STRIKE MEDIA × ARABIA HOLDING

Moon Valley *Christmas*

A Winter Night Under the Moon — Christmas & New Year 2027 Decoration Concept for Galleria Moon Valley, New Cairo



Classic Christmas, reimagined in Moon Valley's own colors.

We trade red-and-green for the compound's own purple-and-gold, and let the brand's rainbow “g” ribbon and crescent-moon identity become the decoration's hero motifs — so the display could only ever belong to Moon Valley.



Moon Valley Purple | Champagne Gold | Warm White | Night Charcoal

THREE MOTIFS, EVERYWHERE

- **Crescent moons & stars**

  woven through classic trees, arches, and light canopies

- **The rainbow “g” ribbon**

  reborn as giant gift-bow motifs and ornament wrap

- **Desert-night glow**

  warm light, no snow on the ground — a projected snowfall moment only

ZONE 01 — MAIN GATE

The Gate at Night

- 8m purple & gold Christmas tree beside the fountain
- Warm-white light curtains under the canopy
- Palms wrapped in warm fairy lights
- Oversized ribbon-wrapped gift boxes flanking the entrance



ZONE 02 — BOULEVARD

Avenue of Light

- Every palm trunk & frond wrapped in warm-white / gold light
- Overhead catenary of light across the road
- Alternating illuminated crescent-moon & star ornaments
- Purple up-lighting at tree bases



ZONE 03 — CLUBHOUSE POOL

Moonlit Pool Deck

- Floating illuminated moon spheres & star orbs on the water
- Purple & gold tree on the pool deck
- Warm fairy-light canopy over lounge seating
- Family Christmas-market kiosks along the deck edge



ZONE 04 — INSTAGRAM MOMENT

The Crescent Moon Arch

- 4m walk-through crescent-moon light arch
- Tree + oversized ribbon gift boxes at its base
- Swing photo-booth for family portraits
- The compound's single most shared visual of the season



ZONE 05 — THE GALLERIA MALL

Stairway to the Moon

- Warm-white light lines on every step edge & glass balustrade
- Pair of 5m purple & gold trees on the stone podiums
- Giant glowing crescent moon + stars framing the “g” panel
- Alt. moment: “Happy 2027” snowfall projection on the g panel



ZONE 06 — ARABIA HQ

The Corporate Runway

- Existing gold lattice arch re-dressed in warm-white & gold lights, crowned with a glowing crescent moon
- Light-line “runway” + crescent-moon & star totems down the plaza stripes to the entrance
- Slim 10m purple & gold tree + warm-wrapped palms framing the walkway
- Alt. moment: building-scale facade projection — crescent moons + “Season's Greetings from ARABIA” across both towers



ELEMENT SUMMARY

What It Takes — Rough Bill of Materials

Zone	Key Elements	Approx. Qty
Main Gate	8m tree · light curtains · palm wraps · giant gift boxes · moon-arch frames	1 tree · 6 palms · 4 boxes · 2 arches
Boulevard	Palm light-wraps · overhead catenary · moon/star ornaments	≈30 palms · ≈250m catenary · 40 ornaments
Pool / Clubhouse	Floating moon & star orbs · deck tree · light canopy · market kiosks	8–10 orbs · 1 tree · 1 canopy · 3–4 kiosks
Hero Moment	Walk-through moon arch · swing photo-booth · tree + gifts	1 arch · 1 swing · 1 tree set
Galleria Mall	Staircase + balustrade light lines · podium trees · moon/star facade piece · gift boxes · optional projection show	≈40m step lighting · 2 trees (5m) · 1 moon piece · 4 boxes · 1 projector
Arabia HQ	Re-dressed entrance arch + moon crown · plaza runway lights · moon/star totems · 10m tree · palm wraps · optional facade projection show	1 arch re-dress · ≈60m runway lights · 10 totems · 1 tree (10m) · 10 palms · 1 projector

Quantities are concept-stage estimates — confirmed after site survey.

NEXT STEPS

From Concept to Switch-On

01	**Site Survey**	Walk the gate, boulevard, and pool deck to confirm exact placements, power access, and tree logistics.
02	**Quotation**	Full costed proposal per zone, with options by budget tier.
03	**Install**	On site and complete by ~10 December 2026.
04	**Live Season**	Mid-December through New Year 2027 — family market, photo moments, nightly light-up.
05	**Dismantle**	Mid-January 2027, full site restoration.

No pricing included at this stage — available on request.