

Giorgio
Onorato
Aquilani



EVERYDAY IS CHRISTMAS

the secrets, vision and values behind the
Kingdom of Santa Claus



Foreword



There's an enchanted kingdom rising in the hills of the little Italian town named Vetralla, in the province of Viterbo. Where you enter only if you become a child again. Children from 0 to 1000 years of age. A magical world where emotions and feelings blend in the light of the Christmas spirit.

Il Regno di Babbo Natale (The Kingdom of Santa Claus) is not just a shop or a place to visit, but a place to live. Where the atmosphere is filled with colours, lights, sounds. But above all, of great feelings, which know no differences, there are none.

Because everyone loves Christmas, and everyone loves enjoying Christmas. A trip to Santa's Kingdom is a pass to a unique experience, which for 10 years has been giving those who have crossed its threshold, unforgettable moments. A unique place in the world, covering over 8000 square metres, it puts its attractions, its dwellings, its galaxies within reach of anyone who decides to take a look at their inner self, leave behind the frustrations or stresses of everyday life, and immerse into a journey they will never forget. Starting with the Enchanted Forest, where the 100% Elves, Santa's tireless helpers, work non-stop to prepare the gifts.

Santa's House, watched over by the Nutcrackers, where it is possible to meet the kindest man in the world, and fill our hearts with joy. The Tunnel of a Thousand Cakes, where the lights perform extraordinary colour effects, leading then to the Glacial Tunnel, with Polar Bears and Penguins acting as the Kingdom's pageboys.

A shop with all kinds of decorations, gifts, and clothing dedicated to Christmas. Regarded, due to its size, as one of the largest Christmas centres in Europe. Any bauble, tree, festoon, nativity crib, but also home décor, decorations and scented essences can be found there, at Santa's Kingdom, you mention it.

Then there is the outside area, the Victorian Village, with its outlets, its food spots including a bar and restaurant, confectionery, typical products from Tuscia (the Viterbo area where Santa's Kingdom is located), merry-go-rounds, a skating rink and entertainment with the unique protagonists of Santa's Kingdom.

Whether one believes in Christmas or not, this is a wonderful experience where it is impossible not to be a child again, certainly for the duration of the visit. Millions of people over the past 10 years, ever since a small kiosk became Santa's Magical Kingdom, have travelled from all over Europe to take part in this great little contemporary miracle and return home with the most beautiful and unique Christmas decorations from all over the world.

The welcome of all the inhabitants of Santa's Kingdom is also amazing, starting with the 100% Elves: Buddy & Pretty. And then Rudy the Reindeer, Steve the Candy Cane, Henry the Nutcracker, Lampo the Reindeer. So, a journey into the world of fantasy come true. Into that world that everyone dreams of visiting, and that they can do so today. Where the only password to enter is Christmas. The one you cherish inside your heart, and that beats whenever you feel it. This is why a trip to Santa's Kingdom is not just a tour but an authentic leap into one's soul.

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Introduction



I have written this book and leave it to the years to come. The desire that motivates me is to convey new awareness on the meaning of Christmas. An ancient tradition that has come down to the present day, crossing all ages of mankind, making people dream, hope, and changing the lives of those who understood the messages, the generous fruits that Christmas gives to those who experience it consciously.

This I do with love, because what is written on these pages is the result of a hands-on experience that has changed my personal and professional life thanks to which I have succeeded in involving millions of people who stepped through the magical door of Il Regno di Babbo Natale (The Kingdom of Santa Claus) in the Italian town of Vetralla for over a decade.

This book is dedicated to you who at this very moment are reading these lines! Yes, that's right, you! Regardless of whether you know it or not, Christmas, like every other wonder of Life, depends directly on your will. The following pages clearly explain how you already have all the necessary tools within you to go from black and white to colour... all you need is the will.

When beauty, goodness, and benevolence direct our intentions, we can bear witness to how much prosperity life rewards us with. For every child from 0 to 1000 years of age, the metaphor of Christmas is all the above... those who have the courage to continue to believe and act for the good, despite any adversity that life may have in store for them, will be the ones who will be given the most beautiful gifts by life (Santa Claus).

Human beings with their vices, virtues and interests are changing, and there are concepts that need to be updated, returned to the centre of our attention, to ensure they are not lost and that above all lead us to experience Christmas consciously.

The magical world of Il Regno di Babbo Natale (The Kingdom of Santa Claus) is where I have been and continue to be involved in infusing and conveying deep insights, often hidden behind the wonderful symbols of Christmas that we all know and that I have decided to collect in this volume.

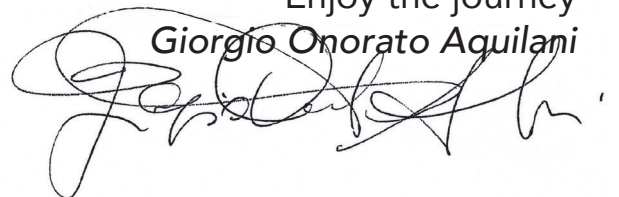
Coming to my aid are all the magical characters I have chosen as inhabitants of the Kingdom of Santa Claus and in whom our many devoted fans love to identify: the 100% Elves: Buddy & Pretty, Steve the Candy Cane, Rudy the Rein-

deer, Henry the Nutcracker, Lampo the Reindeer, Lucy. Quite a few attentive eyes have long since become aware of the magic conveyed by the Kingdom of Santa Claus in Vetralla and have enthusiastically begun to rediscover their own light.

“Here you leave the Present Day, here the magic flies, get ready to see again, through the beauty of children eyes.”

Enjoy the journey

Giorgio Onorato Aquilani

A handwritten signature in black ink, appearing to read 'Giorgio Onorato Aquilani', written in a cursive style.



How long does the Christmas season last?



The Christmas season is traditionally placed in a time frame from December 8 to January 6. We all usually more or less get there either overwhelmed or busy with the routine of life. Some look forward to it all year round while others just when seeing the first festive advertisement exclaim "Is it Christmas already!?"

But are we so sure that Christmas is just a season of the year?
Or some days lined up in a row?

Sometimes doubt, more or less rationally, surfaces within us....

What if Christmas is a door? More precisely, a door inside the heart, where we can enter whenever we want?

We live, we grow, and we only see that dusty door in the distance, it remains there in the background. We are often in too much of a hurry, and we end up thinking that Christmas is merely a ticket to be stamped, valid for three weeks of the year.

Too many people get caught up in the hectic rush of life and end up opening that magic door on the evening of 24 December, realising that it is Christmas just because the dining table is set up in a different way. But that door can also become a daily occasion... for those who can really understand what can really be found in there.

Christmas is a truly magical door. Over the threshold everyone shares in the same feeling, everyone lives in a time that magically gives space to everything that was previously unable to have, everyone becomes ONE without any distinction and meets in the only true tradition that unites the world.

Little does it matter if in some areas it boils down to pure consumerism, because even that, come to think of it, is a possible doorway to the meaning of Christmas. When buying something for someone, regardless of what we can materially buy, that gesture carries within the intention of making a person happy. Couldn't think of a more concrete step towards the spirit of Christmas.

And this is certainly a way of approaching the 'real' Christmas. Then those who want to go further can also take the next steps and walk towards deeper degrees of awareness.

If we were to ask ourselves again how long Christmas lasts and when it begins, at this point the answer would start to take a different form, wouldn't it?

We are discovering together that the length of the Christmas season depends directly on us... on when we decide to open and enter that door.

When we speak of the Christmas season, we are not only re-

ferred to its outward manifestation of trees, lights, decorations. We are referring above all to what is intangible, to the clear perception of a change in the flow of time during those days. A time that slows down to make room for considera-

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A time that slows down to make room for considerations that normally have no place within our ever-faster daily routine.

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tions that normally have no place within our ever-faster daily routine. When you enter that door, you feel the desire to pick up the phone and speak to someone, to write, to read, to take refuge inside yourself and regenerate. You cross that door threshold, you put your heavy suitcases on the floor, a sigh of relief and you think 'I am home'. Now I ask myself, wouldn't it be wonderful to experience all this by dedicating a small amount of time to it every day of the year? All it takes is a little, in fact, very little... a gesture, just one minute, one can make that phone call, give that smile that arrives as unexpected joy, changing the day of the person receiving it. This is what Christmas can give us, for those who are lucky enough to realise it, practice it and reap its benefits.

'Being nice' means receiving the immense gift of this aware-

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ness from Santa Claus and living the magical Christmas season to the full! When this happens, one realises that the Christmas season, the one we are all familiar with, is nothing more than the highlight of a journey that is happening all year round within us.

But these are not just fine words, this is not philosophy to be grasped with an imaginary net! What has been written so far has very clear and above all practical implications in the daily lives of each of us.

Christmas is the opportunity to return to dealing with ourselves, with our purity, with questioning what we have become each day with the intention of improving. Spending as much time as possible in 'that magical place' is the first step to opening the eyes of the heart and really starting to live the life we were born to live.

We now know that Christmas is not just a time, but a real frame of mind. Now that we know this, we could try asking ourselves again how long the Christmas Season lasts, but we would end up discovering that we are asking ourselves something else...

Namely: How much DO WE WANT this mood to last?
Every day is Christmas...



THE INHABITANTS
OF THE SANTA'S KINGDOM

100% Elf



Slogan

*If your love
for Xmas
is true and
pure, you're
a 100% Elf!
I know for
sure.*

Origins

Tireless Christmas enthusiasts, Buddy and all the 100% Elves are the official inhabitants of Santa's Kingdom! Legend has it that the first 100% Elf was born in the enchanted forest of Santa's Kingdom in the year 2012. Buddy is an Olympic champion in building and wrapping presents, and as long as any other 100% Elf he is Santa's faithful helper even during deliveries!

Character and temperament

Buddy's cheerfulness is contagious to say the least, always optimistic, lively, sociable, euphoric, and always enthusiastic... The idol of all children who love playing with him! For a 100% Elf there are no problems, only solutions! In the Kingdom it is rumoured that not a single sulky 100% Elf has ever been seen... but this is also thanks to Steve the Candy Cane, who is directly responsible for the festive atmosphere in every corner of the Kingdom!

Buddy the 100% Elf doesn't get on too well with the 'grown-ups' who no longer believe in Christmas but is ready with his enthusiasm to try hard to cure them and change their minds. He can't stand crumpled wrapping paper! He is very keen on separating waste well; he wants a clean and healthy environment!

A 100% Elf favourite food? Gingerbread and hot chocolate! It is now a tradition to toast with Santa Claus with a nice hot chocolate after the delivery of the last present! If you can't find Buddy in the toy factory, he's in the pastry shop, for sure!



At Christmas “we should all be nicer” ... But what does it mean?



“At Christmas we should all be nicer”. Many of us have said it, surely, we have all heard this phrase. But exactly what does it mean? Of course it has a lot to do with Santa’s list where the nice is prized and the naughty is not. This should motivate us in fact to be nicer than usual.

Let’s start by premising that, technically, to be ‘nicer’ we already must be nice, which makes the matter slightly more complicated!

Let us go in order then. We could categorise the living condition of every human being into four possibilities: 'naughty', 'not nice', 'nice', 'nicer'.

At this point for most people the question arises: "Which of the four states do I belong to?"

Let us state that normally an individual is not within a category statically but moves in and out of it frequently. Exactly, more or less aware, we jump in and out of each of these four states (naughty, not nice, nice and nicer) depending on how we behave! Our life is constantly changing because of how we decide to experience it, the way we behave and the decisions we make. This is not a blind lottery, what we would like to express and advise through these lines is that we have to be aware of the state we are in at the moment and ask ourselves if that is where we should be... if that is what we really want to be!

So let us outline the characteristics of the four behavioural states:

THE "NAUGHTY" ONE

We know very well who we find in this category. They are people who live in a state of being insensitive or unkind to anyone. They are not interested in the sufferings of others; on the contrary, they sometimes rejoice in them.

THE "NOT NICE" ONE

Beware, the 'not nice' is not to be confused with the naughty! Badness has within it a will, an active intention to do bad... the 'not nice', on the other hand, is merely an individual living in a state of chaos that leads to make decisions and behave without direction. However, a 'not nice' is in the precious condition of being close to nice and can become so when they realise that something is wrong. The "not nice" transition to being nice happens to these people as soon as they start desiring to work within themselves, to be conscious of what they are and what they do.

THE “NICE” ONE

The ‘nice’ ones is oriented towards a virtuous life, take care of themselves consciously and in doing so spreads good living practices and makes people inclined to imitate them in their way of life.

The ‘nice’ one is fair and balanced, lives a ‘Christmas all year round’ by spreading serenity.

THE “NICER” ONE

HAPPY CHRISTMAS!

An astounding start, isn’t it? Let me explain.

At Christmas we are all nicer! Quite right: at Christmas, when we are born, WE ARE ALL NICER!

The ‘nicer’ is the pureness of the newborn, it is the love that lies beyond all self-interest. Those who love the beautiful fairy tale and metaphor of the Little Prince can associate the ‘nicer’ with the adult that deconstructs him or herself to get back in touch with his or her inner child, who is at the basis of everything, is at the principle... precisely, the little principle!

Being all nicer at Christmas, then, what exactly is that? An affirmation? An invitation?

Perhaps... however difficult, the best thing to work on is to think that every day is Christmas and that you can decide to be ‘Nicer’ at any time.

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At Christmas we are all nicer!

Quite right: at Christmas, when we are born, WE ARE ALL NICER!

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THE INHABITANTS
OF SANTA'S KINGDOM

Pretty the 100% Elf



Slogan

*The light of
Christmas
shines bright
with my
touch, as I
am the only
who that
magic can
catch!*

Origins

Legend has it that the first 100% Effects were born in the enchanted forest of Santa's Kingdom in the year 2012. Stylistic and always cheerful, 100% Elfetta is also an Olympic Champion in building and wrapping presents, a faithful helper of Father Christmas even during deliveries!

Character and temperament

Pretty's cheery disposition is contagious to say the least, always optimistic, lively, sociable, euphoric but above all she is the only one who can handle Lucy, the Light of Christmas who doesn't let anyone catch her! It is usually Pretty who picks up Lucy and brings her to shine over Santa's Kingdom when it opens!

Pretty the 100% Elf is pure love, a thoughtful and wise confidante... the best friend that everyone would want! She loves reading the short letters children write to Santa Claus and has the magic to intervene when she realises a child needs help not to lose faith in the Christmas Spirit! How? Well... Pretty visits the child... without being seen, she loves to leave notes and clues in the bedrooms of the children who need love the most!

A judge of quality in the Flakes academy, she can find the right game for parcels of all shapes and colours. Always tidy and sweet-smelling, it is said that a Pretty hug can bring out the most beautiful part of the one who receives it!



The Christmas Tree



Here at the Kingdom of Santa Claus, we attach great importance to the source of things, to the beginning... it is no wonder that Christmas is closely linked to the concept of 'beginning' and birth. We are interested in the feeling, the image, the state of mind that comes before the historiographic or sociological explanation, because that is where it all begins. The Christmas tree is no exception!



THE MEANING OF THE CHRISTMAS TREE

The symbol of the tradition to which we are most attached. A magical point of convergence under which we go to reap the benefits of how we behave in life. The child will find a present underneath for being nice and will continue to do so if he or she has the courage to 'be nice'.

What does it mean to make a Christmas tree? The wonder starts right here, from the moment we take a tree and decide that it should become a Christmas tree. Mind you, we are keen to point out the verb 'we decide', because the intention is what it is all about.

The desire to take something that is common and make it unique by adding beauty and grace! This is a great desire! Our action of decorating the Christmas tree has a magical meaning, because we want it to be Our tree.

Are you now ready for the great journey? Good! Start thinking - what if this Christmas tree were us?

It springs up from the ground the moment we are born. It rises from the ground and battles with the force of gravity to grow and stay strong and upright. This is a fundamental fact, because if we do not stay balanced, it is extremely difficult in life to act for the good of those around us. Once stability is achieved, we can move on to the most beautiful mission: that of beautifying our surroundings, how? By gracefully and harmoniously enriching ourselves, in doing so we contribute, just like the Christmas tree does, to beautifying the surrounding space as well by enhancing it with the light of the good example we are able to deliver.

Think for a moment how different the entrance to your home,

your living room, looks when you have a Christmas tree set up compared to when it is not there.

Well, and the exact same thing applies to us: we can and must be bearers of beauty in all the places we are and to all the people who visit them.

Making and being the Christmas Tree is also the right way to show gratitude to life itself, which has given itself to us

in the hope that it will not be wasted. We are so much more than what we imagine ourselves to be....

It takes patience, care, and gusto to meticulously move through the strings of light so that no branch remains in the shadows. Yes, it is tiring, true, it is a path that some-

times goes astray, but like every act of true love... one does not feel the weight of it if the love is sincere, otherwise we are only embellishing and adorning ourselves out of vanity (one has to be careful, because the line is very thin).

The beautiful, illuminating Christmas tree will leave its mark on every room and heart even after its use.

A bit like the meaning we can give to Our Life... when it passes, just like the Christmas Tree, it will remain in every little space of the world we helped to decorate and illuminate with our presence.

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Making and being the Christmas Tree is also the right way to show gratitude to life itself

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**WHAT THE
CHRISTMAS
TREE
TEACHES US**

Christmas time will come, every year, and all the people will make a Christmas tree, each one their own, small, or big, of one or a thousand colours, each one different according to space, time, finances.

And the differences don't matter, that's not the point.

From year to year (generation to generation, era to era) if we carry these values in our hearts, we will become more skilled decorators, able to see and bring out beauty everywhere. Here is the true meaning of all this concept....

The Christmas Tree teaches us to open the eyes of the heart, through which we are able to see and gather the good in every circumstance. We will then discover that every Tree can become a Christmas Tree... it is we who give it this meaning. Just as all human beings can shine... if that is what they want.

Christmas baubles: the hidden meaning



Baubles are undoubtedly the most popular element used to add colour and beauty to the popular Christmas tree. In the meantime, it is worth reflecting on why the main decoration has been depicted with the spherical shape since times immemorial.

This is no coincidence! The sphere is the perfect shape, symbolising equality, equidistance, and most of all purity.

To be of use, in fact, a Christmas bauble must have very specific qualities, which become fundamental to deserve the honour of embellishing and decorating a Christmas tree or any other setting.

Now a question. What other spherical shape springs to mind? Thus, the first and instinctive answer. A small clue: we carry it with us all the time and often don't realise it: OUR HEAD!

Now, until proven otherwise, whoever is reading this at this very moment, necessarily has a head! And since it is there, why not try to do something good with it? Quite right... our heads have all the potential to be filled with the same characteristics as a Christmas bauble.

Let us think how much, a pure, beautiful, generous,

and love-driven head can adorn that extraordinary tree we call life. We hardly notice it, but with a dash of colour and a smile we have the extraordinary power to decorate and beautify even the darkest of situations. We are and we are here now because we have the power to decide to be something beautiful for ourselves, for someone or even just to bring colour to grey surroundings.

A head as useful and beautiful as a Christmas Bauble is a head capable of questioning what is wrong, acknowledging

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A head as useful and beautiful as a Christmas Bauble is a head capable of questioning what is wrong, acknowledging what is not beautiful about us and trapping it by rendering it harmless.

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what is not beautiful about us and trapping it by rendering it harmless. In these few lines, there is the project of a lifetime... Let's try to investigate in our head... see what needs to be discarded and what needs to be changed to make it pure. Slowly we will notice that everything around us will begin to generously return the fruits of this wonderful endeavour! Because to be useful on a tree, the Christmas bauble must be light, like a beautiful and loving thought... capable of flying.



THE INHABITANTS
OF SANTA'S KINGDOM

Rudy the Reindeer

Slogan

*No more
dark on the
path
because, you
can count
on the light
of my shiny
nose!*

Origins

Grandchild of the world-famous reindeer Rudolph, Rudy the Reindeer was born in the dreamy prairies of the Great North. Just like his grandfather, Rudy can turn his little red nose on (she usually does this with a funny sneeze) to light the way to every child's house! Rudy knows all the star trails in the sky perfectly well, which is why Santa relies on her to guide the sleigh to the most remote places.

Character and temperament

Rudy is a romantic and dreamy reindeer! She loves Christmas lights and gets excited every time she sees a house festively decorated in flight! Rudy is the favourite friend of nature and all animals! Always ready to protect and defend them from any lack of respect.

On the night of 24 December, she loves to eat carrots prepared by the children and is always happy to have a chat with the dogs and kittens she meets at their homes. When in the right company, Rudy loves to ice-skate and indulge in wild dances!



Who is Santa Claus?



Santa Claus is, with no doubt, the protagonist of the most precious memories that each of us collects while living. Some people associate this big-bellied figure with a specific period of their existence, usually childhood. Then we grow up and we all realise, to a greater or lesser degree, that Santa Claus took us by the hand as children, but only a few feel that he accompanied us even as adults. And, if we wish, he will be there, always with us.

Someone like Santa Claus does not give up on you because of a banal fact like the one that at a certain point you stop being a child and become an adult. On the contrary, he persistently inhabits our hearts to show us the essence of Christmas as often as we are willing to allow him to do so, at all ages.

SANTA CLAUS FOR THE CHILD

This is the most powerful time, there is no doubt about it, here we are in the very depths of magic. This is the age of meeting Santa Claus. Unforgettable!

Eyes, head, heart, and soul coincide, purity is a heavenly and necessary dimension, and this is why one is ready to welcome Santa Claus.

This is the stage of life when one experiences a special condition, because there are no differences in a child (at least those that adults see) and like the most willing of apprentices, he or she stands there, receiving what the world offers. Whether good or bad, the child that believes in Santa Claus has faith in the good and in all the actions they do.

Because after all, Christmas is a great chance of redemption for those who, unluckier than others, decide to 'Be Good' anyway. Of course, a child will make a promise to mum and dad, will be good, and does so because he or she wants to receive a little toy as a reward. However, it turns out that as we grow up, 'being good' will have different meaning and will reward in different ways, much more concrete though sometimes not tangible. The child is the 'receiver' of the transmission from those who have experienced Christmas before him or her, and this already tells us a lot about the responsibility that child takes on as he or she grows up.

A child's Christmas is based on the warmth of family, the flavours and scents of local traditions, the magic of an expectation, the colour of dreams and the cosiness of being together, because, regardless of all religious beliefs, each time a community comes together to renew a tradition, a sacred moment is created. Symbols, if you wish, but that have to do with the very reasons why human beings are in the world. Thus, Santa Claus is for the child something profoundly experienced in a simple way: the love that comes with a beard and belly and that writes and scrupulously checks (twice!) the great list of the good, in which to have one's name marked represents the possibility of getting the much-desired gift.

SANTA CLAUS FOR THE TEENAGER

We grow up, what we are starts to give way to 'what we are becoming' and this is a major crossroads in everyone's life. From here on, there will be lives that will be lost in the conviction of what one has become, and lives that, while progressing, will work to keep in touch with one's essence (what many call the inner child, is nothing but one's own purity). And it is here that the teenager starts his or her journey of growth, his or her attitudes, his or her 'presumption' to investigate the stories he or she believed until the day before, in favour of a natural desire to assert a newly learned 'rationality'.

Santa Claus is among the first victims of this stage of life. The 'age of certainties' one could call it, certainties that, as we know or will know, will crumble in time.

The faith in the existence of a man with a beard and a belly who brings gifts to the good ones vanishes. The typical (and indeed irrational) approach is one of rebellion even though,

without knowing it, we are placing ourselves before a wonderful test at this very moment: Santa Claus becomes a symbol and being good at this stage of life means learning to go beyond the trappings of logic, learning to BELIEVE in what is right and hold on despite much of what we see and experience suggests the opposite. Those who have the courage, despite all that may be against them, to pursue 'the good', to reward the kind soul, are surely choosing the most difficult path. Yes, it is true, the most difficult path, but because of this, they will receive a gift from Santa Claus.

And here you go back to experiencing Christmas, understanding its importance. One begins to feel that Christmas is a state of mind that one experiences not only for themselves but also for those people surrounding us. We become a nice gift to give to the people around us to make them happy, a very important gift especially for those who do not believe in this magic.

We understand the importance of becoming a medium between the wisdom of Santa Claus and the purity of the child waiting for him on the night of 24 December. We actually become a 100% Elf! At the end of this phase, one basically understands that all of us, people who believe in the good, are the Gift that Santa Claus gives to others to keep the light of Christmas lit in all its meaning.

SANTA CLAUS FOR THE ADULT

What an incredible journey so far! We have learnt to receive, to transmit, and now the time comes to give. At this stage of life, as crazy as what we are about to write may sound, **we become, if we want, Santa Claus.** We are now aware of how

important it is to acknowledge the good and reward it with our dedication and time. Happy in giving without expecting anything in return, because our giving is an act of pure love, an act that is an end in itself. That's right, Santa's giving has no other purpose, and if you think about it, it has to be done on the quiet, because one risk we must not run is that the people to whom we decide to give something feel they owe us gratitude or have to reciprocate. This would change the meaning of our enjoying Christmas, of our Being Christmas. And we must always remember that the gift we receive from Santa Claus is a gift we have given ourselves, a consequence of our deserving behaviour oriented towards good (not a favour from someone).

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We must always remember that the gift we receive from Father Christmas is a gift we have given ourselves.

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Many of us, as life progresses, get involved in friendship or family relationships that bring us into contact with children and teenagers. We become parents, uncles and aunts, friends of those children who, observing and believing in the example we set, follow it. If we have reached this point having done a good job of improving ourselves, this evolution will have a strong effect on those who meet us on their path. With a force more disruptive than millions of words or stories. Should we succeed in getting this far with all the growth we have described, the real wonder is in understanding that inside us there is simultaneously a pure child, a 100% Elf and Santa Claus in person.

And in every life situation, there will be one of these figures that will take priority over the others and allow the Magic of Christmas, therefore of our birth, to turn our 'journey' on Earth into an extraordinary adventure.



THE INHABITANTS
OF SANTA'S KINGDOM

Steve the Candy Cane



Slogan

*I bring
sweetness in
all hearts
like an
hurricane.
Nice to meet
you!
I am Steve
the Candy
Cane.*

Origins

Steve is the candy cane from Santa's Kingdom! Like all candy canes, he was born in the land of forgotten sweetness. Santa Claus in person called him to his Kingdom to remind everyone that there is no bitter moment that cannot be sweetened! He is the best friend and motivator of every 100% Elf. Steve is the one directly responsible for the crisp, sweet and happy air at Santa's Kingdom.

Character and temperament

His energy and temperament are so engaging that he heals quickly any bitter side of those he embraces! Everything is sweet and everything is beautiful with him! A unique character, he takes nothing too seriously... but he becomes overly precise when he must organise some tricks! Steve is the Kingdom's trickster, the soul of the party. His favourite pastime is sticking up and dragging everyone along with him in dances, photos, videos and yes, let's face it, Steve is the most social inhabitant of Santa's Kingdom! He loves Rock music so much and he says that he is the one who inspired Elvis with his hair!

Steve is a friend who knows no boringness! World champion of funny faces, always ready to put a new smile on your face.



The letter to Santa Claus: Much more than just a wish list



One of the first things we do in our lives as children is writing the letter to Santa Claus. Behind what may seem a simple wish list, there is a good habit that we should never lose. While writing the letter to Santa Claus, the child promises to be good and improve on all those occasions when he or she admits to having made mum and dad angry. Do we know how to pass this incredible tradition on to a

child? To do it to the best of our abilities, maybe we should try to recover it... yes us, children with a few extra years on our backs who, accidentally, haven't written a letter to Santa for too long.

There is a great magic around and in every paper that starts with the following words: "Dear Santa Claus..."

Christmas opens a window to that part of us we are used not

to pay proper attention to, sometimes out of laziness, sometimes out of pride, a bit like Pinocchio's Talking Cricket. This is a wise side, it is our conscience, so before we say 'Santa Claus does not exist' let us not forget that to say such a thing would be somewhat

like admitting we have no conscience, that we do not exist... how nonsensical!

Right, we have already taken a great step forward then. We have just discovered that Santa Claus does undoubtedly exist, that, only with him, do we also exist, and that if we are even more trusting, we can reach the consciousness of Being. But the steps, the real ones, the ones towards awareness, need to be taken one at a time.

And now we are at the "Dear Santa Claus..." and this is where the three steps to writing the famous letter to Santa Claus start, leading us to us.

“

There is great magic around and within every paper that begins with the following words:

“Dear Santa Claus...”

”

PHASE 1: “The present I want so much...”.

There is always a precise reason why we push ourselves to do or not to do a certain thing. A child writes a letter to Santa Claus because they want a present. And the desire for the much-desired gift is precisely the spark that lights the path to get it. It will not be an easy path; the child must make a wish and promise to do something to get it.

Today as then, the question we must ask ourselves is: WHAT DO WE WANT? Our conscience listens to us, Santa Claus listens to us. So, the child may write, ‘Dear Santa Claus I would like a remote-control car for Christmas this year’. For us older children, becoming a better person and helping others would be a fantastic wish.

PHASE 2: “This year I was...”.

This is the most complicated phase of the letter to Santa Claus, because it is the one that requires absolute honesty. The child at this phase of the letter will confess some mischief. Santa Claus clearly tells us that a mistake should not be a mortification, but rather a valuable occasion to understand and to be able to carve our name into the good list.

But mind you, it is essential to relieve ourselves, adults, or children, of any embarrassment in recognising our mistakes, because Santa Claus does not judge us, on the contrary, he clearly tells us that to understand a mistake is to understand where to start for improvement.

PHASE 3: “I promise to...”.

Here we are! In the first phase we clarified a goal. In the second we investigated and stated the obstacles that have so far prevented us from achieving it.

In this last part we move on to the commitment to be something, to promise to do or not to do something. When the intention to improve becomes action and awareness, we have already entered the path towards the deserved gift.

Are these three steps leading to a virtuous life or not?

Of course, they are! They coincide.

The Letter from Santa Claus is a little letter we write to our conscience as adults, to that part of us that we should never ever stop listening to because it is from this part that we receive advice on how to BE GOOD.

So now let's grab a piece of paper and a pen, sit down, and start writing “Dear Santa Claus...”



From Grinch to 100% Elf How to rekindle the Christmas spirit



Needless to say, the Grinch figure, although modern, has rightfully entered the magical circle of Christmas-related characters. So much so that 'I am a Grinch' is the expression commonly used to describe one's sometimes joking aversion to the Christmas holiday season.

Behind the Grinch is the past of a disappointed and angry child who grew up and decided to direct his aversion towards Christmas... Hostility exists and can exist, especially among those who are sad or who have a sorrow in their hearts.

Christmas can be a time that amplifies the lacks, that multiplies the sorrows, that stirs up all the memories that can hurt us, that much is true.

We intend to reason about what might be the best indication to give to those who are looking for a doorway leading to Christmas and cannot find it.

Let us see if anyone recognises themselves in these profiles we will outline below.

Let us also always try to find the best counterpart to each of our attitudes; it is there that we will find the light of Christmas.

GRINCH FOR FUN

This is the funniest profile! Whoever is a Grinch for fun do so to create a stir with fun and also healthy self-mockery. This could be that friend who "ah don't talk to me about Christmas, I can't stand it, I get the hives!!!" But says it while having fun... it's a good attitude inside which there is already a heart beating with affection for so many people. Maybe that's the point... a Grinch for fun should try to also embrace lovingly his or her own self, take off the mask and live everything out of the character he or she has 'created'. Perhaps he or she is a person who does not see what people like as indispensable and deprives themselves of it, thinking that being altruistic will suffice. Altruism must be practised by putting oneself among others! Taking the time to treat ourselves with the

attention we pay to others could reveal a truly wonderful reality, as well as make us a 100% Elf.

GRINCH FOR DISAPPOINT- MENT

The Grinch out of disappointment is a basically harmless Grinch... a good person that associates Christmas with something that went wrong but was not followed by rage. That is to say... he has taken the blow and neutralised the pleasure and warmth of Christmas in favour of a harmless apathy. Sad it may be, because the Grinch out of disappointment experiences Christmas time just like any other time of the year. How can one turn the Grinch out of disappointment into a 100% Elf?! Well, it's simpler than you might think, surprise the Grinch, give an unexpected caress to associate with the festive season... the very season from which the Grinch out of disappointment expects nothing. Here the appeal is addressed to every Elf reading these lines and the ability to look around for a friend in need of this caress!

Instead, we always recommend to the Grinch out of disappointment to leave a little space, albeit a tiny one, in his or her heart, to receive a gesture of love, to leave the door open and make Christmas come again.

GRINCH OUT OF DEFENCE

The Grinch out of defence is very similar to the Grinch out of disappointment, at least as far as its origin is concerned. We are dealing with a person that associates Christmas with the reason of a deep disappointment or 'burn'.

However, in contrast to the Grinch out of disappointment who then neutralises his or her love for Christmas by driving it to apathy, the Grinch out of defence repels it by deliberately attacking it! So basically, there is a simple anger reaction: "you hurt me... now I hurt you too". If we think about it, this is the true story of the Grinch we have all seen at the cinema. For, his anger led him to 'steal everyone's Christmas', but once he did, his guilt and sadness triggered by it led him not only to restore the situation, but also to change his thinking!

GRINCH OUT OF VANITY

And here we are dealing with the Grinch out of vanity... perhaps the most complicated one. Let's say Mr. "I am different" "I have it all figured out", he is the one who does not sink to the level of the common mortals enslaved and deluded by the Christmas lights... he is a being who considers himself superior who thinks that this period is just one great binge of superficiality. Actually, those who fall into this category do not only have this attitude reserved for Christmas, because they feel the need to always find the argument that distinguishes them and puts them on a higher or at least different level from those showing sincere emotion. They are not people driven by malice; they just need to be given time

to discover the wonder of things. Sometimes, it is enough just to talk to him of the opposite of what he expects to hear. A Grinch out of vanity needs to be told, without overly activating his perception of wanting to convince him, that this superhero cape takes away much more than life would be ready to give him.

Therefore, the Grinch for Vanity does not convert, except through his own personal inner journey that (without him having to admit it to others) leads him to realise that this attitude is not only useless, but also harmful to him.

GRINCH AND THE CHRISTMAS SPIRIT

What does all this really teach us?

Returning to the protagonist of the Grinch's story, beyond all the nuances we have given him, we must also talk about the fact that if we want to, we can also have the same happy ending! Exactly, the Grinch realises that there is more to Christmas than what he thought he had stolen... one can steal material things, but not the meaning and spirit that Christmas lights up inside people's hearts. And much like what happens to Ebenezer Scrooge in Dickens' Christmas Carol, the Grinch finds his redemption by redeeming all the ugliness in favour of a new life.

Quoting the Grinch's inspirational author, Dr. Seuss, we agree that there are several good lessons to be learned in the story: "Children still have a strong sense of ethics," he said. "They want to see virtue rewarded and arrogance or meanness punished ... If the Grinch steals Christmas ... he has to bring it back in the end."

Besides, Dr. Geisel Seuss himself declared that he wrote the

story of the Grinch "to see if I could rediscover something about Christmas that obviously I'd lost," only to find it in probably one of the most famous ... and most meaningful stanzas of the play:

"Then the Grinch thought of something he hadn't before!
What if Christmas, he thought, doesn't come from a store.
What if Christmas...perhaps...means a little bit more!"

There is no decoration, shop or other display of Christmas that can replace the meaning we give it and that can only be found in one place: in ourselves



THE INHABITANTS
OF SANTA'S KINGDOM

Henry the Nutcracker



Slogan

*Inside the
Magic
Kingdom
and its
beauty,
I guarantee
fun and
safety, it's
my duty!*

Origins

Henry the Nutcracker was born in a carpenter's shop in the City of Courageous Hearts! He descends from the most important family of dream guards and is called upon by Santa Claus to protect the Kingdom from the villains who want to stop Christmas.

Character and temperament

Henry is responsible and his first concern is that young and old enjoy the magic of Santa's Kingdom safely and trouble-free.

Henry never gets out of line; his outfit is always IMPECCABLE even when he is not on duty! A few folks at the Kingdom call him somewhat of a fanatic because he has a real weakness for fashion and physical health. However, rumour has it that he is a softie on the inside who gets excited when he sees the happy, dreamy children at Santa's Kingdom.

Under his stylish jacket, there is a sensitive heart just like those of all the brave people defending the good in the world.



Christmas: The Little Big Prince within us



This is the phrase on the main architrave of the magical Door to Santa's Kingdom in the Italian town of Vetralla. Ever been there? You should give it a try.

Just like Dante Alighieri at the beginning of his incredible journey, anyone arriving in front of the Door of Santa's Kingdom is immediately informed of what it really means to cross that threshold. Crossing it is therefore to become oneself

again, in the fullest meaning of the concept, to find oneself together with that child we used to be and that we left alone when we were growing up.

A pure child, whose eyes see only wonder...

Antoine de Saint-Exupery wrote one of the most important books in modern literature: The Little Prince. A tale for all ages that underlines the importance of growing up and experiencing the world alongside the inner child that allows us to live a fuller, more aware, and colourful life.

That child is who we really are.

We often mistake this for what we become, what we do... Give it a try, when you ask someone: 'who are you?' nine times out of ten they answer with what they do for a living! On the other hand, what we think we are is nothing more than the result of a life influenced by a thousand variations we do not have control over, starting from where we are born, our parents, who we hang out with, school, chance encounters and so on... but before all this, there is a pure light, and it is only there that we can find 'Who We Are'. Reconnecting directly with our inner child, combined with the awareness that growing up has experience of being in this world, is the secret recipe of the richest and luckiest people in the world.

Historical, literal and spiritual cycles and recurrences will always keep bringing us to this door... and there must be an important reason why humans "grow up" and constantly come across these concepts.

This happens because Life wants our well-being and proposes to us endlessly (until we take it) the way to give our growth that improvement and fulfilment that everyone deserves but few achieve... and yet it is right there in front of us... but we need other eyes to see it!

The Little Prince... for us at the Santa's Kingdom is a metaphor that fits very well with the project we are implementing

and developing. We only must think of the Prince as a PRINCIPLE to understand that Christmas, or rather the Nativity we are celebrating, is none other than our 'little Principle'. And in Principle... we are pure. In that purity we have the eyes that

allow us to see every single colour of life.

As we go on, we discover that this purity is a point of convergence. In that purity we have the eyes that allow us to see every single colour of life.

When we say that 'We are all nicer at Christmas' this is indeed possible because in that period (which comes for each of us at different times) we are willing to look beyond all our rational convictions.

Yes, it is true, Santa's Kingdom takes its first steps as a big, overstocked Christmas decoration shop, but for those who really pay attention, there is so much more to discover. The intentions, vision, values, and reasons why it was created, and that will keep it going for years to come, transcend commer-

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The magical threshold of Santa's Kingdom was created to show every visitor the way to their innermost, purest self

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ce (to which I am grateful because it keeps it actually alive).
The magical threshold of Santa's Kingdom was created to show every visitor the way to their innermost and purest self, giving everyone proof that even in the darkest hour one can gather comfort, wonder and new motivation.
When this happens... the lights we love seeing around us start to turn on within us... so it will be Christmas in all the gestures of love we make.

THE INHABITANTS
OF SANTA'S KINGDOM

Lampo the Reindeer



Slogan

*Reduce every
distance
whenever
you need,
thanks to
the magic
of my super
speed!*

Origins

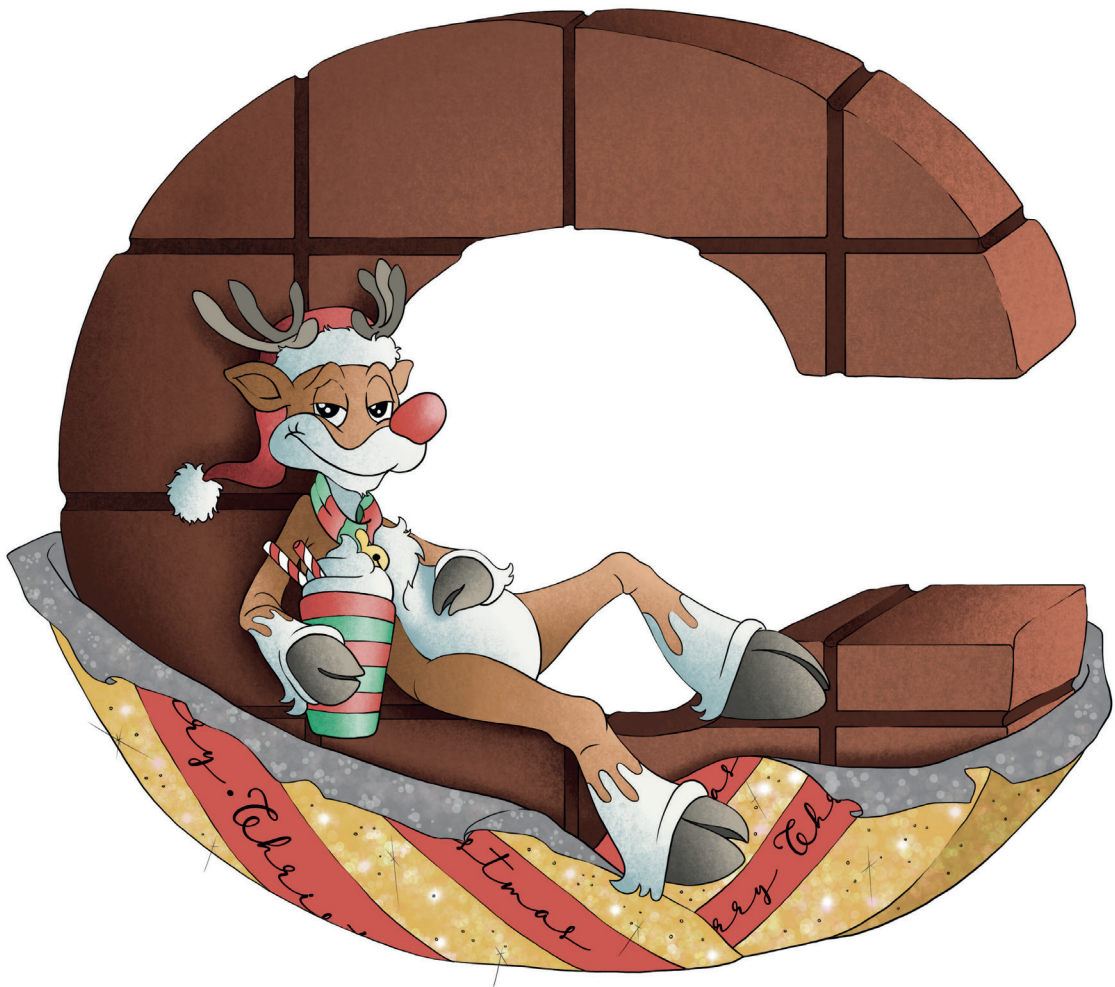
A multiple champion in all disciplines of the Nataliades (the Christmas Olympic Games), Lampo's speciality is the Marathon, and it was during a run that Santa Claus noticed him and chose him to be part of the Official Team for the delivery of the Presents! The son of Dasher and Comet, two of Santa's snappiest and most historic reindeers! From their love little Lampo was born. From his very first flights, it was immediately clear that his main characteristic was SUPER SPEED! An essential element for those who, like Santa Claus, must deliver presents to children all over the world in just one night!

Character and temperament

Lampo loves his look for which doesn't go unnoticed, with his medallion in the shape of Lightning (a present Santa Claus gave him on the day of his birth). He is very disciplined and focused on his training and loves to tell the children about his great exploits of strength and speed... a born motivator! His mission is to drag as many children as possible towards a healthy and high-performance lifestyle. It is Lampo who encourages all the other Reindeer to do their best and keep fit throughout the year. So, he organises running challenges and races around the trails of Santa's Kingdom, trying to pass on his love of running... or rather, renning! Even if Lampo loves super speed, some close friends swear they have heard him say that he wishes the Christmas season would pass more slowly, because it is the most beautiful and magical time of the year.



The five keys to Christmas to enjoy it at its best and always



Caught up in the many concerns that crowd our days, when we first glimpse Christmas on the calendar, the first thing that may come to mind is: "Oh no, there goes yet another thing to organise".

However, it is all a matter of approach, as always, of meanings and signifiers within the events, times, and things we experience.



We are the ones who decide, we are the ones who can avoid reducing Christmas to a series of engagements to buy and exchange gifts, family get-togethers, table binges, gatherings with the 'usual' traditions, and so on.

So how can we expand our view and enjoy this period with a better state of mind?

KEY N° 1 **Look inside** **yourself**



Christmas is birth and birth as a principle, and this is what we are interested in. So we start from the beginning, that is, from ourselves! Before we start doing, or rather, experiencing any moment or emotion, let's look inside... we need to search, understand what makes us happy, how we are in general at that very moment... and with an act of great courage and willpower accept it as a starting point. A starting point... where to?

Well, our goal is to achieve and experience a better Christmas. By lowering the spins of our thoughts, we will see the magic of Christmas start to act and change our days.

KEY N° 2 **the perfect** **Christmas gift**

Is there such a thing as the perfect Christmas present? Is it right to expect a present? And what present can make a person happy?

We are inclined to see the importance and appropriateness of a present in relation to its commercial value. But what if we tried to shift this focus and reposition it on the sincere intention of giving something to someone. At that point, the value of the gift lies entirely in the intention it carries, in the fact that 'I have dedicated all my attention to you'.



Then the sincerity of the gesture becomes a gift. A present is such because of its meaning. A phone call with which you open your heart to the world, a visit you have put off for too long, a caress you have forgotten to give.

The Christmas present becomes perfect when it is the means, not the end... when it is the means that carries your intention, your love.

KEY N°3
participate
live and create
the atmosphere



Christmas is a state of mind, it is beauty, it is a predisposition to open. Not because life has spared us sorrows, but because we have decided we want to feel good, build on top of the rubble, sometimes and when needed.

Christmas means wanting to adorn and decorate every corner of our hearts. Once this is done, move on to the outside, to the world around us, decorate spaces, colour people's lives with an unexpected gesture. Creating moments of sharing. This is what Christmas should be about.

KEY N°4
more
attention
to art

Art means creativity, any work of the human intellect that can build beauty and emotion.

Christmas evokes in everyone's memories feelings of joy, nostalgia, love, and happiness. Our emotions always need to be nourished by beauty, by art. Allow this to have a space within us and generate new emotions to be cherished. This point is fundamental, because those who can see beyond what is logical and rational, experience a much fuller life. A state of mind influenced by art is precisely one that opens our intuition and creativeness. Art is the spark that ignites in us the possibility of living and doing extraordinary things.



A heart sensitive to art will make a difference all year round whatever the circumstances.

KEY N° 5
Turn on
that light

The secret of Christmas lies in how we decide to live the time leading up to it. From when we want it to begin, to how we prepare our souls to receive it. We will never see any Christmas light unless we turn it on within ourselves. Time runs wild, it has no idea what Christmas is, what a birthday is, what a holiday is, what your life is, it has no idea that it is time... Only you know this, Christmas depends on you, in your soul, and in the hearts of the people around you. Turn on that light inside you, and it will be Christmas, with all its colours.

What is Christmas?



Ever wondered what Christmas is? Well, come on, let's give it a try now -- see? The answer does not come so easily. This is because Christmas takes on meanings that change from when we are young to when we gradually grow up. This means we are naturally inclined to confuse it with the nostalgia of memories with the risk of reducing its true meaning to an ordinary habit.

But we will leave the real meaning of Christmas, the one with which to truly mirror and confront ourselves, for last... we will

first take a short journey through the influences and the great lights of modern Christmas; in other words, the fundamental happenings that have cyclically revitalised Christmas in Western society (although as we will see later, the concept of Christmas is universal and not belonging to a particular portion of the world... because each one manifests the exact same thing although differently).

Yesterday's Christmas:

There are two great lights that have brought Christmas to the people of the world... everywhere over the last two centuries (or so). The first Light is the one lit by Charles Dickens when he published his Christmas Carol in 1843. We are in the Victorian era and Dickens secured his place as the star of Christmas by writing the story of the progress that grumpy Scrooge makes to turn himself into a generous and loving person. This is a very value-infused act, as the reader accompanies old Ebenezer on the journey led by the three spirits. Each one of them shows him a point of view, starting with his past Christmases and thus directed at himself, then moving on to the present Christmas with Scrooge looking at himself

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The light of Christmas makes everything more beautiful and warmer...

”

amongst the people around him, and then ending with future Christmases when he discovers that the future is consequential to his actions, and that his is not much of a promising one considering his bad temper! So, Scrooge turns back, redeems himself and decides to direct his life towards generosity and love of others.

Years go by, exactly 49, and across the world, what would later become the second Light of Christmas was born almost by chance in 1892! We are talking about Coca Cola putting its bottle in the hands of a Father Christmas redesigned and repainted for the occasion.

This is the beginning of the POP Christmas... an era in which the symbols of this festivity would be used (especially over the last 40 years) to drive commerce and consumerism at the speed of light! However, it should be noted that at that time society was taking its first steps into the magical world of marketing, and could count on a level of culture, education and values very different from those of today... in short, there was still a certain substance behind all those slogans and banners, and with substance we simply mean the awareness of the existence of values such as a love towards others, towards oneself, kindness, loyalty, authenticity. See? The light of Christmas makes everything more beautiful and warmer... even the coldest environments and hearts! Always!

Today's Christmas!

The "Coca Cola" Christmas era is coming to an end and if we pay attention we can see Christmas all around us, and it is worth relaunching from a value perspective... otherwise it will always be aesthetically beautiful and ever-present but with little substance (whoa, this is today's man!). So, what is Christmas then? A tradition, a time of year, an excuse, a habit... so what, honestly, is the meaning we attach to Christmas today?

Commerce and consumerism existed before too, but by now we should have realised that it was man who was different. We were mindful and cultivated a part of ourselves that today, out of habit, we tend to neglect too much.

Kindness seems almost an extraordinary thing and greeting a person in the street could even seem somewhat offensive... if only we stopped for a second to think about how powerful a sincere smile can be, and an attentive and authentic predisposition to listen to one's neighbour, always seeking the right meeting point. A gift, a present, yes, material stuff and what fuels a consumerist Christmas for many... only if matter remains! Because then we have the power to give it the meaning that will be the REAL value of that gift. The gift is a vehicle that should convey our desire to make the person who receives it feel good... anything can be a Christmas present if it conveys this intention. Otherwise, it is merely vanity... gold... it does not know it is precious, we have decided that.

So, we can decide that our phone call, our smile, an object, or anything else can be special enough to be promoted to the status of 'gift to make someone happy'. And there is no value or jewel that can replace this part... nothing, not even the craziest expense. If this part is missing... more than consumerism, this will be pure vanity. Let's take the example of a person enthusiast about Christmas decorations who decorate the house for the holiday season... a beautiful living room with a warm atmosphere that pampers the soul. How will that room be used? A showcase to look at like a painting or a place to welcome family, friends with the clear message "look at the ambience I have set up to welcome you!". So, whether you spend nothing, one Euro or a million, an object remains an object... the value lies in the intention assigned to it. These are the values on which Santa's Kingdom in Vetralla is founded and, thanks to its constant work to pass them on, it has become the new Light of contemporary Christmas over the years.

Tomorrow's Christmas

This paragraph includes the consequences of the decisions we make henceforth... it is all still to be written, including Christmas. The good news, as for Scrooge, is that we are still in time and all we need to do is to direct our will in a better and virtuous way. Like a gardener cultivating plants that will bear wonderful fruits in the future. The bad news is that this is a job that requires great willpower, a job that no one can do for us... it starts now... and you will notice, as if by magic,

that an outer change corresponds with every inner change. Let us remind ourselves again, the Christmas Light makes everything more beautiful... even if it seems rather excessive. We just need to let go of our resistance and plunge into beauty without any burden... This should be our constant goal, and if we persevere, the results will be amazing. All we need is the courage to smile even when circumstances suggest the exact opposite.

THE TRUE MEANING OF CHRISTMAS:

All in all, what do we mean with this Christmas? We have digressed at length into what Christmas has represented and can represent for the society that experiences it, but we have not yet even begun to scratch the surface of what it really means. So, there it is, the meaning of Christmas, sitting back and grinning at us as we live, welcoming with open arms and hearts anyone who can lift their head and notice the obvious signals it sends.

Christmas is THE BEGINNING... stop! But have we realised the magnitude of what we have just said and the immense opportunity it holds for us? Charles Dickens understood this well... Christmas teaches us (especially us adults) that the beginning is not in the past, but cyclical! Christmas is the chance to go back and start again from that very beginning. Think for a moment that you could become a child again... but with today's mind and experiences! And start living again with that state of mind... let's pretend that life so far is iden-

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we will live as adults with the vivid spirit of a child even through the hardest moments of life

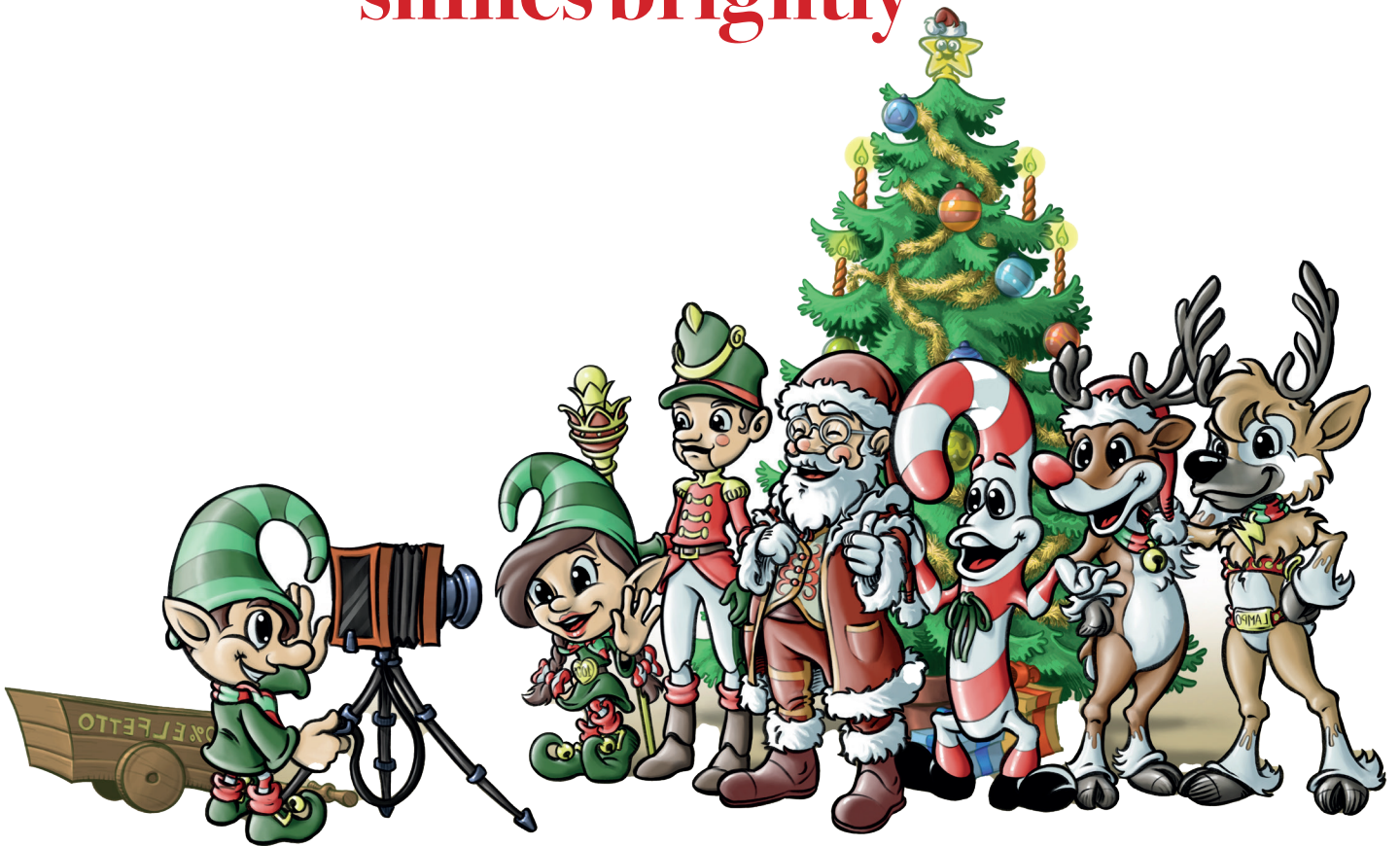
”

tical to Ebenezer Scrooge's journey, and we are given the chance to go back. We would probably do the same things (impossible), but they would be experienced in a COMPLETELY DIFFERENT way because if our conscious state changes, our behaviour changes... and if our behaviour changes, everything else changes!

So, doesn't the fact that Christmas comes every year, and that it can actually be EVERY DAY, bring to mind that we can always count on a new beginning, empowered and aware of our experiences? Christmas is about GOING BACK TO THE BEGINNING, three-year-old children with the advantage of no longer

having to go through the trauma of adolescence. When, as adults, we think that a child is making a mistake 'because he or she doesn't understand' or 'be happy now because after Life isn't all sunshine and roses'... maybe we (adults) are the ones who have lost a few diopters. Experiencing Christmas with this in mind is an opportunity to rekindle in life all those colours that we now think are confined to the drawer of Nostalgia. Time has nothing to do with it, it is our Light that will be freed from all those frameworks we built growing up and that will blur every darkness in and out of us. If that Light is lit and shining, then it will be Christmas, always. And we will live as adults with the vivid spirit of a child even through the hardest moments of life... Life is this very moment, let us not waste it.

Santa's Kingdom where the tradition of Christmas continues and shines brightly



Deep down we all know it. Sometimes we keep it hidden beneath the layer of consciousness. Sometimes it lies there, inside us, silently and inscrutably, even for years. But 'if we look deep inside' we know: Christmas is not just a three-week period. Santa's Kingdom in Vetralla has always been a place where we can reason beyond the surface of things and those who know it know that this idea becomes tangible, plastic, it becomes reality here. We of the Santa's Kingdom have tried to shape a place where Christmas is not just a season but a way of being in the world, an approach to Life.

Christmas starts when we walk through that door when we decide it is the right time!

It is indeed an experience to try. Some people love Christmas so much that they come back again and again during the opening season...

We at the Kingdom have been working every day for over a decade to make space and time merge, blend, and become one.

We are constantly looking for new inspiration, we are constantly making improvements so that this can happen, so that Christmas is not limited to the 'Christmas season', but that it becomes

the 'Christmas place' where anyone who comes can find the power in their heart to Be Christmas, to be 'Nicer' every day. Santa's Kingdom in Vetralla is conceived as the space in which all the children of the world, even adults (is there a difference?) are overwhelmed by discovering that they can experience in the present all the emotions they thought were crammed into the nostalgia of a memory.

“

Anyone passing through here, if they want, can understand, can feel that their whole life can be lived

”

Anyone passing by can feel, if they want, that their whole life can be lived differently.

So let's start now, let's shake off the shyness and embarrassment and start talking to Santa Claus every day, because Santa Claus exists!

Let's start listening to the Little Prince and feel "Nicer", every day.

And then we can write letters to Santa Claus, share our feelings, tell him about ourselves, about others and about all the things we need in the world.

We at Santa's Kingdom have realised this and want to tell everyone about it: Christmas is no more than a navigator who shows us not only the best way to reach our hearts, but the most beautiful one.

Because Santa Claus shows us the best life to choose and constantly reminds us that it takes life to love life.

So, we take our time and (re)start writing letters to Santa Claus!

But then why did we ever stop doing it?!

We do not know, but that is not important now.

So, we are going to sit down, right now, and begin.

And the more letters we write to him in our lives, thinking about what we are writing and feeling what we are thinking, the more we will all become better people.



the music of Santa's kingdom



Photograph the qr code to listen to the music and immerse yourself in the atmospheres of the kingdom of Santa Claus



Concept e art direction: Giorgio Onorato Aquilani
Editing & Supervision: Andrea Baffo
Assistant Editing & Supervisione: Elisa Aquilani
Graphic design: Simone Iocco - majakovskij comunicazione

ilregnodibabbonatale.it

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