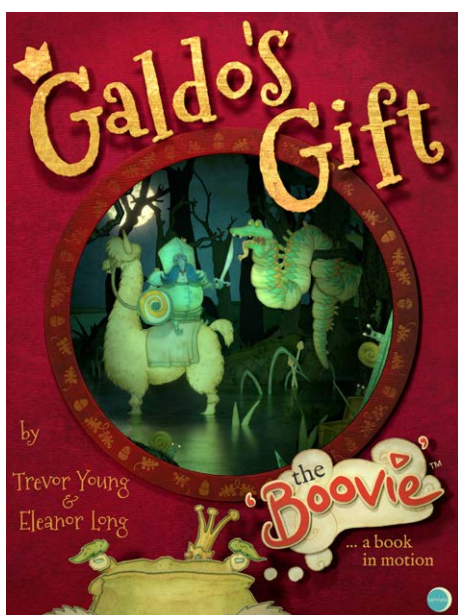




Children's book brings literature to life for a digital generation

GALDO'S GIFT - AN INNOVATIVE AND INTERACTIVE NEW BOOK



Enchanting hand-crafted storybook, *Galdo's Gift*, is magically brought to life on your screen by skilled animator Trevor Young, who worked on the **Harry Potter** series and **The Hunger Games**, and talented artist Eleanor Long MA RCA who has worked making models in TV and film, including **The Borrowers**.

Galdo's Gift is unlike anything you or your child will have read before. Part book, part movie, this unique "Boovie™" is a funny tale which is beautifully animated to create an enchanting classic to make parents and children laugh and help build a love of reading. With each turn of the page King Galdo III - voiced by Brian Murphy (*Last of the Summer Wine* and *George & Mildred*) - narrates your child's adventure and puts them at the very heart of the story, encouraging them to read along with him.

TRADITIONAL ILLUSTRATION BROUGHT TO LIFE IN THE DIGITAL REALM

Each set and character in *Galdo's Gift* was drawn on paper by the creators, just like the storybooks we have all come to love. Real paper models of the set are created by Eleanor to figure out the lighting and 3D space on the computer. The puppets are moved by hand along to an enchanting soundtrack, and then motion-captured by Trevor. By scanning the drawings into the computer, they can then copy this movement to get a "hand-controlled" feel to the character's animation.

Inspired by traditional methods, *Galdo's Gift* harkens back to paper cut out animations in *Bagpuss*, *Ivor the Engine* and *Monty Python*, to give the book a charming handmade feel with the flexibility of the digital realm.

INTERACTIVE TALE MAKES LEARNING MAGICAL

The quest into Galdovia will be difficult, but four hapless heroes are waiting to guide the reader along the way and make sure no reader is left behind. Unlike some children's stories, *Galdo's Gift* helps children to learn new words. If a word isn't understood, all they have to do is tap it and an enthralling and fun definition will pop up. This revolutionary way of reading allows children to unconsciously expand their vocabulary.

ENGAGING READERS ON AND OFF SCREEN

Galdo's Gift goes beyond a simple book, engaging readers in multiple ways - including activities which encourage off-screen time:

- Hidden details in rich illustrations to open up dialogue between parents and children.
- Printing off and creating own characters and models from the story, to mimic how the book was animated.
- Numbers hidden throughout the book to unlock extra content online.
- Help in creating their own hero characters and developing their own stories.

In this enchanted animated world, Galdo and his friends are given life on your screen in a way which will let you experience storytelling as you have never seen it before. It takes what is so magical about learning to read and faithfully recreates the experience for the digital generation.

Galdo's Gift is priced £6.99, published December 2017 and available to download on smartphone, tablet or computer from the Apple iBooks Store.



READY TO SPEAK TO THE MEDIA

Both Trevor and Eleanor are available to speak to the media about the journey which led them to create *Galdo's Gift* including:

— How can storytelling be brought into the digital age?

— Revealing the creation of *Galdo's Gift* (images and demonstrations are available)

— Fun ideas to get your child animating at home

— Is animated illustration the future of children's publishing?

— The educational advantage of digital books

— Embracing digital: Why e-books should be different to print

— Screen Time – fun ideas to make it an inspiration for non-screen activity

ABOUT THE CREATORS

Trevor Young is a talented illustrator, animator and designer who has over twenty years of experience in the film and TV industry. He has worked on three *Harry Potter* films, *The Hunger Games*, *Catching Fire*, and *Man of Steel*.

Eleanor Long has a fine arts degree and worked in the model-making industry for TV and film, including the over-size prop department for *The Borrowers* film. She went on to complete an MA in Glass at the Royal College of Art, setting up her own art practice specialising in bespoke commissioned pieces for public spaces and private homes with a special interest in landscape and light.

This pair have combined their artistic talent with animation to create *Tapocketa*, a multi-platform design and animation studio to produce high quality apps and e-books to entertain.

