



nerej

WS Development, Fjällräven and Capital One Café open Snowport in Seaport

December 20, 2019 - Retail

Boston MA WS Development and the Seaport has introduced a new winter entertainment destination in Boston: Snowport Winter Village in Partnership with Fjällräven and Capital One Café. The facility debuted December 5th, and is open through February.

Snowport Winter Village is an interactive winter wonderland featuring an ice skating rink and an array of complimentary winter activities, from iceless outdoor curling to yoga and warm beverages. By mid December, Snowport Winter Village will serve freshly baked waffles by The Waffle Cabin. Snowport Winter Village spans over 7,000 s/f in total and is located at 65 Northern Ave.

“As our largest and most dynamic public activation yet, Snowport Winter Village creates an entirely new gathering place in Seaport. Snowport Winter Village will provide ample opportunities to experience the season, offering ice skating for families and neighbors; seasonal food and beverage to enjoy with friends; and winter games for all ages. Our hope is to offer an open, welcoming, and festive new destination for the whole neighborhood to enjoy.” said Yanni Tsipis, senior vice president, Seaport, WS Development.

“We often talk about how ‘nature is waiting’ at Fjällräven and our company mission is to inspire people to walk with nature. With our Seaport partnership, we are inspiring a bit of skating as well,” said Nathan Dopp, president of Fjällräven Americas and vice president of Fenix Outdoor International AG. “This is the perfect opportunity to get people outside during Boston’s winter months, to embrace the cold and to enjoy time with friends and family. Fjällräven is a brand created by a team of people who are absolute experts on the cold – our products are designed and tested north of the Arctic Circle in Sweden. We are thrilled with the interest New England continues to show Fjällräven, and we look forward to engaging our fans and community at Snowport this winter.”

“Capital One Café strives to be deeply interconnected with the communities we serve. We believe strong communities and strong businesses go hand-in-hand. That’s why we partner with local businesses within our Cafés and strong communities like the one we have here in Boston’s Seaport,” said Dan Shertzer, Capital One market executive.

Snowport Winter Village’s ice rink spans over 3,000 s/f and accommodates more than 200 skaters. It will host a variety of winter festivities, such as vibrant light displays, outdoor iceless curling, yoga,

seasonal workshops, live music, and themed skate nights.

Snowport partner Fjällräven will also bring their Fjallhus tiny home to Snowport Winter Village. the tiny home offers a cozy lounge, free coffee and more for visitors.

Snowport Winter Village will be open seven days a week. It is accessible by MBTA Silver Line at the Courthouse Station stop, and is a 10 minute walk from South Station. Admission to the ice rink will cost \$5 for adults, \$3 for youth ages 4 - 12, and is free for children 3 years and younger and active duty military with military ID. For those who do not have skates, Snowport Winter Village will be equipped with skate rentals for all ages for \$5. Private events can be booked at the rink; for event inquires, please email info@bostonseaport.xyz.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540