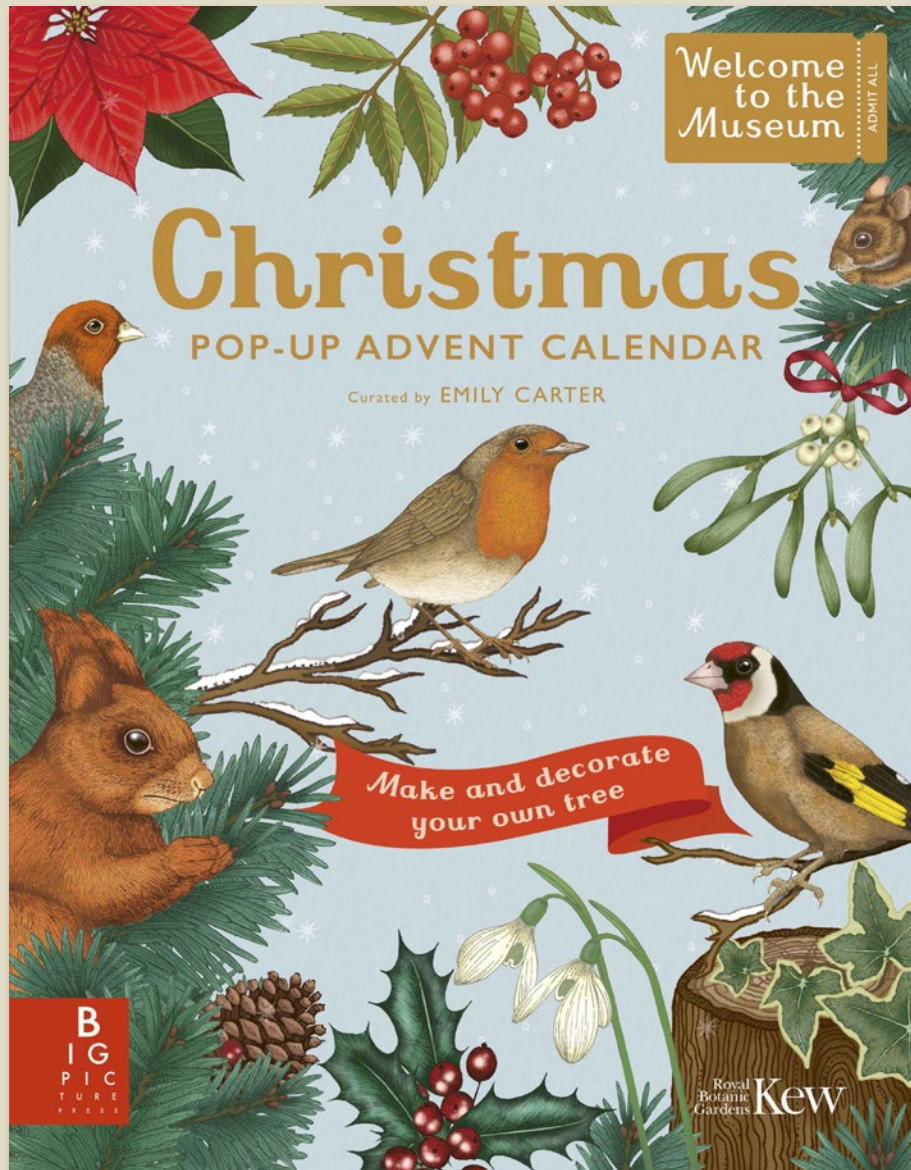


Welcome to the Museum: A Christmas Pop-Up Advent Calendar



The perfect gift, spread joy this Christmas with this decadent pop-up advent calendar, part of the bestselling Welcome to the Museum family.

- Published in conjunction with the Royal Botanic Gardens Kew
- High quality and made from sturdy material, the re-usable decorations and beautiful tree will take pride of place on any Christmas table, year after year.
- Beautiful artwork by textile designer, Emily Carter
- Luxury finishes including 100% foil cover, and interior box.

Welcome to the Museum: A Christmas Pop-Up Advent Calendar

MAMMALS

Reindeer

It is no coincidence that Father Christmas chose reindeer to pull his sleigh, as they are strong, hardy and capable of travelling more than 1,000km a year. As one of the earliest domesticated animals, reindeer share an ancient alliance with humans. These antlered deer thrive in colder climates of Europe, North America and Asia, residing in the frozen northern forests and the Arctic tundra. Covered in fur from head to hoof, reindeer use their useful dew claws to grip onto slippery surfaces and burrow through the snow, feasting on the ferns, fungi and lichen hidden below.

Unlike their magical counterparts, these animals do not need a glowing red nose to illuminate the way. As one of the few large mammals that can see ultraviolet light, reindeer are able to find food, locate predators and stay safe even in the dark, bleak winter when sunlight is scarce.

Key to plate

1: White spruce
This large evergreen conifer is the most common species of North America. However, recent studies suggest the tree is originating further north, towards the Arctic Circle. It is possible that working temperatures caused by climate change have allowed them to grow here, in an area where the soil would normally be too shallow.

2: Reindeer
Reindeer



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BIRDS

European Robin

With its rust-coloured plumage and curious expression, the European robin is a plump, small-billed bird that breeds throughout Europe, Western Asia and parts of North Africa. A much-loved sight, the robin can be spotted all year round, the welcome sound of its melodic warbling filling the frosty air even during winter. As natural ground feeders, robins can be found hopping around gardens, woodlands and parks, foraging for insects and worms.

Despite being only 14cm long, these tiny birds are fiercely territorial, puffing up their scarlet chests and fighting off any feathered intruders that invade their patch. Robins are considered modern Yuletide mascots. They first appeared on Victorian Christmas cards as an ode to the vermilion-coloured uniform of the postmen who delivered them. These postal workers were aptly nicknamed 'redbreasts'.

Key to plate

1: European robin
Eurostoeuridae rubecula

2: Common holly
Ilex aquifolium

The UK's most festive plant and for hundreds of years it has been used, along with ivy, to decorate homes at Christmastime. Today this prickly plant, with its water-resistant waxy leaves and bright red berries, makes the ideal festive wreath.

The evergreen holly bush is



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FRUITS AND SPICES

Festive Flavours

As Christmas draws near, festive flavours walk through kitchens across the globe, filling the air with traditional aromas of nutmeg, ginger and clove. In Europe, roasted sweet chestnuts make a tasty Christmas treat, harvested from the *Castanea sativa* tree with its prickly husks and grooved bark. The gingy orange is another popular festive food, gifted to well-behaved children or peppered with cloves to make a pomander ball. This practice dates back to medieval times, when such spice-studded pomander balls perfumed the frosty air to ward off bad spirits and winter illnesses.

The iconic Christmas pudding also has humble origins, dating back to a porridge-like prune dish served in the 14th century. Although it originally formed part of a British tradition, the Christmas pudding is a global festive phenomenon, enjoyed by families far and wide in countries like South Africa, Australia and Canada. This dessert is often seasoned with cinnamon, a warm, fragrant spice derived from the inner bark of the Ceylon tree of Sri Lanka.

Key to plate

1: Christmas pudding
Filled with the quintessential flavours of the festive season, Christmas puddings are packed with dried fruits, almonds, cloves and spices, and bound together with a moist, sticky batter. The traditional recipe is a striking mix of fruit and spices.

2: Orange
Clinging oranges at Christmastime may be a nod to the fact that a tree called the *Citrus aurantium* is native to the island of Sicily. It is a small tree with a gnarled trunk and bright orange fruit, which is used to make the citrus and curries.

3: Star anise
Star anise is the same genus as the fennel that a tree called *Anisum* is native to. It is a small tree with a gnarled trunk and bright orange fruit, which is used to make the citrus and curries.



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