

ArtyMouse™

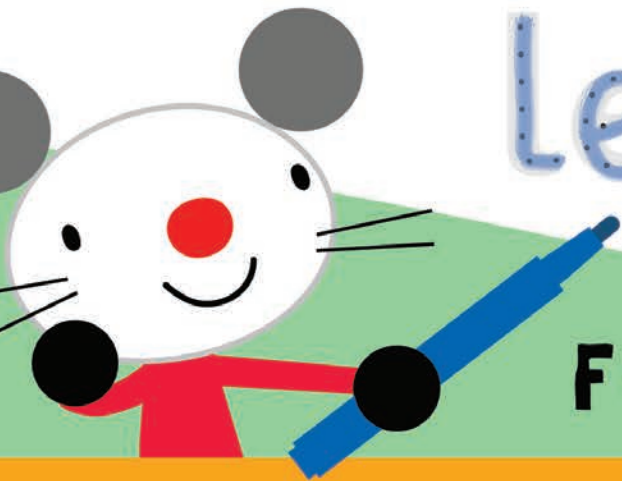


Early learning through art

Creativity

and

visual learning



For boys and girls aged 3-6

A unique preschool brand



Arty Mouse is the only brand to teach early learning concepts through the medium of art.



Through visual learning, Arty Mouse teaches children to express themselves and what they see in the world around them before they can read or write.



All Arty Mouse products include notes for parents and different learning outcomes for different ages.

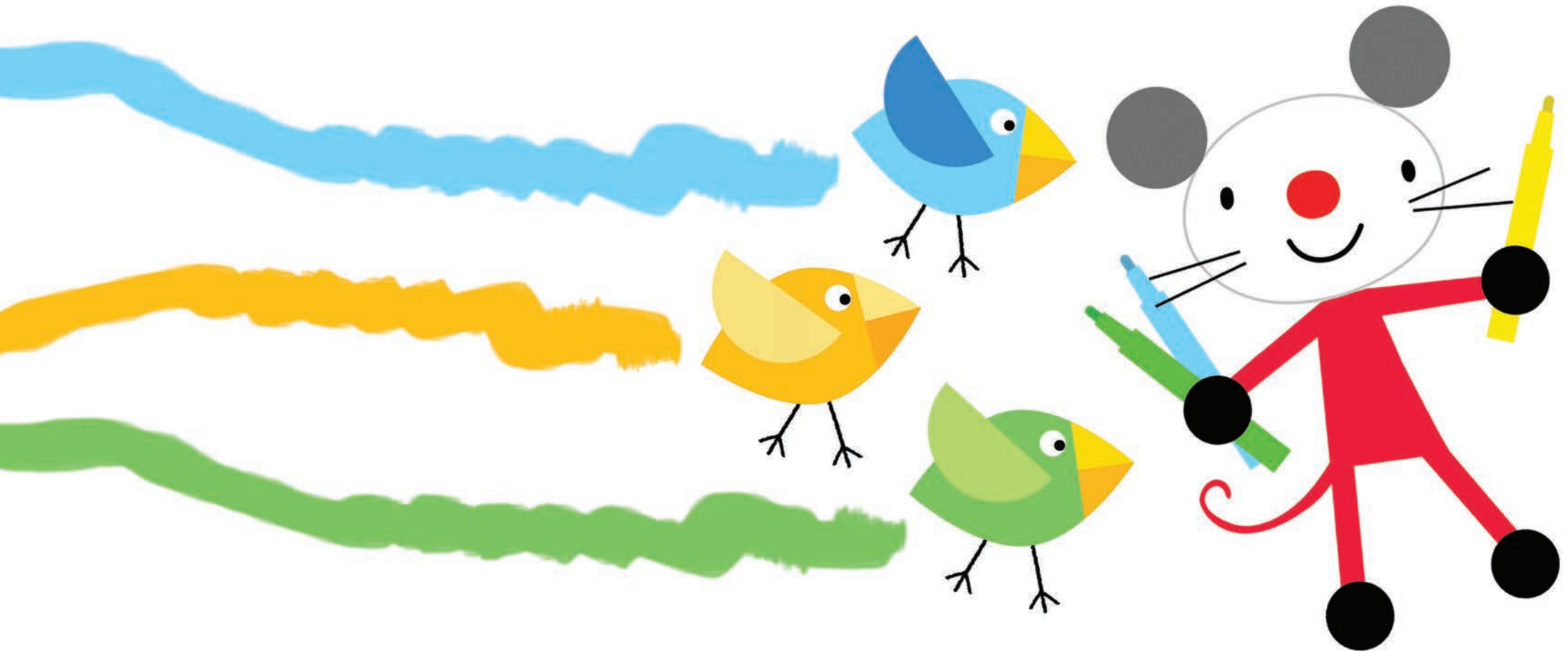


Arty Mouse inspires ...



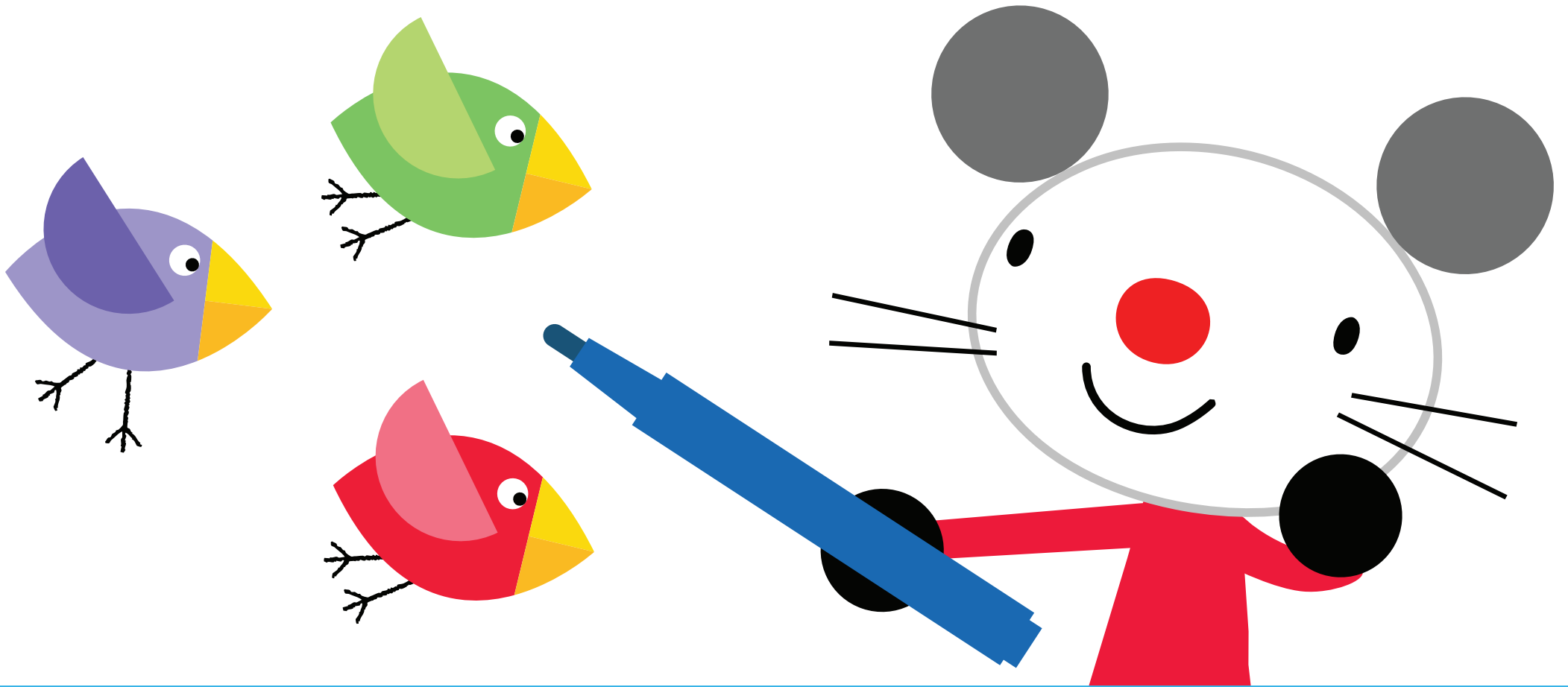
Little mouse, big ideas

Arty Mouse was born in 2015 with a big smile on his whiskery face, a paw full of art materials and a little head jam-packed with big creative ideas. And he wanted to share them all!



Art with a heart

Arty Mouse loves art. He makes and creates all the time, which is why he's always smiling. His enthusiasm for art of all kinds is infectious - and children can't help but be enthused in turn.



Friend and mentor

Arty Mouse is the perfect friend and mentor for children just getting to grips with handling art tools and materials for the first time. Just like them, he loves to get stuck in: crayons, pens, clay, paint, paper, stencils, scissors, stampers, stickers and more.



Made with love

Every Arty Mouse title is designed to engage, enthuse and empower. As art skills grow, skills in other areas blossom too, fast-tracking little learners in reading, writing, counting and more!



Target audience



For
girls
and
boys
aged
3-6

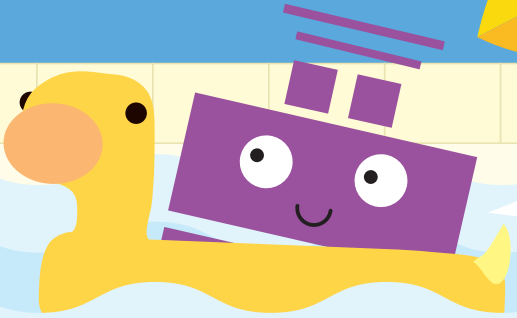
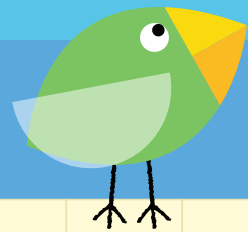


Award-winning brand



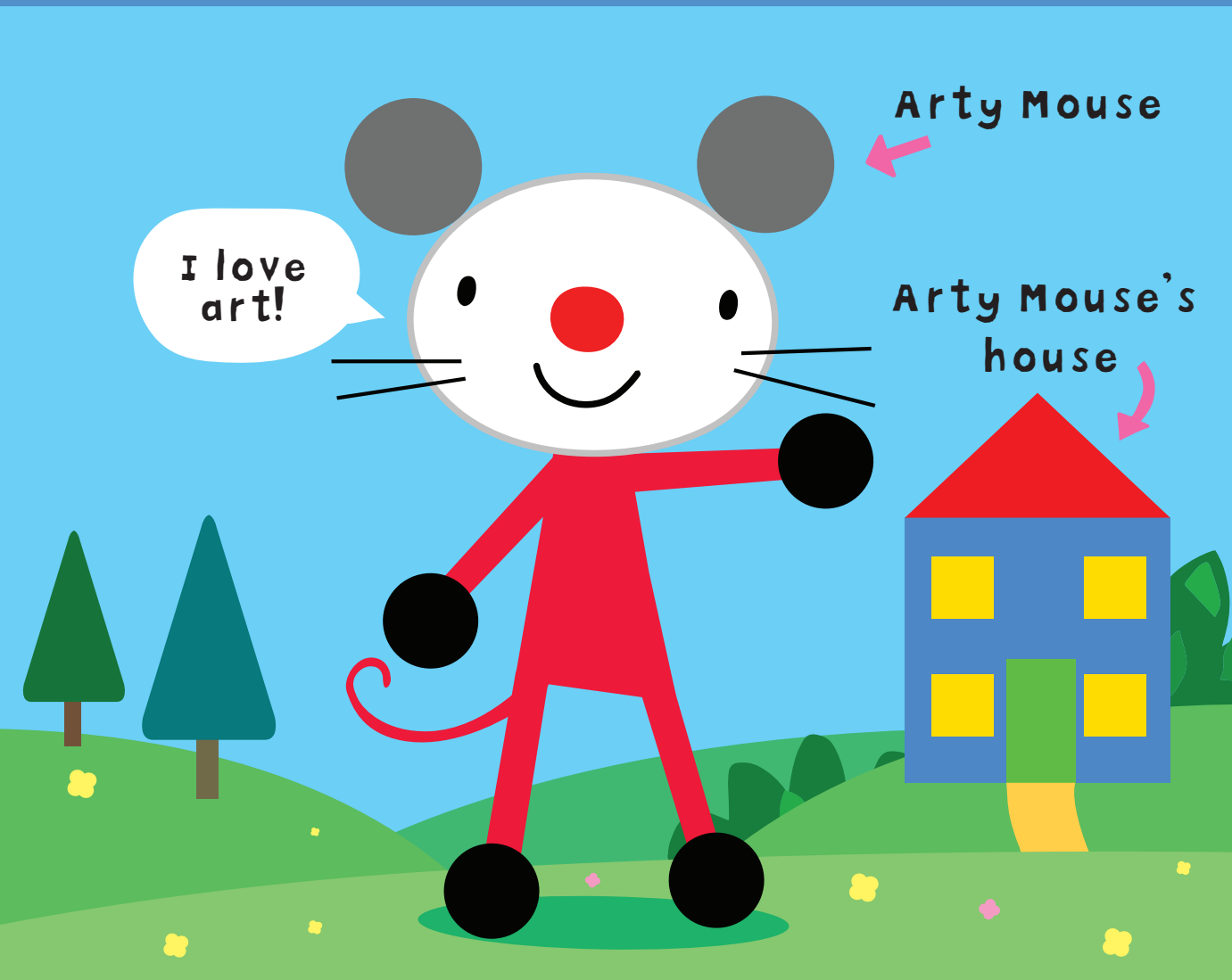
'Brilliant and highly recommended.'
Creative Play Awards

'An excellent way to encourage children to experiment.'
Parents in Touch



'Top 15 activity books for kids.'
The Independent

Meet the characters ...



Arty Mouse

Arty Mouse is the lead brand character and magically comes to life when a child draws or makes him. Although Arty Mouse may be small, he's big on creativity, and is a master at all forms of art and craft.

Arty Mouse teaches early learning through art with help from his friends. Each friend has a special characteristic, which reflects the way they look, and how they approach creative play and art.

Meet the characters ...



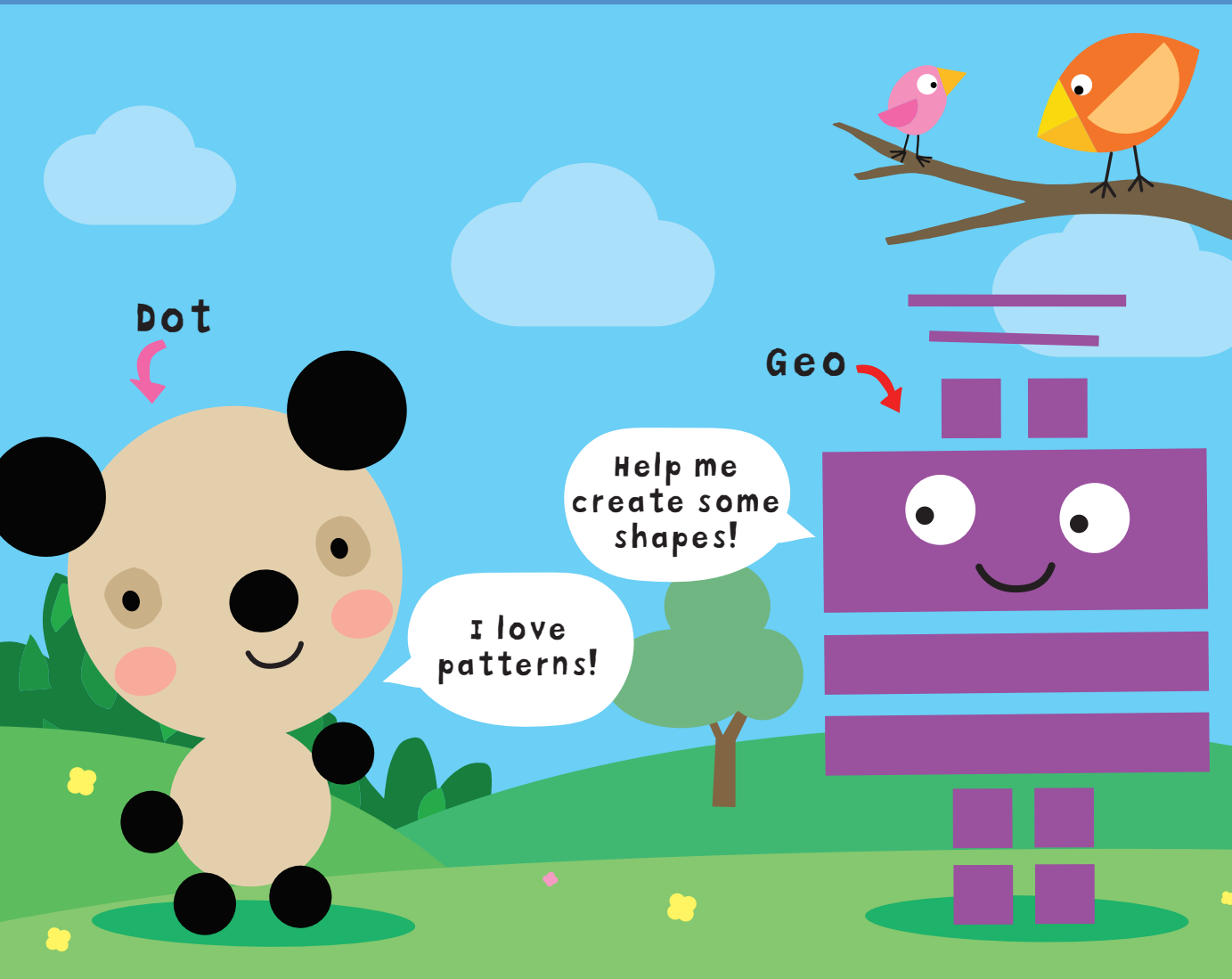
Scribble

A loveable but unkempt dog who just loves to scribble. Scribble is energetic, excitable and is always dashing around – traits that are reflected in the character's art.

Stripy

Stripy by name and stripy by nature, especially when drawing! As well as stripes, this cool cat loves textures and shading.

Meet the characters ...



Dot

A super-cute bear who joins the dots, and prints and creates patterns to make pictures.

Geo

Bold geometric shapes are what Geo likes the best. Geo sees the world through shapes and makes all of his pictures by combining basic shapes.

Meet the characters ...



Rainbow birds

These friendly birds add the colours of the rainbow to everything they touch. Colouring or mixing colours can always be seen in their artwork tweet-ments!

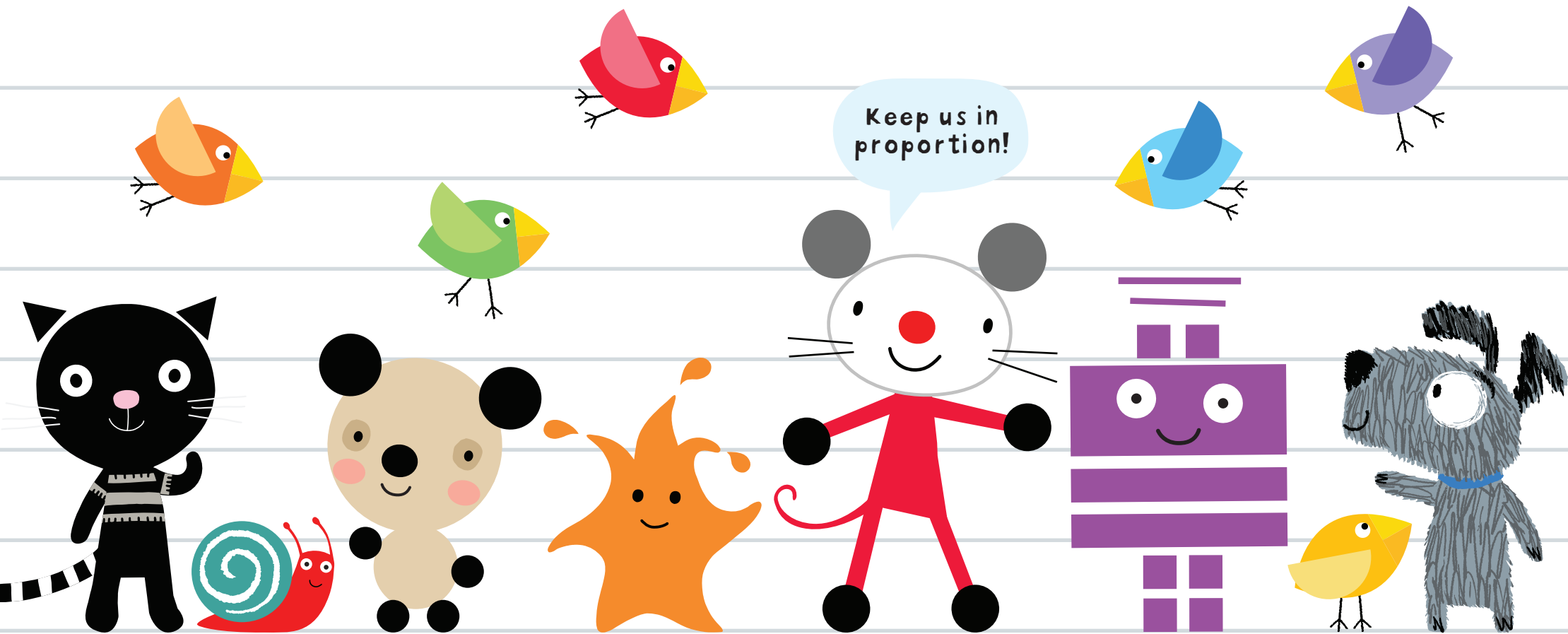
Splat

Messy art and craft fun is Splat's speciality! Splat loves spattering and adores printing, but most of all, Splat likes splashing paint about!

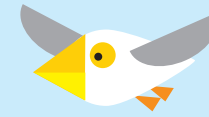
Spiro

Spirals are in nature everywhere! Slow down and spot them with Spiro. Don't forget squiggles, curls, whirls and wiggles – Spiro likes them too!

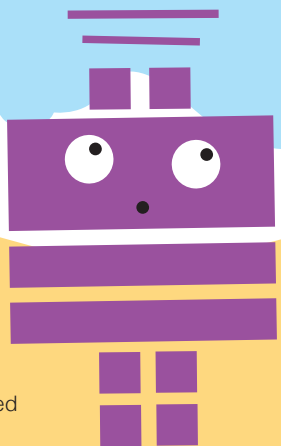
Meet the characters ...



Award-winning book publishing programme launched in 2015



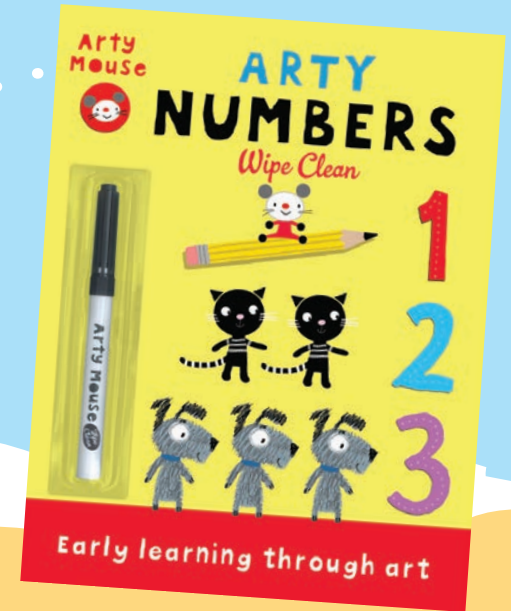
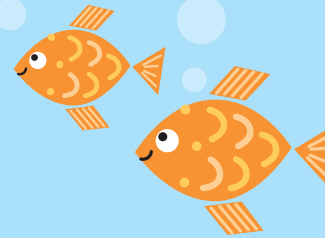
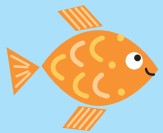
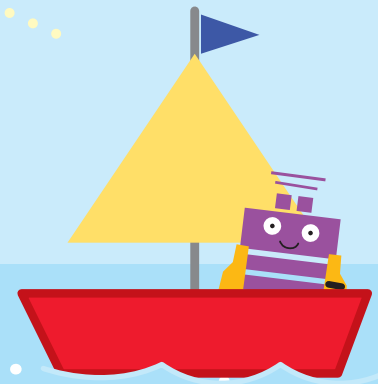
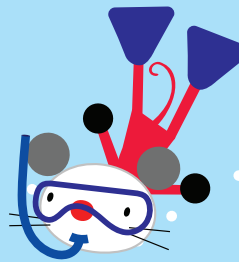
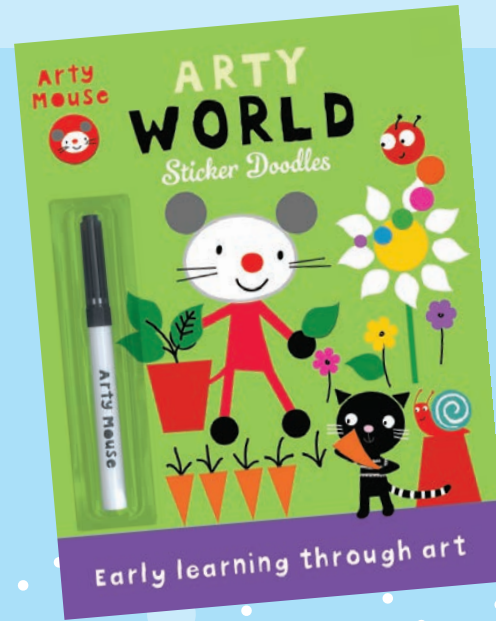
Progressive
Preschool
Awards 2015 **WINNER**

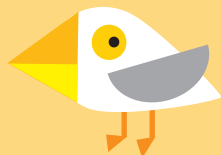
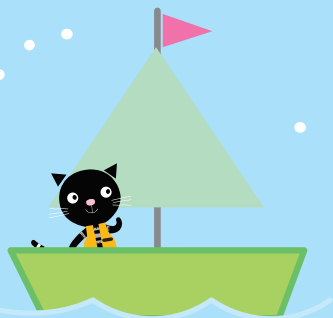
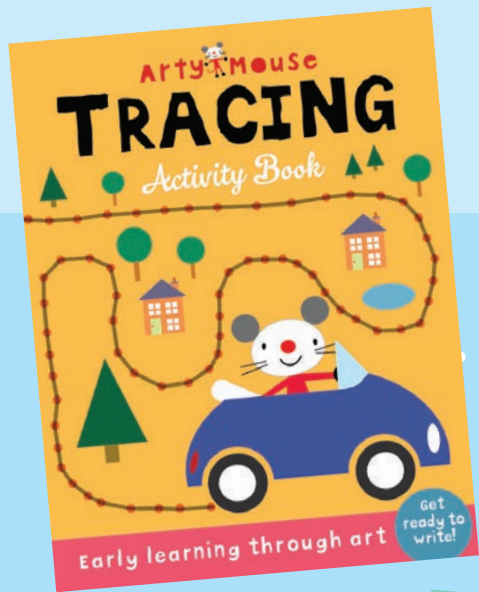


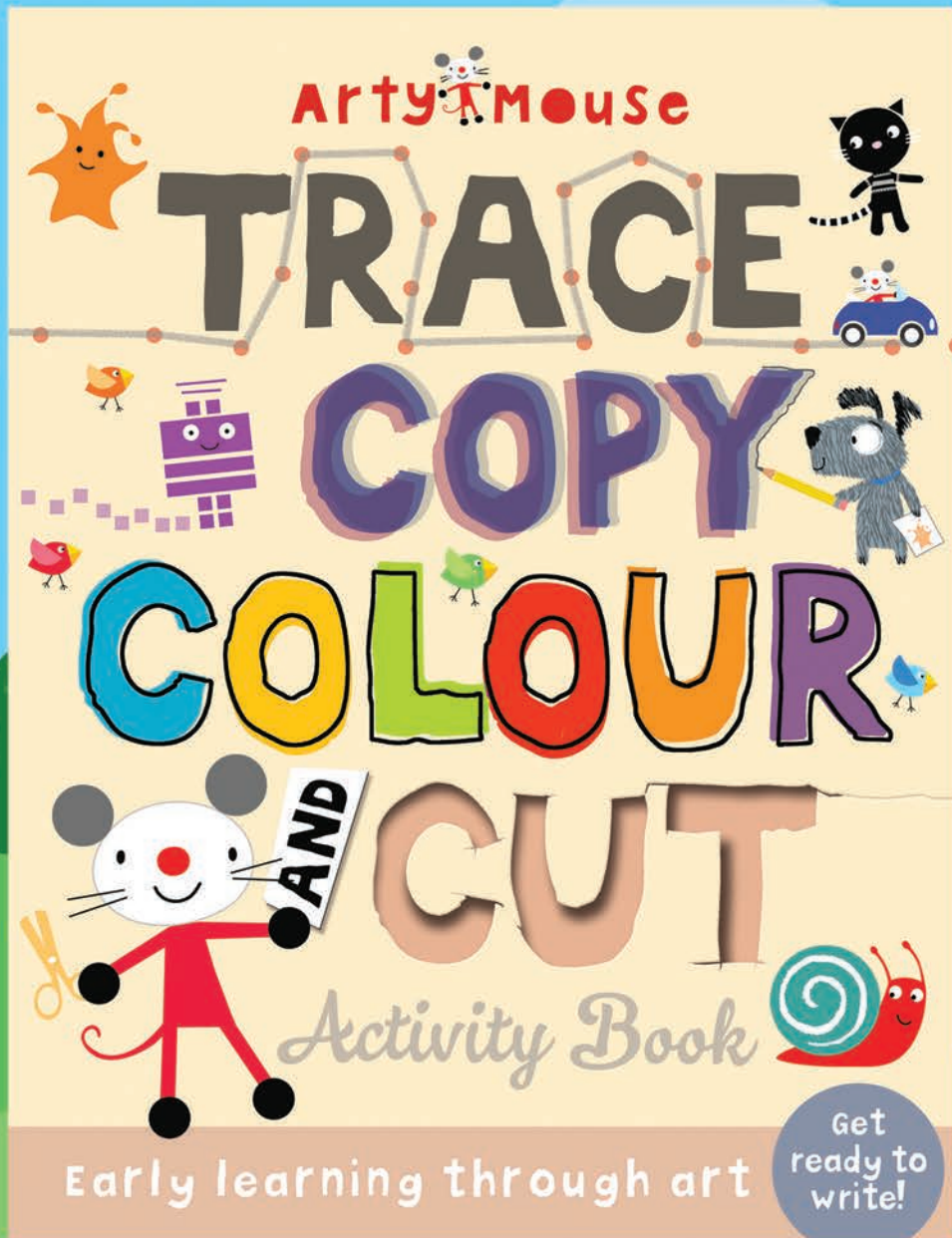
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Arty Mouse







Best Art or Creative Activity



Best Activity Book

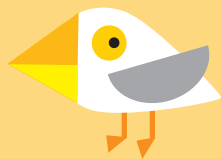
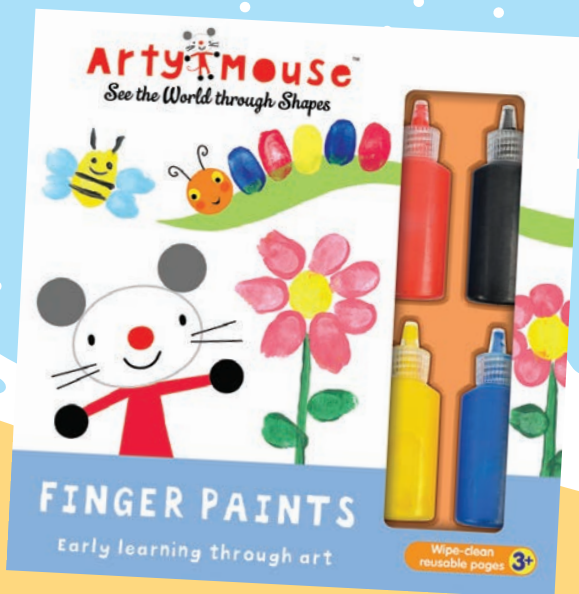
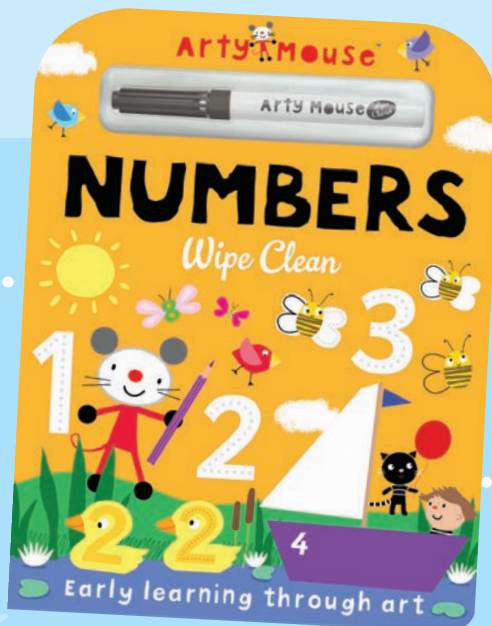
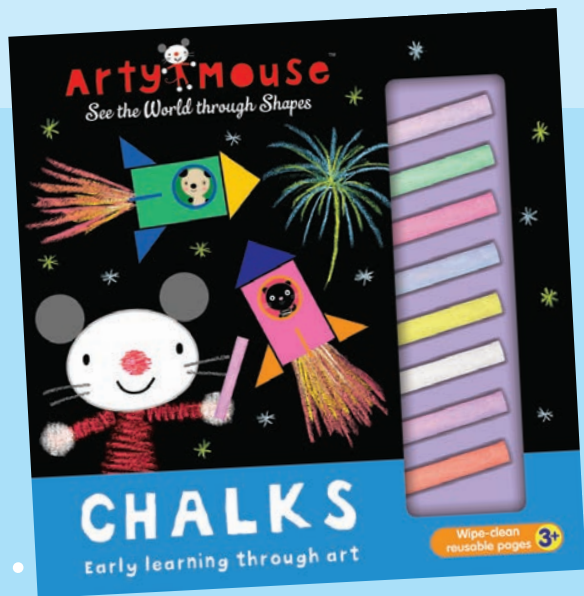


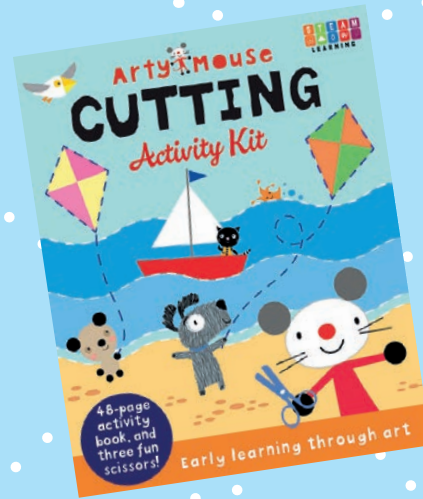
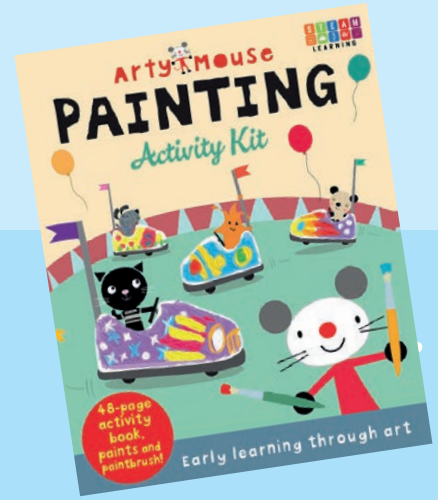
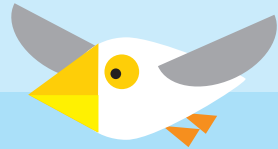
Best Activity Book



Best Activity Book



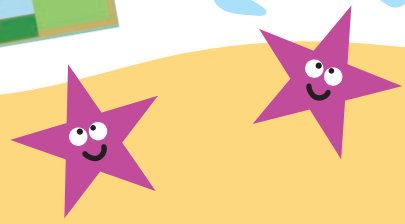
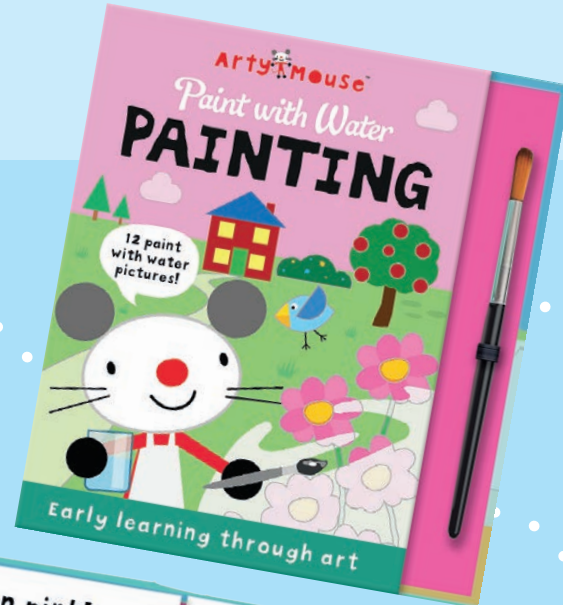
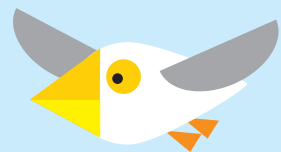




No plastic packaging!



Arty Mouse

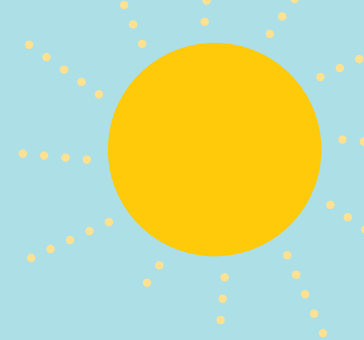


Born and bought in the UK

Over 120 unique retail outlets stock Arty Mouse books.



MARKS &
SPENCER



BRITISH
LIBRARY

FOYLES

HOUSE OF
MARBLES

BRITAIN
TATE

TROTTERS
CHILDRENSWEAR & ACCESSORIES

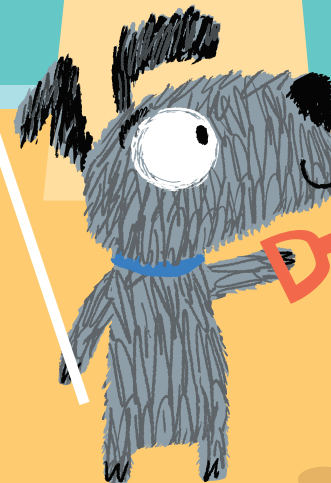
W
Waterstones



Sainsbury's

John Lewis

WHSmith



Going global

Arty Mouse books sold in 45 territories so far!

Co-editions & Rights:

- Argentina
- Australia
- Brazil
- Bosnia
- Canada
- China
- Czech Republic
- Estonia
- France
- Greece
- Hong Kong
- Italy
- Korea
- Malaysia
- Mexico
- New Zealand
- Portugal
- Serbia
- Singapore
- Slovakia
- Spain
- Sweden
- United Kingdom
- USA

English language
export books sold
to 45 countries!



Arty Mouse Supports STEAM

STEM + Art = STEAM

STEAM is a movement championed by Rhode Island School of Design (RISD) and widely adopted by institutions, corporations and individuals.

The objectives of the STEAM movement are to:

- Transform research policy to place Art + Design at the center of STEM
- Encourage integration of Art + Design in K-20 education
- Develop artists and designers to drive innovation

STEM to STEAM



Science | Technology | Engineering | [+ART] | Mathematics



Early learning through art books

UK National Curriculum - EYFS

EYFS EARLY YEARS FOUNDATION STAGE												
	Prime areas of curriculum					Specific areas of learning						
	Communication and language development			Physical development	Personal, social & emotional development	Literacy development		Mathematics development		Understanding the world	Expressive arts and design	
	ELG 01 Listening & attention	ELG 02 Understanding	ELG 03 Speaking	ELG 04 Moving & handling	ELG 06 Self-confidence & self-awareness	ELG 09 Reading	ELG 10 Writing	ELG 11 Numbers	ELG 12 Shape, space & measures	ELG 14 The world	ELG 16 Exploring & using media & materials	ELG 17 Being imaginative
Titles*												
Activity Books												
Colouring	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Copying	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Cutting	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Painting	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Sticking	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Tracing	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Creative Playtime	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Trace, Copy, Colour and Cut	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Travel Size Activity Books												
Numbers (Wipe Clean)	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓
Words (Wipe Clean)	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Stick & Draw	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Colouring	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Copying	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Cutting	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Wipe Clean Books												
Numbers (Board Book)	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓
Words (Board Book)	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓
Arty Numbers	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓
Arty Words	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Sticker Doodles Books												
Arty Friends	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Arty World	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Book Kits												
Chalks	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Play Clay	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Printing	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Shapes	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Stencils	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Finger Paints	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Write On Wipe Off Flash Cards												
Arty Numbers	✓	✓	✓	✓	✓	✓		✓				
Arty Words	✓	✓	✓	✓	✓	✓	✓		✓			

* All Arty Mouse titles encourage the characteristics of effective learning: playing and exploring; active learning; creating and thinking critically.

Early learning through art books

UK National Curriculum - Key Stage 1

KEY STAGE 1													
	Core subjects									Foundation subjects			
	English				Mathematics				Science		Art and design		
	Spoken language	Reading: word reading	Reading: comprehension	Writing: transcription	Number: number & place value	Number: addition & subtraction	Geometry: properties of shape	Geometry: position & direction	Animals	Uses of everyday materials	Use a range of materials	Use drawing, painting & sculpture	Techniques using: colour, pattern, texture, line, shape, form & space
Titles*													
Activity Books													
Colouring	✓	✓	✓			✓		✓		✓	✓	✓	✓
Copying	✓	✓	✓		✓			✓		✓	✓	✓	✓
Cutting	✓	✓	✓			✓	✓	✓		✓			
Painting	✓	✓	✓			✓	✓		✓		✓	✓	✓
Sticking	✓	✓	✓			✓			✓	✓	✓	✓	✓
Tracing	✓	✓	✓			✓	✓		✓		✓	✓	✓
Creative Playtime	✓	✓	✓	✓	✓		✓		✓		✓	✓	✓
Trace, Copy, Colour and Cut	✓	✓	✓		✓		✓		✓		✓	✓	✓
Travel Size Activity Books													
Numbers (Wipe Clean)	✓	✓	✓		✓		✓		✓			✓	✓
Words (Wipe Clean)	✓	✓	✓	✓					✓		✓	✓	✓
Stick & Draw	✓	✓	✓						✓	✓		✓	✓
Colouring	✓	✓	✓			✓			✓		✓	✓	✓
Copying	✓	✓	✓		✓		✓		✓		✓	✓	✓
Cutting	✓	✓	✓			✓	✓		✓				
Wipe Clean Books													
Numbers (Board Book)	✓	✓	✓		✓		✓		✓			✓	✓
Words (Board Book)	✓	✓	✓	✓			✓		✓			✓	✓
Arty Numbers	✓	✓	✓		✓		✓		✓			✓	✓
Arty Words	✓	✓	✓	✓					✓			✓	✓
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Arty World	✓	✓	✓				✓				✓	✓	✓
Book Kits													
Chalks	✓	✓	✓				✓	✓		✓	✓	✓	✓
Play Clay	✓	✓	✓		✓	✓	✓		✓		✓	✓	✓
Printing	✓	✓	✓				✓				✓	✓	✓
Shapes	✓	✓	✓				✓				✓	✓	✓
Stencils	✓	✓	✓				✓		✓		✓	✓	✓
Finger Paints	✓	✓	✓				✓	✓		✓	✓	✓	✓
Write On Wipe Off Flash Cards													
Arty Numbers	✓	✓	✓	✓	✓	✓			✓			✓	✓
Arty Words	✓	✓	✓	✓	✓				✓			✓	✓

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Early learning through art books

US Common Core State Standards - English Language - Kindergarten

	Reading: Informational Text										Reading: Foundational Skills								Speaking and Listening						Language															
	Key Ideas & Details			Craft & Structure			Integration of Knowledge & Ideas			Range of Reading & Level of Text Complexity	Print Concepts				Phonological Awareness	Phonics & Word Recognition			Fluency	Comprehension & Collaboration			Presentation of Knowledge & Ideas			Conventions of Standard English														
	RI.K.1	RI.K.2	RI.K.3	RI.K.4	RI.K.5	RI.K.6	RI.K.7	RI.K.8	RI.K.9	RI.K.10	RF.K.1	RF.K.1A	RF.K.1B	RF.K.1C	RF.K.2	RF.K.2B	RF.K.3	RF.K.3A	RF.K.3C	RF.K.4	SL.K.1	SL.K.1A	SL.K.1B	SL.K.2	SL.K.3	SL.K.4	SL.K.5	SL.K.6	LK.1	LK.1B	LK.1C	LK.1D	LK.1E	LK.1F	LK.2B	LK.2C	LK.2D			
Titles*																																								
Activity Books																																								
Coloring	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Copying	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Cutting	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Painting	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Sticking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Tracing	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Creative Playtime	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Trace, Copy, Color and Cut	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Travel Size Activity Books																																								
Numbers (Wipe Clean)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Words (Wipe Clean)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Stick & Draw	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Coloring	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Copying	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Cutting	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Wipe Clean Books																																								
Numbers (Board Book)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Words (Board Book)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Arty Numbers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Arty Words	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sticker Doodles Books																																								
Arty Friends	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Arty World	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Book Kits																																								
Chalks	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Finger Paints	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Play Clay	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Stamping	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Shapes	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Stencils	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Write On Wipe Off Flash Cards																																								
Arty Numbers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Arty Words	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

* All Arty Mouse titles encourage the characteristics of effective learning: playing and exploring; active learning; creating and thinking critically.

Early learning through art books

US Common Core State Standards - Mathematics - Kindergarten

	Counting and Cardinality									Operations and Algebraic Thinking			Measurement and Data	Geometry			
	Know number names & the count sequence		Count to tell the number of objects				Compare numbers			Understand addition & subtraction			Classify objects & count objects in category	Identify & describe shapes		Analyze, compare, create & compose shapes	
	K.CC.A.2	K.CC.A.3	K.CC.B.4	K.CC.B.4.A	K.CC.B.4.B	K.CC.B.4.C	K.CC.B.5	K.CC.C.6	K.CC.C.7	K.OA.A.1	K.OA.A.2	K.OA.A.5	K.MD.B.3	K.G.A.1	K.G.A.2	K.G.B.5	K.G.B.6
Titles*																	
Activity Books																	
Coloring														✓	✓	✓	
Copying			✓	✓	✓	✓			✓	✓				✓	✓	✓	
Cutting														✓	✓	✓	
Painting														✓	✓	✓	
Sticking														✓	✓	✓	✓
Tracing														✓	✓	✓	
Creative Playtime	✓		✓	✓	✓	✓	✓		✓					✓	✓	✓	✓
Trace, Copy, Color and Cut			✓	✓	✓	✓			✓	✓				✓	✓	✓	✓
Travel Size Activity Books																	
Numbers (Wipe Clean)	✓		✓	✓	✓	✓	✓		✓					✓	✓	✓	✓
Words (Wipe Clean)														✓	✓	✓	✓
Stick & Draw														✓	✓	✓	✓
Coloring														✓	✓	✓	✓
Copying			✓	✓	✓	✓			✓					✓	✓	✓	✓
Cutting														✓	✓	✓	✓
Wipe Clean Books																	
Numbers (Board Book)	✓		✓	✓	✓	✓	✓		✓					✓	✓	✓	✓
Words (Board Book)														✓	✓	✓	✓
Arty Numbers	✓		✓	✓	✓	✓	✓		✓					✓	✓	✓	✓
Arty Words														✓	✓	✓	✓
Sticker Doodles Books																	
Arty Friends														✓	✓	✓	✓
Arty World														✓	✓	✓	✓
Book Kits																	
Chalks											✓			✓	✓	✓	✓
Finger Paints											✓			✓	✓	✓	✓
Play Clay			✓	✓	✓	✓					✓			✓	✓	✓	✓
Stamping														✓	✓	✓	✓
Shapes														✓	✓	✓	✓
Stencils														✓	✓	✓	✓
Write On Wipe Off Flash Cards																	
Arty Numbers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	
Arty Words	✓		✓	✓	✓	✓	✓		✓					✓			

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Agency



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