

# “Toledo tiene Estrella. La Juguetería Mágica”

Toledo, Spain



“Toledo tiene Estrella. La Juguetería Mágica” is a multimedia show created by ACCIONA Producciones y Diseño for the Town Hall of Toledo as a core element of the city's Christmas celebrations. The show also commemorated the 30<sup>th</sup> Anniversary of Toledo's inclusion on the UNESCO World Heritage list, which the city celebrated in 2017.

The main thread of the show, focusing on commemorating events and scenes linked to Christmas and to childhood spanning generations, is the relationship between a child and his grandfather who, tired of seeing his grandson spending hours engrossed by his tablet, decides to ignite his imagination. Toys from various eras recreate the world of childhood and its relationship with the Christmas festivities, all “coming to life” on the façade of the Puerta Bisagra city gate.

The show used mapping techniques to combine 3D-effect projections, synchronized with music and a laser display.

The project is “carbon neutral”, meaning that the CO<sub>2</sub> emissions linked to the show were calculated and offset by a clean energy project, thus achieving the final emissions balance equal to zero. It was also accessible to persons with disabilities and the sight- and hearing-impaired, who had specially reserved areas.

**Date:**  
2017

**Client:**  
Town Hall of Toledo

**Services:**  
Design, production and technical operation

**Attendants:**  
6,000

