



**gfirst**<sup>®</sup>  
growing gloucestershire

# the snowman

**>> Darcey E Crownshaw**  
founder of Snow Business

Started on a kitchen table in 1982,  
Snow Business now boasts agents  
in over 20 countries.

The company conjures up a staggering 200 types of snow,  
a huge array of frosts, ices, snow dressing and snow  
equipment – some of which they invent themselves!

Snow Business is now acknowledged  
as the world leader in snow and winter effects for film,  
television, live events, visual merchandising, theme  
parks, theatre productions and weddings.

With a handful of Oscars and BAFTAs in the *Best  
Visual Effects* category, a Guinness World Record  
for the largest area ever covered with artificial  
falling snow, the list of credits is long – including  
Harry Potter & the Philosopher's Stone, Bridget  
Jones, 007 Die Another Day, Charlie & The  
Chocolate Factory, Calgary Winter Olympics...

If there is artificial snow in it, odds on, it was  
a Snow Business project!



[www.gfirst.co.uk](http://www.gfirst.co.uk)



“quite simply, life here is positive and laid back”

**Darcey E Crownshaw // Founder and Managing Director of Snow Business**

Describe yourself in three words:

**Obsessed with snow!**

Servicing locations worldwide, why choose Gloucestershire as your HQ?

**It was by chance back in 1982 – I have lived in different parts of the world but found that Gloucestershire had all the facilities I need and the population is so diverse. Services and facilities are great, and there are excellent restaurants, coffee shops and leisure facilities..**

How imperative are international transportation links to support your business?

**Crucial – we manufacture and distribute worldwide so we have to ensure that the ability to transport goods is available. We are close to the M5 motorway network and major London airports which allows us to flow into different countries.**

Where are your main clients based?

**Our main clients are all based in Hollywood – the rest tend to be in West London (Pinewood Studios, BBC).**

What advice would you give to an aspiring local entrepreneur?

**Keep an open mind and have an open attitude to new ideas and never move away from your core objectives.**

What's the best advice you've ever been given?

**Do a proper job first time. Also invest in equipment and take advice.**

What are Gloucestershire's main strengths?

**We have very good local resources and very good schools, which equates to very good human resources. We have excellent access to the motorway system, and a great social life. Quite simply, life here is positive and chilled when you require it..**

For you personally, what's unique about living and working in Gloucestershire?

**Well, it's the place to live and work and has the world's premier snow company based here!**

Where would we find you on a lazy day off?

**In the air! I love air ballooning, it's very relaxing – when we had Tarantino over we took him up in the air and he loved it – he will certainly remember us and am sure it helped seal the deal!**