



## PRESS RELEASE

**Monday 16 November**

### **Manchester gets Christmas all wrapped up**

Peter Saville, Manchester's Creative Director and Co-founder of Factory Records has designed a special limited edition gift wrap for the first time. The Manchester print has been specially created for the City for Christmas as part of a wider recession-busting marketing campaign commissioned by Cityco, Manchester City Council, Marketing Manchester and GMPTC.

In keeping with the city's 'original modern' ethos, Saville's aim for the multi-coloured abstract design, was to subtly evoke the warmth and emotion of Christmas in a contemporary way. It has been printed using six colours rather than the traditional four-colour process.

Only five thousand tubes will be available, each containing two 1 metre x 70 cm sheets and they will be on sale from 16 November from the Tourist Information Centre in St Peter's Square, Manchester City Art Gallery's shop, the gift shop at Urbis, Visit Manchester's Christmas market stall in Albert Square and on-line at [www.visitmanchester.com](http://www.visitmanchester.com) and from Vinyl Exchange in the Northern Quarter. Priced at £2.99, this exclusive multi-coloured glossy paper can also be framed, offering a unique Christmas present.

Manchester's Creative Director, Peter Saville, commenting on the paper said: "When I was approached to design a gift wrap for Manchester I thought it was a fantastic idea and something I have never done before. Designing a successful wrapping paper is not easy but working together with colleague Howard Wakefield, who lent his technical expertise, we've come up with a great result."

Kate Harrison, chief executive of Cityco, the city centre management company, said: "This stylish gift wrap looks amazing and is a refreshing departure from the usual Christmas designs. It's been cleverly created so each piece has a completely different look and even colour when wrapped round a present. Not only is it the first time that Peter Saville has created a wrapping paper design but as far as we know, it's the first time a city has designed its own Christmas paper. The sheets have been cut to a size so that this stunning design can be framed, making an affordable and attractive Christmas present in its own right. This is yet another initiative that will help make this Christmas the biggest Manchester has ever seen."



For more information on Manchester city centre Christmas campaign visit  
[www.visitmanchester.com](http://www.visitmanchester.com)

**- Ends -**

For further information please contact Roz Hughes at Cityco on T: 0161 838 3262 or on M:  
07967 800395

**Notes to editors**

Cityco is Manchester's city centre management company. It is an independent not-for-profit company working in partnership to promote and enhance Manchester city centre. Cityco's central aim is to improve and promote the city centre, to create the conditions for businesses to prosper and to develop the city centre's role as the hub of a world-class region. The company plays a coordination role in; strategic initiatives to benefit the economy; promoting the city as a primary retail and commercial location; and to facilitate quality management of the external environment.