

COLLECTOR'S *Club* JOURNAL

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HOW LONG 'TIL CHRISTMAS?

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Cycling Shopping Trip (no. 22027)

Dear Friends,

Yes, I know that the Christmas season ended just a few weeks ago. But I miss it already! The lights, the music, seeing friends and family. I did not even mind that we had no snow for a "white Christmas" this year. I just love it all!

But I also know that we all need time to rest, recharge and start planning for next year. That's what this issue of the newsletter is all about: a look back at some of the very best Lemax villages from 2011, and a look ahead at exciting new products and some great ideas on creating an even grander village layout for 2012.

Still, I hope that the spirit of Christmas lives on all year long in our hearts. Perhaps glancing through the photos in this issue will rekindle the warm feelings you had while the tree and lights and other decorations were still up to remind us of the season!

P.S. Don't forget to join us on-line at the Collector's Club Facebook page! We have over 800 people sharing their ideas and stories!

Have a question or comment? We welcome your correspondence via email at:
collectorsclub@lemaxusa.com



Teaching Mom (no. 22017)

Meet Our 2011 Village Display Contest Award Winners!

We are pleased to present the winners of our 13th annual Lemax Village Display Contest. All of this year's entrants showed great creativity and talent, but these few stood out among their peers as particularly distinctive.

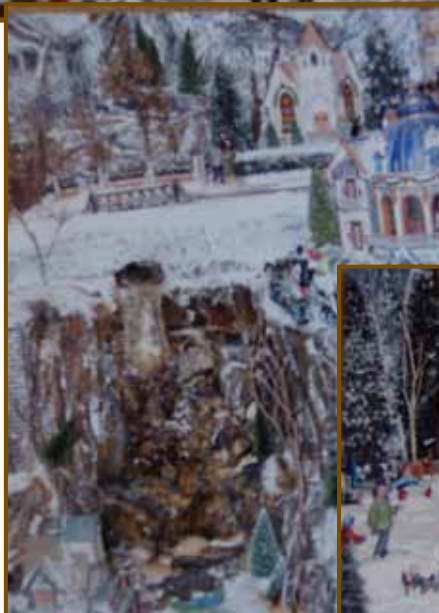
We would like to make special mention of Richard Coyne of Bluffton, South Carolina. Richard has previously been a winner or placed highly in our contest, and his display this year, which was featured in the last issue of the Collector's Club Journal, was truly amazing. Rather than put Richard into competition with other entrants, we would like to recognize him for his consistently excellent work. Congratulations and thank you, Richard!



First Prize...

Robert Wetton & Karen Ryder DeLand, Florida

How can a couple who lives on Poinsettia Drive not be huge fans of Christmas? Robert and Karen have created a marvelously dynamic village featuring two active trains and a trolley. With over 50 buildings in an 8' x 16' display, Robert and Karen leave their display up all year long. Our judges were particularly impressed by the thoughtful use of figurines, which were placed in appropriate places throughout the village; and by the large number of trees sprinkled liberally on the multiple level layout. Well done, Robert and Karen!



2011 Display Contest Winners

Second Prize...

Jeanette Cardy de Guzman
Santo Domingo, Dominican Republic

Celebrating the holidays in the warm Caribbean sunshine does not seem to affect Jeanette's love for Christmas! Her extensive village is beautifully organized around several town squares, and also features a busy waterfront area. ¡Feliz Navidad, Jeanette!



Third Prize...

Dan & Mary Bradley
Mequon, Wisconsin

Dan and Mary have a very interesting multi-level layout, with great use of a moving trolley through many parts of the village. They paid particular attention to lighting the scene, resulting in a dramatic look after dark. Congratulations!



2011 Display Contest Winners

Honorable Mention...

Cindy Lewis
Blakely, Georgia

Cindy's display was a terrific example of using small spaces. She filled several shelves with well designed and coordinated displays.



Honorable Mention...

Marilyn Travinski
Southbridge, Massachusetts

Marilyn created a simple but well organized display in the lobby of her organization's office. She made particularly good use of figurines to give the scene life and the appearance of activity.



Special Honor...

Richard Coyne
Bluffton, South Carolina

A previous winner of our contest, Richard created a huge display in a storefront on nearby Hilton Head Island, for the entire community to enjoy. Here is a close-up of a fun-filled scene from his village.

Inspiration from Main Street USA

When designing the iconic Main Street USA, Walt Disney and his “Imagineers” drew upon childhood memories of their hometowns. You can use the same inspiration to create a more realistic Lemax village layout!



The most popular tourist destinations on the planet are the Disney theme parks in California, Florida, Tokyo, Paris and Hong Kong. (Shanghai will soon be added to the list!) No matter where in the world visitors are from, they immediately feel right at home when strolling down “Main Street USA,” the central thoroughfare of each park. That’s no accident. The Disney designers went to great lengths to create a welcoming and familiar setting. And they were inspired by memories of their own hometowns, including the hamlet of Marceline, Missouri, where Walt Disney spent his childhood years.

The Disney designers were very meticulous in the placement of buildings, streets and features. Some of their ideas will serve you well in the layout of your Lemax village, including:

- Main Street runs straight to the castle, but side streets are angled at more than 90° to create a more interesting flow of traffic.
- Buildings along the street are not perfectly aligned. Some stick out a few inches further than their neighbors to create a sense of depth.
- The heights of buildings along Main Street are varied.
- There are two “hubs,” one on either end of the street. Town Square surrounds a flagpole and small green space, while the well-known castle anchors the hub at the far end.
- From the castle hub, pathways and streets angle out to the various “lands” in the park. You can use the same layout to create different neighborhoods.
- There is always a lot of movement on Main Street, including buses, horse-drawn carriages and thousands of people. Put your Lemax figurines to good use to recreate this active scene!

Sneak Peek at New Products!

February is traditionally the month when Lemax introduces its newest products to the market. This is when buyers from retailers around the world make their choices about the buildings, figurines and accessories they will stock for the following Christmas. There's a job I would love to have: preparing for the holidays some 10 months in advance!

We are happy to bring you a “sneak peek” at some of the more interesting and creative new items in the Lemax Village Collection for 2012, starting with several new Spooky Town selections. Enjoy!

Killer Clown Mobile Home (no. 14323)



Dividing the Loot (no. 22011)



Frosty's Ice Scream (no. 23943)



Haunted Manor (no. 25444)



Costume Fix (no. 22012)

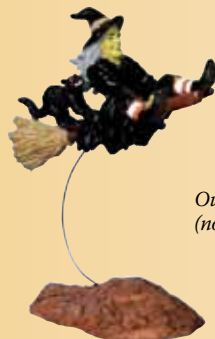
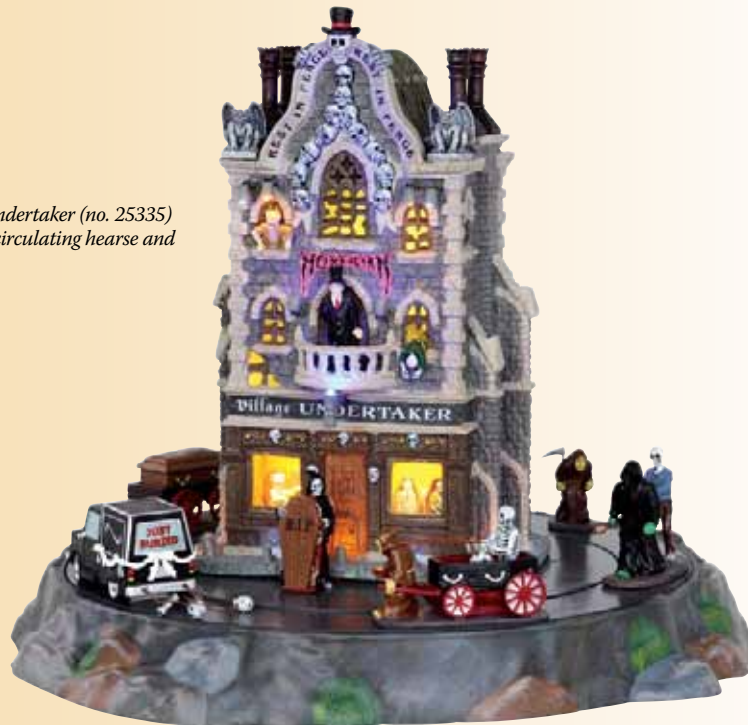


More Spooky Town Previews



Pets & Potions (no. 25331)

*Village Undertaker (no. 25335)
Features circulating hearse and mourners*



*Out-of-Control Witch
(no. 22005)*

*Crump's Organic Market
(no. 25329)*



*Trick or Treat Candy Shop
(no. 25328)*



*Potion Time
(no. 23950)*



Christmas Village Sneak Previews



Comet Bike Shop (no. 25405)



Village Corner Market (no. 25341)



The Majestic Christmas Tree (no. 24500)



Carlton Residence (no. 25382)



Hearth & Home Quilt Shop (no. 25364)