

Hunt Library Proposal





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CONTENTS:

Introduction 4

Museum of Make Believe Overview5-6

Market Analysis Summary:7

Why Museum of Make Believe is a Fit for Fullerton8-10

Floor Plan11

Site Utilization12

Organization Chart13

Programmatic Goals and Samples14-18

Safety, Security, Finances19-21

Concept Art and Logistics20-24

Samples of Past Events and Artwork25-30



Introduction:

As Orange County residents and leaders of a 501 (c)(3) non-profit, Museum of Make Believe, we have been eagerly watching the news of the Hunt revitalization project. We are honored to submit a proposal for consideration as we have been looking for the right location to house the permanent home for Museum of Make Believe.

Over the years, there have been some memorable moments at many of our exhibits that have helped us shape our priorities. At one exhibit there was a little girl, of maybe eight or nine years old. She was one of hundreds of young children visiting the exhibit filled with original fairytale stories written to pair with a wide variety of artwork shown (miniatures, painting, music, short films, etc.). Her parents later emailed us to let us know how much the exhibit changed her for the better. She had never been to an art exhibit before, but because it felt accessible and relevant with stories that she connected to, it inspired her. She began making up her own original stories about the characters she had seen at the exhibit...she told them to her parents at night before bedtime. She began drawing, painting and writing until she made her own book.

At another exhibit, there was a sculpture of a small dog (made entirely of felt and collected materials). The story on display with it was an original and bittersweet fairytale about living a full life and the process of aging. A great grandmother attending with her family came up to us with tears in her eyes explaining how much the story meant to her. To see that kind of connection spanning across an age difference of well over seventy years (from the grandmother to the little girl) was incredibly heartwarming.

Experiences like these have helped to solidify our mission...storytelling and the arts is about connection, about shared humanity, about allowing us to connect with our kinder and more empathetic selves so that we don't focus on our differences but rather our similarities. It is our main goal to provide an arts educational entertainment experience that touches, even changes the people that view it. We would be honored to bring this to the city of Fullerton!

Best,
Geoff and Amy Mitchell
Museum of Make Believe Founders



Museum of Make Believe

Overview:

Museum of Make Believe is a not-for-profit 501(c)(3) organization dedicated to preserving the timeless art of storytelling within a uniquely creative environment unlike anything guests have seen before. Through entertaining and thought-provoking exhibits that offer a truly magical twist on the idea of seeing contemporary art, our dedicated staff and artists seek to inspire the young and old alike with a warm feeling of something familiar and a reminder of childlike mystery; awakening feelings our guests may have forgotten and are longing to remember.

We are proud to be part of the tremendously creative Orange County area and pledge to contribute to the region through a wide variety of educational opportunities, creative courses and workshops for local youth as well as the entire Orange County community. By providing unique and meaningful arts programming for all, we will build a lifelong audience for the arts. We plan to offer a dynamic and constantly-evolving program, as well as maintaining the age-old tradition of apprenticeship programs, partnerships with our local schools, outreach to local artists and other non-profit organizations.

There is no question that the arts are integral to the well-being of society. Involvement in the arts increases civic engagement, allows us to build empathy for others, and allows us to consider the human condition of the world around us. However, funding and access for the arts continues to drop dramatically despite the benefits to the overall health of civil society. A 2018 impact study by RK&A was recently completed to study the effects of single-visit art museum programs on students in grades fourth through sixth. The findings were that just one visit increased students questioning (and thus imagination), deepened their interpretations of the art itself and increased their emotive responses. Clearly the arts allow humans of all ages, in particular children, to engage both their minds and their hearts. Our goal as a museum is to provide a way to fill this gap in creativity and imagination.

The mission of the Museum is to support and promote public interest, awareness, knowledge and education within the visual arts in Southern California. To this end, the Museum shall, among other things, develop and maintain a collection of original works of art of the highest artistic merit dedicated to preserving the timeless art of storytelling within a uniquely creative museum environment.



Museum of Make Believe Overview Continued:

Museum of Make Believe invites our guests to step into a fantastical world of miniature scenes, puppetry, dreamlike paintings, thematic lighting, costumes, film and sound, all depicting original tales of the mystical and mythic. The stories are timeless and somehow familiar, as if conjured from a shared memory; or an imaginary world that has to be believed to be seen.

We will house a permanent collection of works created by a team of supporting artists. The collection will be designed to change throughout the year allowing us to showcase the work of our artistic team. We will offer a number of outreach and apprenticeship programs as well as docent and artist led tours and seasonal special events. We are fortunate to operate on a European model in which we already own and house a large collection of artworks which eliminates the need to purchase or rent a collection.

Along with our main museum gallery, we will have our giftshop on site. The *Misfit Emporium* gift shop, will sell affordable high-quality art supplies, handmade toys, and other unique items. Guests will also be able to visit our enchanted ice cream shop and cafe, *The Dream Parlor*, and enjoy some surrealistically sweet treats. As the story goes, this magic parlor of electrified-blue appeared miraculously overnight in the year of 1857 to the amazement of the bewildered old west settlers of the region. The cafe will be a piece of life size scale artwork in itself.



Market Analysis Summary:

Museum of Make Believe will be focused on serving all of those seeking to nurture their creative imaginations. We will create a unique environment in which everyone is free to imagine, create and welcome the arts into their lives. This environment will appeal to a broad cross-section of all people without regard to racial, educational, or economic background.

Using a broad definition of our market, every person in our general vicinity with an interest in the arts is a potential consumer of the programs and services offered by our Museum. If we were to temper that broad definition with a geographic boundary of Orange County, we still have the opportunity to reach a vast market, the entire 791 square mile area. Simply stated, there are literally millions of households that meet this market definition. Our core market is customers of any age and background interested in the visual arts.

We feel that in order to establish a foothold within this vast market and create brand awareness for the unique and high-quality programs we are offering, we need to focus our initial marketing efforts on a smaller market segment. The initial marketing effort will extend through our first twelve months of operation and target a market segment within a fifty-mile radius of our location in Fullerton. We want to provide as much as we can for this community. By any measure, this remains a richly populated market that also includes a record-breaking 50.16 million tourists who visiting Orange County in 2018, according to a visitation report by the Orange County Visitors Association.

There is no known organization in the Orange County area that offers the unique art experience provided by *Museum of Make Believe*. Alternatives come from such Orange County area institutions as the Bowers Museum of Cultural Arts, Muzeo, the Hilbert Museum of California Art, the Laguna Art Museum, and the Irvine Museum, however, these institutions do not have the unique singular focus of creating an immersive art experience focused on storytelling.

Through our focus on the visual arts immersive experience, we are positioned as a premier source of arts education, enrichment and enjoyment for the entire Orange County area. Our offerings will include a diverse range of programs and activities on a rotating calendar basis, ensuring a fresh experience for even the most frequent visitors.



Why the Museum of Make Believe is a Good Fit for Fullerton:

We believe we are a great fit to fulfill the needs of the community of Fullerton. Below we will address the ways that we fit the requested needs.

***Request:** A Creative Community Space

Fit: The *Museum of Make Believe* is designed to nurture creative imaginations through the visual and performing arts, created so that everyone is free to imagine, create, and welcome the arts into their lives. We offer most of our events as free to the public or by suggested donation which allows access for a large part of our community. The Museum is designed to appeal to a broad cross-section of all people without regard to racial, educational, or economic background.

We are fortunate to be in one of the most diverse cities in America, with a diversity percentage of well over 60%. We work to market to this diverse population and to seek out diverse artists to support our mission. An informal audience survey has shown that our exhibits and events appeal to age groups from 1 to 101 and we have seen guests from all ethnicities, gender, sexual orientations, and socioeconomic backgrounds take part. Orange County, CA (in particular, Fullerton) is a unique community and is considered an economically distressed/opportunity zone location which means that we need to be especially cognizant of the lingering effects of the pandemic and the transition to an almost all virtual world. This was especially difficult for families that are housing insecure or who don't have the socioeconomic means for digital access.

We believe that storytelling and the arts is a crucial way to rebuild community, especially in a world that is more divided than ever. Furthermore, COVID has created an even deeper socioeconomic divide in our communities. As the world has moved to becoming primarily digital, it is often easy to assume that everyone has the same access to stable internet in order to learn, engage, and work. However, the images on the news of young students sitting on the cement outside of fast-food restaurants in order to use free WIFI has highlighted the faultiness of those expectations. Our goal is to reclaim a space where everyone is welcome with no special devices or access needed.



We hope to recapture the sense and spirit of a true community and to give a safe place for people to create through storytelling and the arts ultimately creating a kinder more empathetic society. By providing unique and meaningful arts programming for all, we will build a lifelong audience for the arts that will extend well beyond this divided new world.

***Request:** A Welcoming Space for Public

Fit: *Museum of Make Believe* by default appeals to all ages, but with our emphasis on storytelling we are a particularly good fit for families, teenagers and preteens. At the *Museum of Make Believe* our goal is to create an inclusive accessible museum, in which every person feels not only comfortable but also wholeheartedly welcomed in our spaces. This includes not only thinking about physical access but also about creating programming and resources for a variety of those that need accessibility. It is important that our services are accessible to all people including those with disabilities or special needs. We have the strong belief that every person has the right to live with dignity, equality, comfort and independence. To this end, we strive to create a variety of options for our audience to connect with our work by offering sound, visuals, scent and touch in order to create a full sensory experience rather than solely relying on sight or a single sense that might be impaired.

***Request:** A Site Which Encourages Curiosity

Fit: Our entire vision is designed to encourage curiosity. See below for some detailed ideas in regards to our immersive museum concept.

In our Main Gallery where we invite you to explore a magical world of make believe! Climb up our giant storyteller tree, find charming animals and miniatures hidden among the branches. Step onto the deck of a vintage wooden ship and seek out hidden treasure, enter the writer's room to get lost in a world of fairy tales and ghost stories, enjoy the mesmerizing paintings in a forest of giant brightly colored mushrooms. The Main Gallery will be a captivating space filled with sound, video, miniatures, installations, paintings, sculpture and much more!

Do you remember catching fireflies in an old mason jar and lying in the grass watching them glimmer at dusk before flying away in spectacular trails of burning light? Our Enchanted Forest room perfectly captures that childhood feeling. In this special room, it is always night inside...this enchanted forest is filled with stepping stone paths, the sounds and sights of the woodland, exotic flowers, and tiny lights dancing all around.

The entrance to the Museum of Make Believe will take you down a dusty wood-planked Old West boardwalk.



Our friendly staff will be ready to greet and guide you into either the Main Gallery or our Dream Parlor Café which is reminiscent of a 1950's old fashioned soda fountain. At the Dream Parlor Café you can enjoy unique ice cream treats and sweets as well as tempting drinks like the Shooting Star Sipper, a white hot chocolate made with fresh blueberries. Or Fricka's Magic Elixir a tart lemonade that changes to a bright purple as you add in a secret shimmering potion.

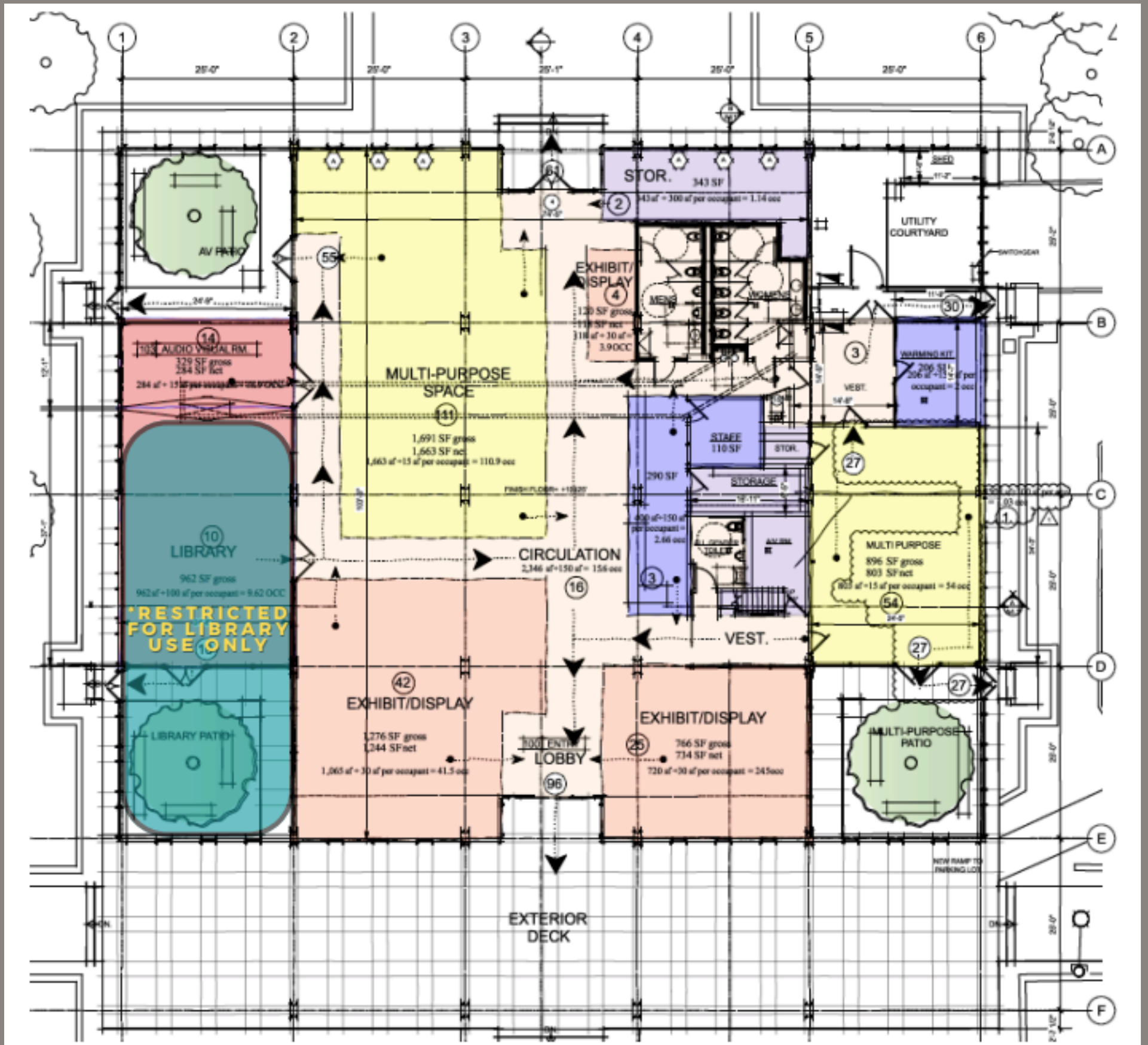
Request: A Site that Serves as a Hub for Activities, Programs, Events and Classes (including facilitating greater literacy).

Fit: Although our main mission is as a museum, our true goal is to be a cultural hub. To that end, we want to encourage creativity in a number of ways including a free apprentice program for young artists. This program will encourage students to study arts, offer free one-on-one instruction with a lead artist, help with portfolio development for the college application process, help young artists build a body of work, encourage the creation of storytelling through the arts. We also want to offer creative workspace, hands-on workshops and art instruction, storytelling events, writing classes and more!

To best tend to the needs of our community, one commitment we have made is to always have at least one Spanish speaker on hand representing the museum at our events. This has been important to us to allow for accessibility and inclusion to all of the families in our community attending our events and it allows multiple generations of the same family to come out and enjoy the experience without anyone feeling excluded. We have also made a commitment to offer plenty of inexpensive arts enrichment opportunities. For example, last May we hosted an event that included twelve free hands-on activities with all of the supplies included (this was everything from flower planting to puppet making to learning to use an original telegraph). We want to create these affordable arts experiences for all generations to enjoy together while keeping in mind the needs of our community while considering affordability. We have seen so many wonderful educational and entertainment venues offer out-of-reach prices.



Floor Plan:



- **Reserved for Library Use (962 Square Feet)**
- **Audio Visual Room Listening Room (329 Square Feet)**
- **Art Exhibit Space (1691 Square Feet)**
- **Art Exhibit Space, Enchanted Forest installation (896 Square Feet)**
- **Art Exhibit Space with room for teaching workshops (1276 Square Feet)**
- **Dream Parlor Café, museum café (796) square feet**
- **Dream Parlor Café, outdoor seating**
- **Museum gift shop, ticket booth, and staff office (400/290/110 Square feet)**
- **Storage/Supply Area (343 Square Feet)**
- **Community Art Display area (120 Square Feet)**



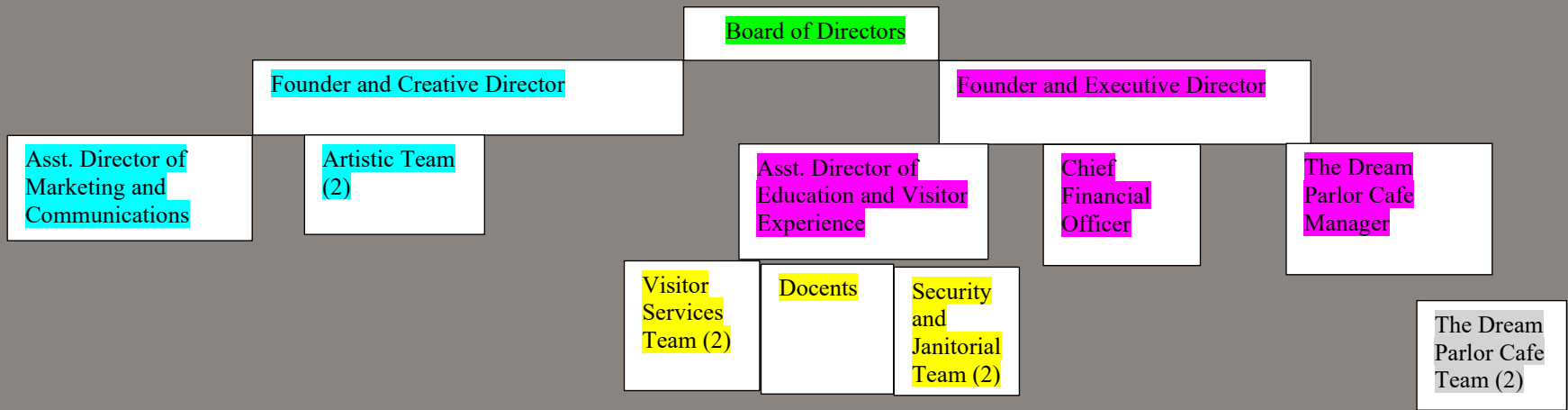
Site Utilization:



We want this space to feel like a community hub for everyone who enters. To this end, we will offer as many hands-on opportunities and areas of interest to entice people to the location as possible. We would use a number of the spaces as our immersive art installation areas full of sensory details. In one of the spaces, we will create room to teach our hands-on workshops and to hold storytelling events. We will also dedicate some areas to our museum café, museum gift shop and ticket booth. There will be a digital listening lab as well as an area to display community artwork. The many lovely outdoor spaces will be utilized to create comfortable lounging areas, reading nooks, café seating, and a community garden.



Organization Chart:



Director of Creative Operations (full-time)

Executive Director (full-time)

Assistant Director of Marketing and Communications (25 hours a week)

Assistant Director of Education and Visitor Experience (30 hours a week)

Chief Financial Officer (10 hours a week)

Artistic Team (2 positions, part-time 25 hours per week)

Visitor Services Staff (2 positions, part-time 25 hours per week)

Security/Janitorial (2 positions, part-time 25 hours per week)

The Dream Parlor Cafe Manager (full-time)

The Dream Parlor Cafe Staff (2 positions, part-time 25 hours per week)

Our goal is to run with a lean of a staff as possible and to have a good number of docents that volunteer their time for gallery hours, workshops and events.



Programmatic Goals and Samples:

The new immersive pop-up model of museums has been widely successful in offering a new experience driven opportunity to bring visitors into a number of cities. It is these current historical trends in the arts that we look to as models of success. Part of the reason for the pop-up success is that the focus has been on creating unique experiences for guests. It also takes the headiness out the arts and makes art museums more accessible, even fun. Meow Wolf in Santa Fe is one of those historical markers. It was the first of its kind that started with a couple of penniless artists who found an investor and created an interactive arts experience. They have now opened five locations.

The main difference between their model and ours is that they create large-scale immersive single art exhibits. Our focus instead is to display individual works of art within immersive environments rather than the environment being the piece of art.

As a nonprofit, we are dedicated to providing arts experiences and educational opportunities for the community. These experiences cross multiple disciplines, are engaging, encourage connectivity and participation, and foster a lifelong love of the arts.

Ghost stories and fairy tales are among the most beloved and enduring forms of storytelling; and one of the innovative features offered through this museum is its special events, which are designed to bring people together for the deeply human experience of sharing stories. These events weave together methods of storytelling that accent and add depth and understanding to the artwork. In addition to the classic “around the campfire” style of storytelling, we will offer shadow puppet shows in our vintage theatre, classic authentic magic lantern shows, as well as costumed impersonations of authors or even appearances of characters from the work in the museum.

A particularly exciting aspect is that we are able to draw greatly upon local talent in the community. Most importantly, these events are designed to engage and entertain the public and attract first-time guests to the museum, creating new and lasting patrons for the museum.

Here are sample marketing descriptions of past events:



Ghost Stories in The Gallery: Join us for an evening of storytelling as locals and authors share their stories of ghosts and the supernatural. Our main gallery will provide the setting for this evening that will offer up a blend of tales about real local haunts as well as original fiction by talented regional authors ... and perhaps a few revealing stories about the spirits of the museum itself. So, have a seat by our campfire, let us make you a s'more, and enjoy our special evening of entertainment.

An Enchanted Fairy Tale Afternoon: Join us for a special afternoon of fairy tales told in our mystical forest setting that will surround you with the aura of woodland creatures. Our special guest, Charles Dickens, will join us in full Victorian costuming as he tells a little-known Dickens' tale. A miniature theater will set the stage for an authentic early 1900's magic lantern show with hand-painted glass slides and original fairy tales, followed by various local authors and an exciting shadow puppet show! We will close with a few more surprises and a sweet treat.

Tea Party and Make Believes: Everyone's mad here! We invite you to join us at our dream table for a surprisingly surreal Victorian Tea Party and Make Believe! Come enter our playful world and enjoy a full high tea with special sweets all served within the setting of our museum. Accented by vivid giant flowers, mushrooms and a kaleidoscopic multicolored glow, entertainment will include a special scavenger hunt, tarot card readings and magic performances ... all led by our fantastical cast of characters inspired by the world of Lewis Carroll. Curiouser and curiouser costumes are encouraged!

Below there are samples of an exhibit planned for one of our main galleries, a three-day storytelling festival the museum would host and our ghost story and fairy tale evenings.

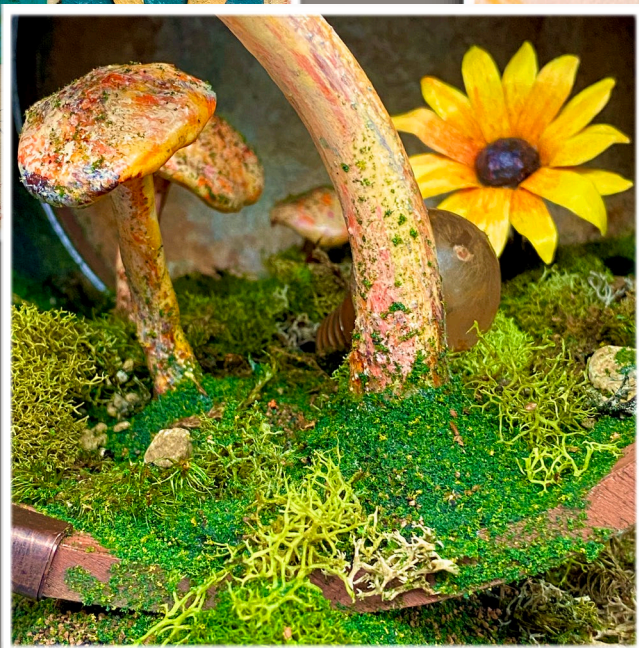




This exhibit makes use of one of our original tales in which an abandoned amusement park comes alive in the middle of the night. A young boy named Evander runs away from home and finds this magical park filled with a colorful cast of characters. He is the only one that can save this special place. This exhibit includes a vintage radio listening room that plays our radio drama that tells this story in three-parts. The immersive environments will be a forest setting that also includes things like old carousel animals, vintage popcorn carts, and carnival tents. Paintings on the wall would include similar imagery, as well as sculptures and miniature work. At a certain point each night, the lighting would change, a soundtrack would come on and it would be as if everything suddenly came to life.



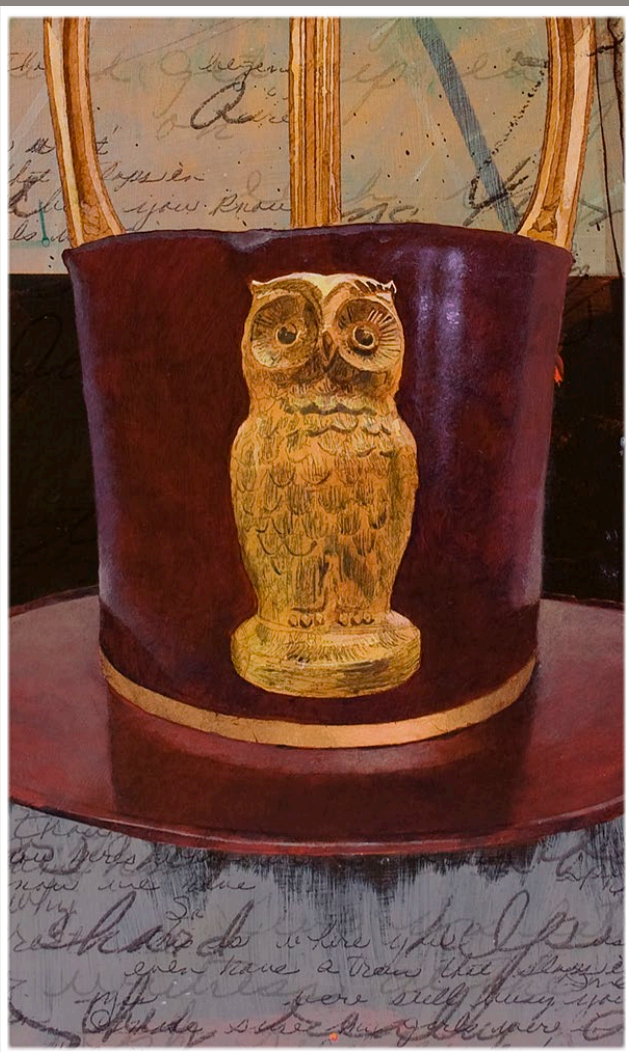
Strange Secrets of Starlight Park

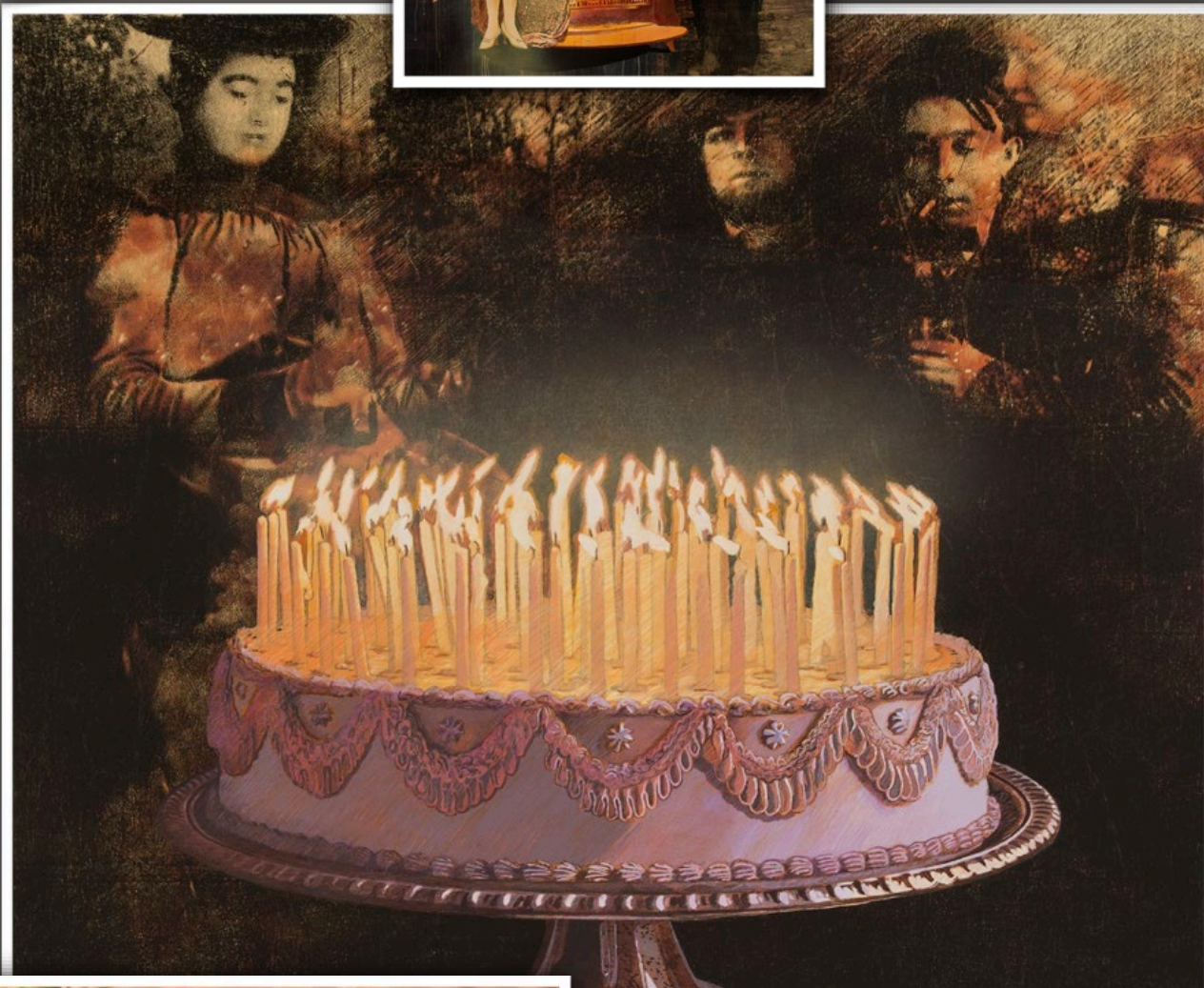




Festival of Make Believe

This festival will provide the opportunity for artists to share the work that they created in a three-day, immersive, interdisciplinary, creative arts and storytelling festival that focuses on folklore and shared experience. This festival will transport participants to a place of magic and mystery where they will experience the charm of nostalgia and the spark of imagination through original stories, fine art, theater, and a wide range of hand-on activities that will integrate culture and art. This festival will include local artists, performers, and storytellers along with workshops to help participants find creativity in their own stories. This festival is designed to bring people together for the deeply human experience of sharing their stories. These events weave together different methods of storytelling that add depth and understanding to the artwork displayed. Guests will learn about the power of storytelling and take part in becoming authors of the culture of their times. This will be an exciting opportunity to bring together experienced artists and novices





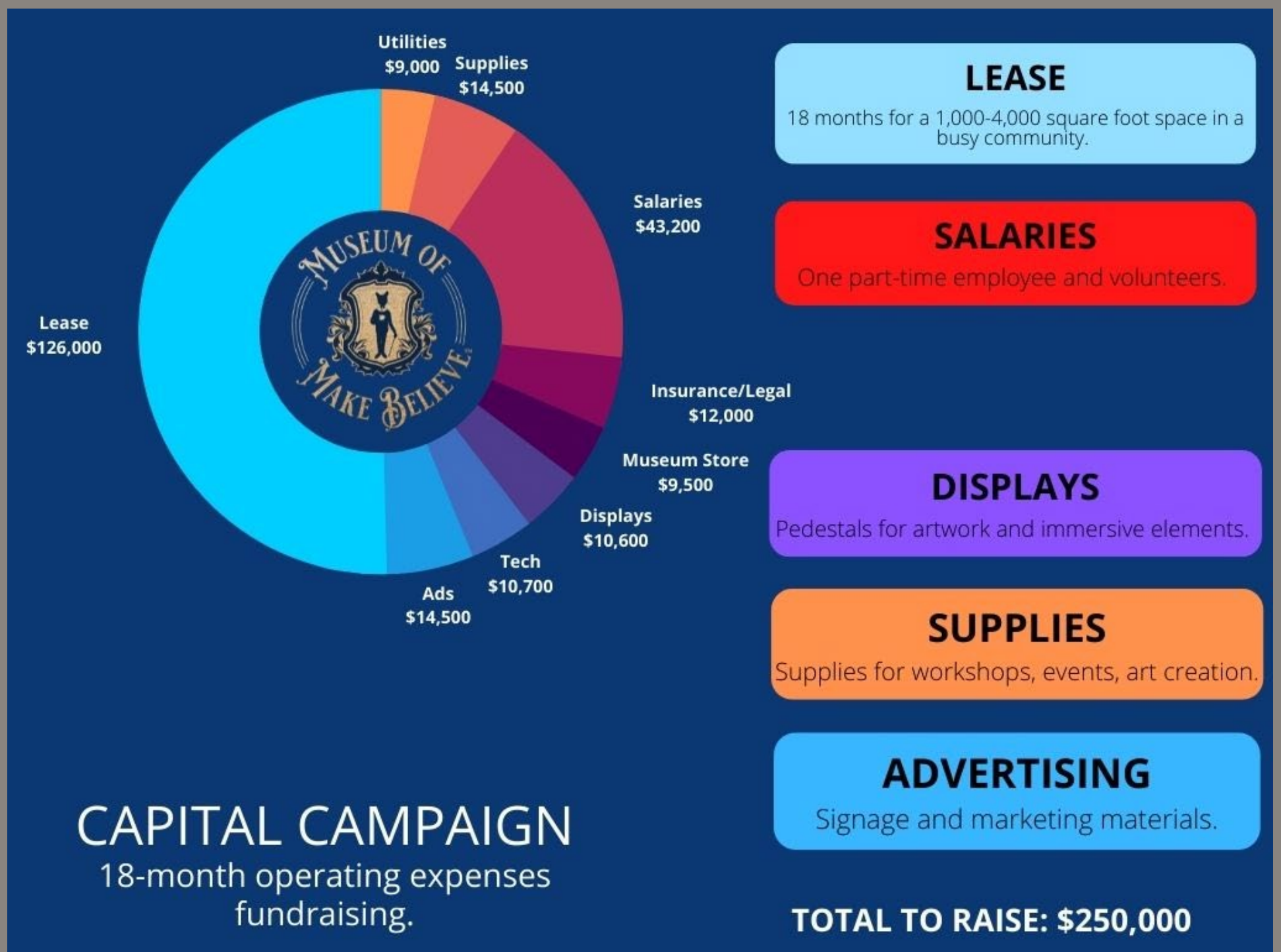
Ghost Stories & Fairy Tales

These are stories that are timeless and universally loved by nearly everyone. These events bring endless possibilities, by including evenings that tell spooky tales, have guests learning to create their own miniature potion bottles, even making their own miniature ghost story books. Various local authors can tell their tales, even audience members might want to share a tale. For our fairy tale events, we tell stories through a number of vintage forms from magic lanterns to shadow puppets to historic re-enactors. This concept will also tell a variety of fairy tales through progressive dioramas - miniature rooms that are inset into walls (or a tree trunk). The setting is also somewhat of a surreal wonderland of colorful and giant mushrooms, unusual creatures, amazingly large and vivid flowers and butterflies. After an evening in this wonderland of fantasy, guests exit back to reality with a deeper understanding of the importance of human connection through tales.

Safety, Security, Finances:

The security of the historic Hunt Library is something that we take quite seriously, as well as the security of the art collection that will be housed inside the library. To protect the space, we will work to ensure proper installation of security cameras and motion sensor lights. We will also have a daily security guard that monitors the inside of the space during operating hours. We agree wholeheartedly with the City’s position that once occupied and operating as a high-traffic Museum, vandalism will no longer be an issue, but out of respect for the historic space and our own business, we will do everything we can to protect the Hunt. We expect to spend \$2,000 on hardware for security equipment, \$200 a month for cameras and \$3,500 a month on security guards.

We are currently in the middle of our capital campaign to raise the funds for a smaller preview museum space. The Hunt would allow us to realize our larger vision more quickly which includes larger square footage and a bigger staff. The chart below represents our current fundraising efforts; however, we would raise the funding bar for the Hunt location.



Competitive Edge

We start with a critical competitive edge: there is no competitor we know of that is offering this unique immersive art experience!

A key strategy for the *Museum of Make Believe* is membership growth as a mechanism to drive recurring revenue. By extending a value proposition to our target market in the form of comprehensive membership benefits, we expect to quickly expand our membership. Our membership plan is structured to allow members to determine the frequency of visits to the museum and the degree of participation in special programming. We will offer four levels of membership. The first is a charter membership level which will be an honorary founding year membership for a fee of \$35. The second is an annual individual membership that includes one guest for a fee of \$85. The third level is an annual family membership for up to four family members for a fee of \$105. The final option is a lifetime membership for \$2,500. All memberships include an artist-made gift as well as a percent discount on retail purchases, in the cafe, and for events. Each member will also receive free entry each year to one special event as well as a private invite to an annual membership only meeting. There will be additional perks for the Penguin Club Members.

Closely related to membership, but anticipated to be a larger source of revenue, are fees from general admissions. Through a grassroots approach, we will continually communicate the compelling influence and value that attendance at *Museum of Make Believe* will deliver to the public. Targeted advertising and networking throughout a very active local community will allow us to focus on continually bringing first time attendees to the museum. Once inside, we will rely upon the vibrant environment and our staff to spark interest in our programs and workshops.

By reaching attendees, people who have already made the initial step to engage in our experience, we anticipate a high degree of interest and participation in revenue producing activities such as workshops and special events. We recognize that a strong internet presence is an opportunity to extend our market reach in a manner consistent with our mission. Initially, our direct marketing efforts will be locally focused, but we will rely upon a dynamic and informative website to support our efforts, while broadcasting our message to a much larger audience. The goal of our site is to create interest, inform and entertain visitors, facilitate requests for membership, renewals and registrations, and generate additional revenue.



We will direct visitors to our site through consistent references in all of our marketing materials and the strategic placement of links to our site from other related websites.

Building and maintaining a solid database of potential customers will be critical to the success of our outreach programs. We are planning direct mail and telemarketing campaigns, and will offer general informational on-site outreach to all interested groups. Additionally, we are developing a prospect database of persons who may be interested in making a financial contribution and/or giving their time as volunteers.

Fundraising Strategy

More than one-half of *the Museum's* annual revenue will be generated by a combination of membership, admissions, programming, retail sales and related activities.

The remainder of our funding will be generated by the following activities:

- The writing of **grant proposals** to secure grants from California foundations.
- The **solicitation of members of the Board of Directors** and other individuals for financial contributions.
- The **solicitation of corporations and small businesses** for financial support.
- The pursuit of **large-scale in-kind donations** from major retailers.
- An annual large-scale **benefit gala event**.
- **Family benefits** and **special events**.
- A variety of **small-scale fundraising activities** such as a partnership with a local coffee roaster, Amazon Smile, and selling our own branded merchandise.
- **Rentals** for events such as weddings.
- **Dream Parlor Café** sales.



Concept Art and Logistics:

Museum Operating Hours: Wednesday, Thursday: 11:00am-8:00pm

Friday and Saturday: 11:00am-9:00pm

Sunday: 10:00am-8:00pm (open 48 hours a week, five days)

Hours can be modified to best suit the space and audience

Admission price: \$15.00 for adults, \$10.00 students, children and seniors, children under age of three free, community free days offered as well.

Average daily attendance expectation/goal: 100 (500 per week, 24,000 per year)

Projected daily income ticket sales: \$1,375

Dream Parlor and shop projected daily income: \$500 (on average 50 people a day spending \$10)

Total Daily Goal: \$1,875

Weekly income: \$9,375

Monthly income: \$37,500

Additional income from events/rentals each month (at least one per month): \$2,500

Monthly projected income total: \$40,000



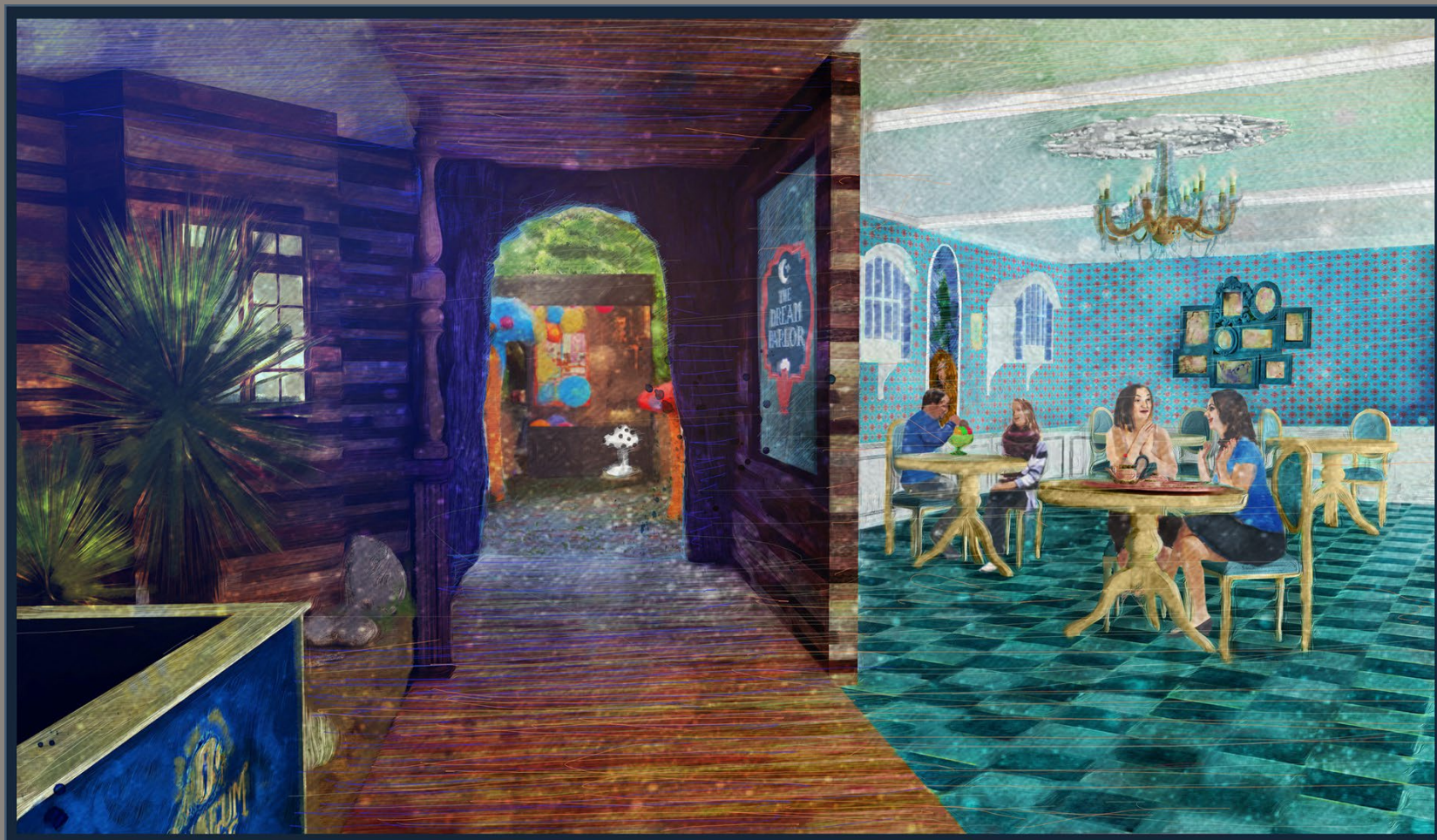


Our main gallery rooms will be immersive spaces filled with large scale “prop” pieces, unique lighting effects, immersive sound, paintings, sculpture, film, and storytelling in miniature 1/7 scale artwork.



Our enchanted forest room will be designed to be a unique space where it is always night, filled with lighting effects, a forest setting and sculptures. This room will have a unique immersive soundtrack and will be available for rentals.





The Dream Parlor Café is modeled after our 1/7th scale miniature ice cream parlor and will provide guests a chance to relax with a sweet treat or coffee, while providing an additional revenue stream.



Samples:



Make Believe event held in May of 2021. A free event to the public which sold out at 150 people. The event included 12 activity booths, a stage show with storytelling, magicians, and live performances.



Halloween event held last October that sold out at 90 guests. Guests learned to make miniature ghost story books, potion bottles, musical instruments and participated in a costume contest. The entire event was livestreamed as well.



Our virtual world puppetry day event held in 2020. Some of the amazing entertainment included:

- "Zero", a stop motion film by Zealous Creative tells the story of a misfit born into a world of numbers who soon discovers that through determination, courage and love, nothing can truly be something!
- "Lotte that Silhouette Girl" (a short film by Trick Studio that qualified for the Oscars in 2018) tells the fascinating fairy tale story of Lotte Reiniger, a papercut animator, inventor, storyteller and trailblazer!
- A visit from the Atlanta Center for Puppetry Arts, home to the world's largest collection of Jim Henson's art.



2021 and 2022 Children's Art Day free craft booths. Well over 750 families attended and make magical wishing chimes and fortune kites that each came with an original story.



A variety of our original characters and live event images, including our fairy tale events, Christmas Storytelling, and part of our entry for the Anaheim Halloween Parade.





We are known for our unique miniature artwork that tells ghost stories and fairy tales in 1/7th scale miniature.





Thank you for your time and consideration!