strike
and paint

W22 23 24 25
new borders

WEDNESDAY

Clinique OPEN

24

THURSDAY

25

FRIDAY

26

SATURDAY

27

28

34th LRG
scrape glass

29
Hilfiger props

Clinique Strike
and paint
YV load in
YV vinyl install

30

W25&24
install Hilfiger

31

W25&24 Hilfiger
OPEN

1

Spaeth load in

2

3

4

Exterior Vinyl
Install

5
Believe Sign on
34th Install

YV video install

6

7

YV video install

8

9
Xmas Temps
last day
YV OPEN

9

Window Team
Working

10

11

12
W22&23
install
Ralph Lauren

13
Giant Ornament
9:30pm

14
Main Floor
Platform 9:30pm

Bway Windows
OPEN 5pm

15

16

17

CHRISTMAS INSTALLATION STAFFING

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
21	Kira Brittney Karen/Olivia	Karen/Olivia	Brittney Karen/Olivia	Karen/Olivia	Kira Brittney Karen/Olivia	
28	Kira Brittney Gina Christine Karen/Olivia	Karen/Olivia	Kira@11am Brittney@11am Karen/Olivia	Kira@4pm Tuk Wah Gina Christine Karen/Olivia	Kira Brittney Tuk Wah Gina Christine Karen/Olivia	
4	Kira Brittney Tuk Wah Gina Christine Karen/Olivia	Tuk Wah Gina Christine Karen/Olivia	Kira Tuk Wah Gina Christine Karen/Olivia	Tuk Wah Gina Christine Karen/Olivia	Kira Brittney Tuk Wah Gina Christine Karen/Olivia	Kira Tuk Wah Gina Christine
11	Kira Brittney Tuk Wah Gina Christine	Kira@4pm Tuk Wah Gina Christine	Kira@11am Brittney@11am Tuk Wah Gina Christine	15	16	17

Main Floor Giant Ornament





Macy's Herald Square Snowglobe Focal



DRAWING SCHEDULE		
PAGE	DRAWING	DATE
1	COVER	9/19/12
2	PLANS	9/19/12
3	DECK ELEVATIONS	9/19/12
4	RING DETAILS	9/19/12
5	RING BREAKS	9/19/12

NOTES

- All wood and foam to be 100% painted white mixed w/ Rosca PA Flamex fire retardant.
- Structural engineer to approve drawings.
- Venue to provide 20a circuit at ceiling mount.
- Venue to provide hanging point w/ minimum 800 lb. working load limit.
- Provide sandbags to ensure plumb and level at installation.
- All cabling routing to be done by Animation department.
- All electric, video, and sound cables to be secured using nylon cable clamps.
- ALL ELECTRICAL PLANS CONTINGENT ON SATISFYING 15-AMP MAXIMUM POWER DRAW.
- All powered equipment to be UL listed and approved.
-

DETAILED MATERIAL SCHEDULE			
UNIT	PART	MATERIAL	AMOUNT
Rings	Structure	Chromed Steel	~19 LF
	Fasteners	1/4" countersunk flathead machine screws	
Interior Structure	Body	3/4" PLY	
	Tensions rods	3/8" threaded rod	
Exterior Structure	Sculpted foam	3D printed polystyrene	
	Attachment	HIDDEN screws w/ fender washers as necessary	
Motors	H&S0		2
Media Players	Media Player	Micca Malay HD1080p	2
Video	some video screen	???	1
Sound	self-powered soundbars	Samsung HW-E350	2
	Cabling, electrical		2
	Cabling, audio	HDMI	2
Other Electrical	15-amp power strip		1

SPAETH DESIGN
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www.spaethdesign.com

REVISIONS
The undersigned hereby certifies that the drawings herein are true and correct copies of the original drawings as submitted to the City of New York for review and approval.

NOTE: DRAWING MAY BE PRINTED IN REDUCED SCALE

CONFIDENTIAL

2012

SNOWGLOBE

MACY'S
Job Code: Charge Carpenter

LAST REV. BY
CD
9/19/12

REVISIONS	DATE	DESCRIPTION
NUMBER	DATE	DESCRIPTION

DRAWING:
COVER

DRAWING NO:

1 of 5

The Heart of the Holidays

The 2012 Broadway Christmas Windows









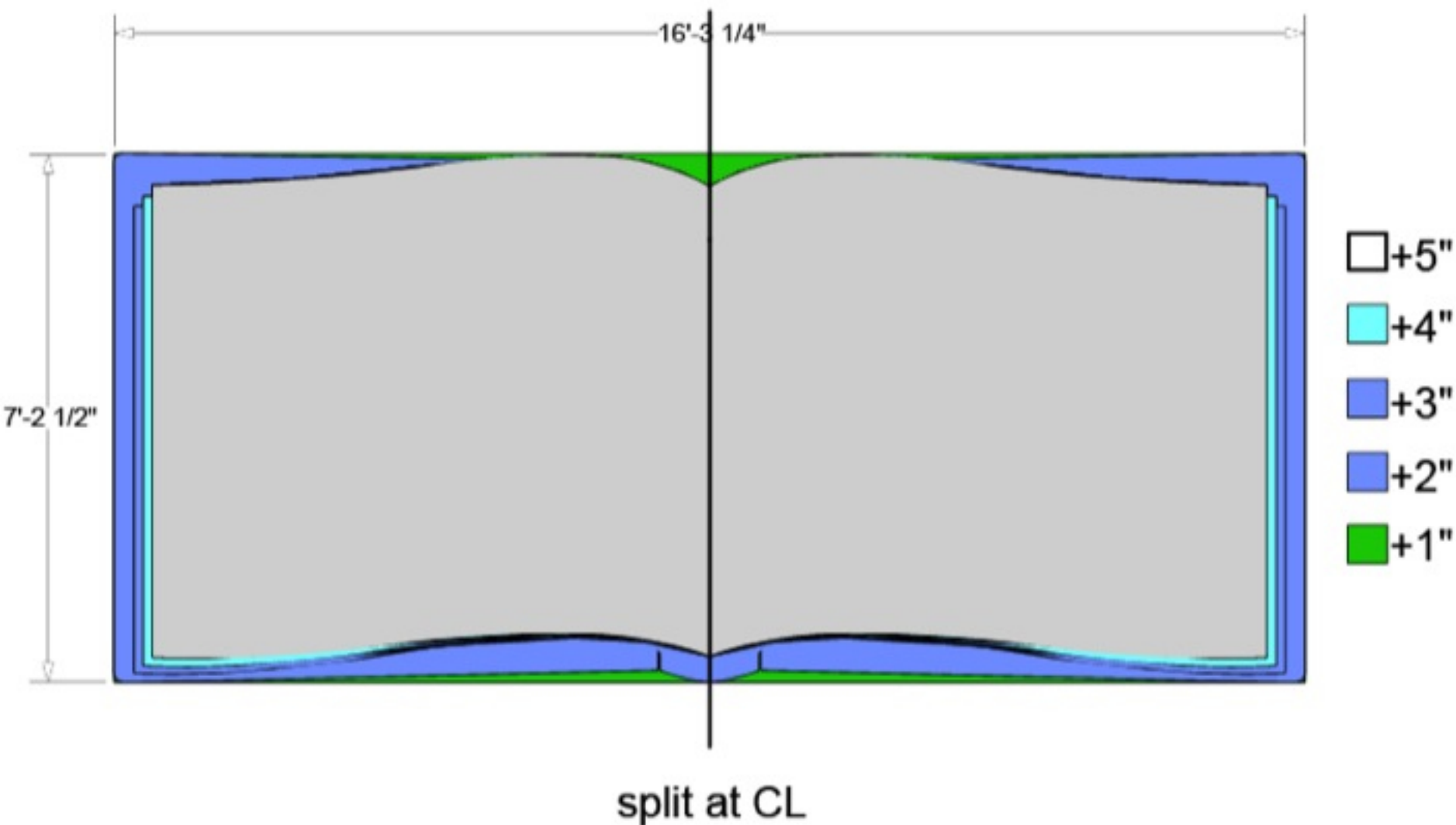






Exterior Frames will be installed on Broadway Windows. (pic shows last years frames)

This year the Broadway Frames are made to look like an open book.



A high-angle, wide shot of a snowy city street, likely New York City, during a winter storm. The street is covered in a thick layer of snow, and several small figures of people can be seen walking in the distance. The buildings lining the street are multi-story, dark-colored structures with many windows. Some buildings have water towers on their roofs. In the center of the frame, a large, ornate, red sign with gold lettering and decorative flourishes reads "YES VIRGINIA". The sign is mounted on a building and features a small illustration of a sleigh pulled by reindeer at the top. The overall atmosphere is cold and wintry, with a dark, overcast sky and falling snow.

YES VIRGINIA

Mechanical Windows on 34th Street

At the very top of her house in New York City, eight-year-old Virginia and her pal Offie delight in a magical book about Santa Claus. "What's that?" asks Offie, pointing to the large, red sack Santa is carrying on his back. Virginia answers with certainty. "It's his bag of toys, you know, for kids all over the world!"



Mr. Virginia





LEGO
The LEGO Group
The LEGO Group is a Danish company that designs and produces plastic building bricks and other toys. The company was founded in 1932 and is now one of the world's largest toy manufacturers. LEGO bricks are made of a special type of plastic called acrylonitrile butadiene styrene (ABS), which is strong and durable. The company's motto is "LEGO: The Building Brick".





The Inn

SPRINKLER
DANSE

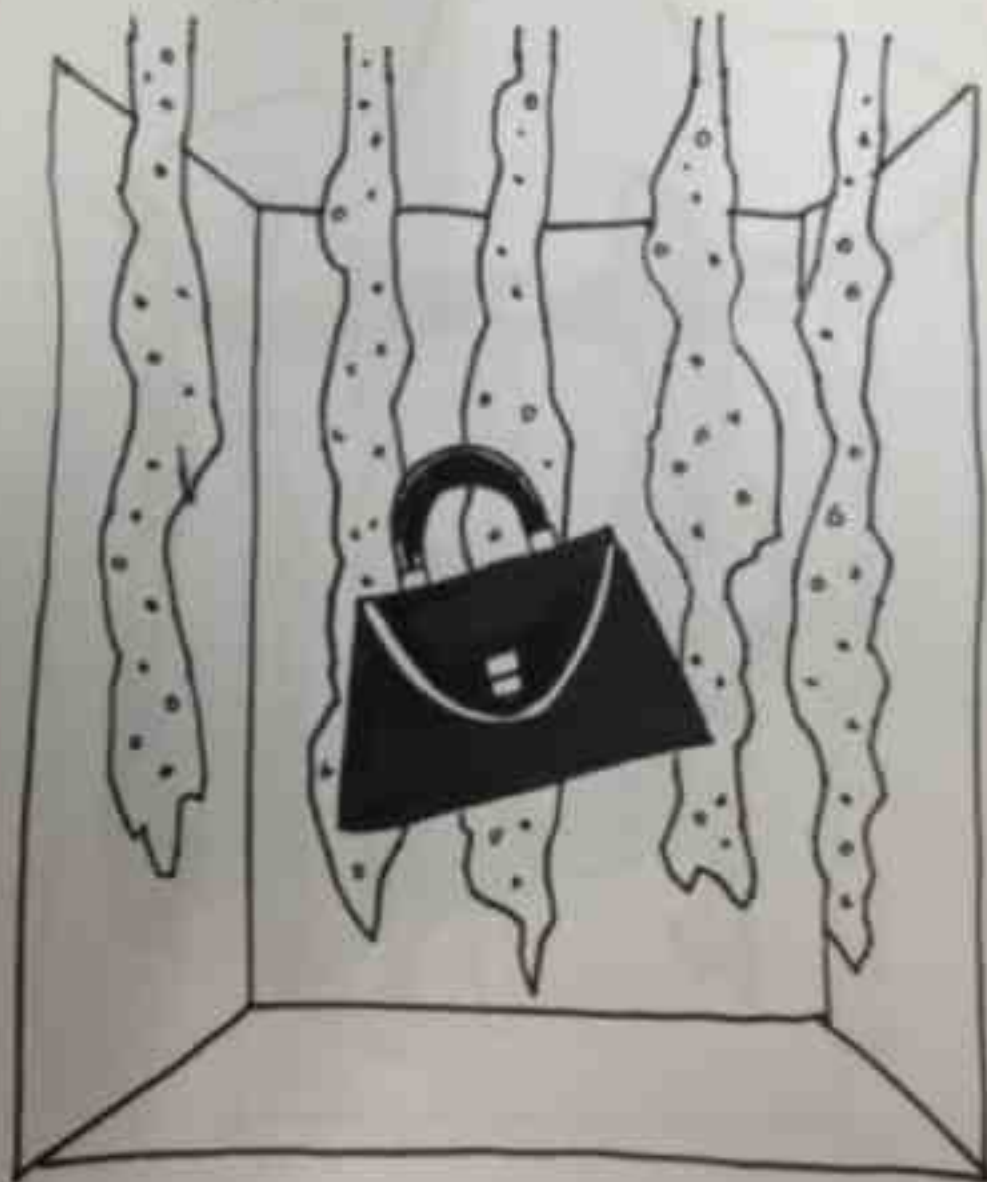


**Decorative Vinyl will be installed
around most windows.**

- Alternating Red or Chartreuse mirror pads
- Merchandise Suspended 'Magically' (no risers)
- Crystal Shards with lights will be created by window team.
- Vinyl logo TBD

SHADOWBOXES 14-20

PHAT + SKINNY



W21- Sunglass Hut Christmas TBD

W22&23-



F2B & Mini Vestibule-





W26 will become an interactive Parade window linked to Facebook. Pic shows last years design.





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151 East (Runway)-



151 West-



Marketplace & 151 small-



Toys R Us

EXPRESS



HSQ Toys R Us SHADOWBOX -

Toys R Us Logo
vinyl on glass

RED & WHITE
Presents TO
DISPLAY MERCH

C-7 LIGHT
STRANDS

