



Kringle's Filling Station

Kringle's
Filling Station

PRESS KIT





Kringle's Filling Station Holiday Experience

The Kringle brothers, Sparky and Otis invite you and your family to capture the spirit of the holidays at [Kringle's Filling Station](#) at 8211 Aurora Ave in Seattle. Get the ultimate holiday photo of your entire crew in a one-of-a-kind sleigh, then enjoy a steaming cup of hot chocolate from one of our very special gas pumps. Keep the fun going in our garage by challenging your friends and family to Christmas Ski Ball and Holiday Karaoke. Check out all our Insta-worthy photo ops and other games and entertainment.

We're only opening the garage for the holidays - Friday November 26 to December 24. You'll get to meet the whole Kringle gang - we've finished our holiday preparations early this year, so we are excited to welcome you and your loved ones to share the joy of the holidays with us.

Plan a visit for thirty minutes to an hour after you've just found the perfect tree, or while you are driving around Seattle looking at Christmas lights. We will even give you a map from our garage to the best lights in town! Hit all the notes of your favorite Christmas traditions while discovering our story and exploring our home.

Kringle's



THE NORTH POLE'S
FINEST SKILL GAME

SKI - BALL

BRAGGING RIGHTS
FOR HIGH SCORE

The Details

Activities:

Family photo in a very special sleigh along side a real live Kringle.

Game Garage featuring Christmas Ski-Ball, Holiday Karaoke, promotions and give-aways and many insta-worthy photo ops.

Hot chocolate dispensed from vintage gas pumps.

Entry: \$10 per person, children 5 and under are free.

Photo packages start at \$35 per group

Contact for private events at the Filling Station - info@kringlesfillingstation.com

Tickets will be available on our website starting at 10am on November 15, 2021

- www.kringlesfillingstation.com

Location and hours

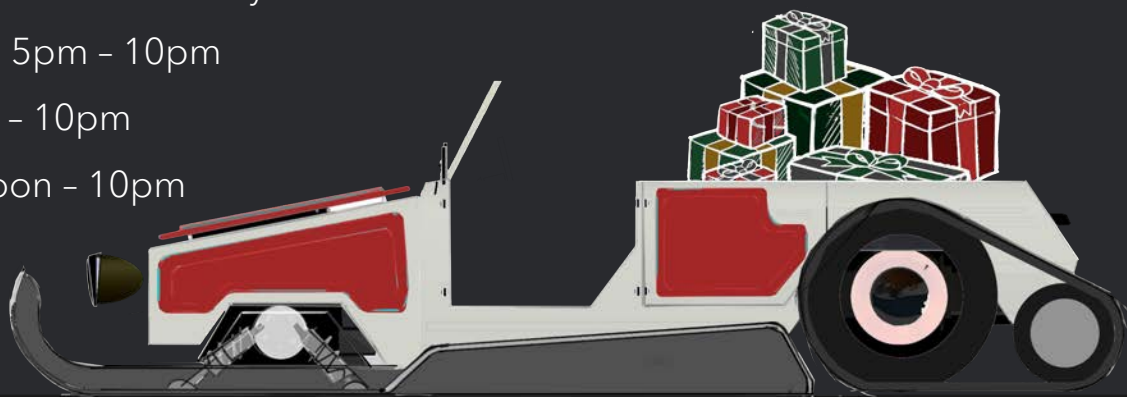
8211 Aurora Ave, Seattle 98103

Friday, November 26 - Friday December 24

Mon - Thurs 5pm - 10pm

Friday: 4pm - 10pm

Sat / Sun: Noon - 10pm



The Backstory

Everybody knows who Santa Claus is. Otis and Sparky Kringle however, are a mystery. Every gift that the Santa you know ever gave was built by the machinery that the Kringle brothers invented and maintained. The sleighs that fly around the world were designed and built by them. The international infrastructure that facilitates overnight wish fulfillment for billions of people... All Kringles. Santa is the face, but Otis and Sparky made it all possible, working behind the scenes to keep Christmas running smoother than a '59 Thunderbird. While Santa Claus is a legend, the story of The Kringles remains untold.

Otis and Sparky Kringle come from a long line of tinkerers, mechanics, engineers, and craftsmen whose family history living in the North Pole dates back for centuries. Their kind spirit and love of giving drove them to use their almost supernatural skills to build machines that could make all kinds of toys and gifts. They also created the ways and means to deliver those toys and gifts, the ones that people had wished for, to Everybody. Everyone. All over the world. In one night. Every year. For fun. The Kringles were humble to the core and never wanted any credit or acknowledgment for what they did. They created and gave for the fun of doing it and preferred to do their work anonymously. Over time more stories and legends developed around their acts of kindness as people across many cultures and eras tried to explain what happened every year on December 25th.

Eventually their footprint grew all over the world as they ventured out and blended in, participating in the greatest mechanical and engineering feats throughout human history. From the pyramids to Da Vinci, Ben Franklin to the Brooklyn bridge, there was a Kringle in the workshop. Under cover they worked, mastering the technology of the current era and bringing it back to the North Pole to improve the operation. Along the way they sometimes made friends or even fell in love. In those cases, when they knew it was right, the Kringles would share their secret and the family would grow.

Otis and Sparky became the heads of the Kringle family in the early twentieth century. They were children of the industrial revolution and took over during the machine age. After the brothers did stints as disciples of Thomas Edison and Henry Ford, the North Pole operation became a large industrial plant that they designed, engineered, and managed. It took a lot of elbow grease (and a little family magic) to keep the place up and running – but the brothers took pride in their work and the joy they helped create around the world year after year.

In the middle of the 19th century Western Culture had begun to make Christmas more commercial and that trend grew even more by the early 20th. At the time, the Kringles embraced the explosion of modern marketing and the mythology it created as it provided fantastic cover. The more corporate America poured into perpetuating the Santa cover story, the less work it was for the Kringles to create misdirection. More time to focus on fast sleighs and precision tooling and the easier to hang out in the real world without getting spotted.



The Backstory

Eventually the commercial Christmas story became widely accepted and the Kringles did their best to reinforce the pop culture mythology continuing to operate in its shadows. The North Pole industrial complex that they created was working and they spent their days creating, iterating, and fine tuning all sorts of machines.

By the mid 60's Otis and Sparky knew that their time in the driver seat of the north pole was over. While they were busy tinkering the technology of the day had finally passed them by. The brothers remembered how the marketing companies in the 40's grew the Christmas legend in service of advertising, and they thought that the next generation of Kringles, who were more in tune with the dawn of the information age, could lean on that industry again. To facilitate their retirement, they created an organization called the Candy Cane Institute which was designed to change the way the North Pole was working. This time they would use the new model, built around data and mainframe computing to "science Christmas" and make it even better every year moving forward.

The Kringles set it all in motion with enthusiasm and it seemed to be working, but once things started to change Otis and Sparky realized they didn't have the heart to watch the old way of operating, their way of operating, to be forgotten, or replaced. So they decided to disappear for a while and give the Candy Cane Institute space to do its job. After a long vacation, they settled down and built a secluded garage and workshop where they thought they would live out there days alongside their families building and creating till their hearts content.

The thing is, secluded garages get very lonely for a family that was born filled with Christmas Spirit and after a few years they just couldn't shake the desire to connect with people, or the need to share their joy and kindness with the world. One year they started an annual tradition of taking their "secluded" garage on the road, somehow moving their entire shop to new locations that were easy for folks to find. Every night they would open the garage doors and visit with strangers while they maintained and improved the very model of sleigh that had carried them away from the North Pole so long ago. They would show off another invention or two and share the warmth and joy of the season with whoever came by. Often the Kringle's uncanny resemblance to the Santa of legend inspires folks to tell Otis or Sparky what they want for Christmas. Apparently, they still have ways to pass it on.

Year after year the Kringle's have been coming back long enough call it a tradition. But now, from what they are seeing and hearing, they are wondering if creating the CCI was such a good idea in the first place?



hotopp



The Kringle's Filling Station experience is the brainchild of Seattle-based agency, Hotopp Creative Studio, an award-winning entertainment design firm specializing in attractions, experiences, and live events.

Credits include The NHL Expansion Draft for the Seattle Kraken, The 2020 Stanley cup playoffs, The Candy Cane Institute at Mall of America, Gaylord's Entertainments ICE!, Antarctica, Empire of the Penguin and Electric Ocean at SeaWorld, The CW upfronts, Multiple studio set designs for ESPN and NBC Sportsnet, and hundreds of branded meetings, events, and experiences.

Clients and partners:



Why Are We Doing This?



At Hotopp we believe that there is joy and play in our craft. We love the work we do, designing, building and producing an eclectic array of entertainment projects. We thrive on working together as a team, we take pride in doing things that have never been done before, and we live to tell stories. With Kringle's Filling Station, we are doing all those things at once right in our own back yard.

Our work is always unique and challenging. If you need a firm with an uncommon set of design and production skills, we are your creative team for hire, working as an extension of our client's organizations. In its almost forty-year history Hotopp has been involved in creating countless sets, shows, experiences and places, across a variety of industries. Over that time our work has been entirely service based, created on behalf of our clients. Kringle's Filling Station is different. This one is for us. After the last two years of challenge and change, we are getting back to our roots.

We are kids again, building a fort out of cushions and blankets on a rainy day
We are brothers and sisters putting on a haunted house to scare our friends
We are friends, doing a magic show in our back yard to try and dazzle our neighbors

We are making something cool because we can. At a time when the people around the world are trying to get more fun and connection back into their lives, we want to spend the holidays sharing our joy and our imagination with each other and with our community.



Hotopp and Christmas



Our founder, Michael Hotopp, and our current owner Gary Wichansky, both grew up in households that leaned into all the fun around the holidays. Over the top decorations, festive family traditions, annual pilgrimages to all manner of local attractions and magical Christmas mornings were foundational to their love of story telling and in building an understanding of the guest experience needed for creating impactful family entertainment.

Maybe that's why, as a company, Hotopp has a long history with Christmas projects

For many years Hotopp was the designer of record for the Radio City Music Hall Christmas spectacular in New York and worked on creating several holiday store windows displays.

We have designed and produced more than 40 Christmas themed Ice attractions for Marriott hotels, The Queen Mary in Long Beach California, and the Sands Venetian in Macau. Themes have included How the Grinch Stole Christmas, Charlie Brown, Christmas Story, Polar Express, Rudolph The Red Nose Reindeer and more as well as several original narratives.

Other Christmas credits include multiple Chinese lantern attractions including original versions of Christmas Carol and 12 Days of Christmas, Photo-op and stage show theming at SeaWorld based on Rudolph the Red Nose Reindeer, Hotel decor in multiple Gaylord Convention centers, and our latest creation, The Candy Cane Institute, for Mall of America.

We know and love Christmas entertainment.



Our Community



As a Seattle based company who spent more than a decade working almost exclusively out of town, we were thrilled when last summer we had the opportunity to be the creative agency behind the Seattle Kraken Expansion Draft at Gasworks Park. We love this city and saw it as a chance to help show it off to the world in a way that was authentic and memorable.

After the draft we started thinking about how we could go deeper and do more work that felt in tune with our community and celebrates its character and history. As we looked for a project, we realized the answer was right beneath our feet.

Our studio on Aurora Avenue is housed in a converted filling and service station that was originally built in the 1920's. We've always loved the space and that it has a history that connects us to Seattle past, specifically a time when the Aurora Corridor was in its heyday. With the Christmas season coming, we realized that our building could be the perfect place for a location-based holiday attraction, and Kringle's Filling Station was born.

We not only work in this community, but most of us also live here too. Some within a few blocks. This area is filled with families like ours who love it here and are hopeful for a future where the Aurora corridor, which has been challenged in recent years in terms of crime and safety, changes for the better. Kringle's is our way to support that change, bringing something joyful and positive to our neighborhood for the holiday season.



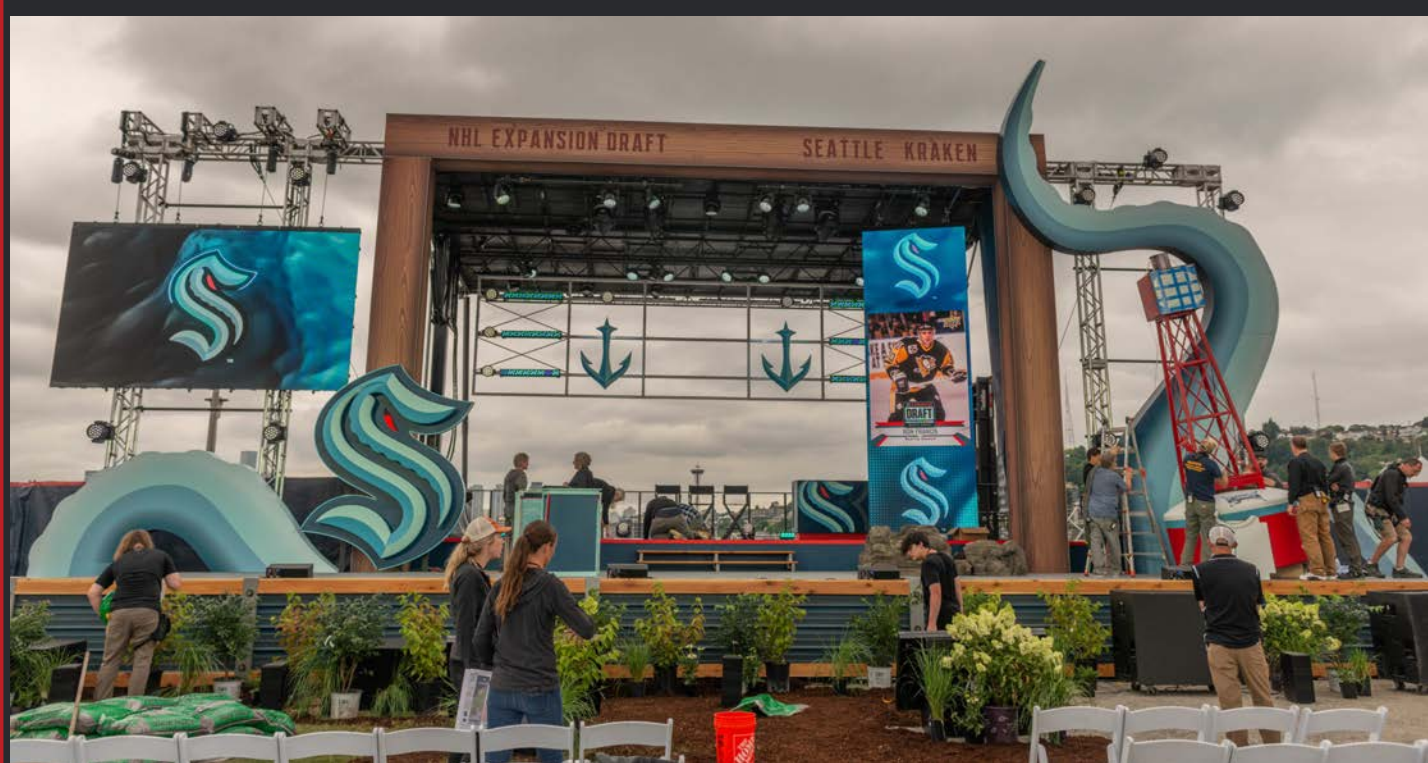
Recent Credits



Seattle Kraken

In 2021 the NHL approached Hotopp Creative Studios with an opportunity to create a one-of-a-kind experience for the brand new NHL hockey team, The Seattle Kraken. The event would take place in Seattle on July 21st, 2021, and would be both a televised event as well as an in-person experience. The event needed to be authentically Seattle in theme to help welcome the new team to the city.

[Learn more](#)



Press coverage

[Seattle Times](#): How a Seattle company went from Broadway to designing the stages for the NHL expansion draft

[Seattle Kraken](#) - Seattle is known for being one of the best sports towns in the world & when it came to the 2021 NHL Expansion Draft, this city did not disappoint.

[Sports Business Journal](#): Details starting to emerge around Kraken's NHL Expansion Draft

The Candy Cane Institute

The Mall of America partnered with us to unveil our new IP, the Candy Cane Institute. A unique immersive experience mixing Christmas with big data!



[Learn more](#)



Press coverage:

[Mall of America](#): Mall of America launches virtual holiday experience with Santa and his elves from The Candy Cane Institute: a one-of-a-kind holiday research lab at the North Pole

[Kare11](#): Mall of America opens up virtual visits with Santa at the Candy Cane Institute

[Kare11](#) MOA opens up virtual visits with Santa at the Candy Cane Institute

SEE MORE EXAMPLES OF OUR WORK >