

TAKE AWAY ART



WHO WE ARE:

We are the team behind Athens Comics Library. Comicdom Press was founded in 2004 and since then:

- we run the Greek, informative site for comics, www.comicdom.gr
- we organize the annual comics festival Comicdom Con Athens which attracts more than 15,000 visitors (since 2006 in collaboration with the Hellenic American Union and since 2016 with the French Institute of Greece)
- we founded the Athens Comics Library www.athenscomicslibrary.gr, the first comics lending library in Greece,
- we run the publishing company Comicdom Press (since 2007) with the aim of publishing selected comics, Greek and international creators,
- we organize workshops for students, teachers and librarians (since 2008, our workshops have been presented in more than 800 schools, libraries and cultural organizations throughout Greece),
- we organize workshops for adults using the comics collaborative storytelling methodology, with the aim of enhancing the collaborative spirit and creativity.

HISTORY:

Since the founding of the company until today, Comictim Press has collaborated with organisations in Greece and abroad in the context of exhibitions, festivals, workshops, conferences, creators' mobility.

Examples include: Hellenic American Union, British Council, French Institute, Cervantes Institute, Embassy of Japan in Greece, National Book Center, General Secretariat for Youth, Panteion University, Cartoon Art Museum, Charles M. Schulz Museum, Israeli Cartoon Museum, Comics International Festival of Lodz, European Cultural Foundation etc.).

Finally, Comictim Press, understanding the concept of social responsibility and solidarity, offers support to non-profit programs to Non-Governmental Organizations, Foundations and organizations with a social orientation (Make a Wish, Child's Smile, etc.), designs and delivers inclusive education programmes.

WHAT?

We value the importance of creativity for children 0-6 years old, which needs to be nurtured now more than ever.

For that reason we have created an edition of **creativity packs**, filled with art materials and creative resources, to be delivered to children across Athens and beyond.

Our packs aim to keep children engaged and creative during Covid-19 restrictions, and to ensure that children who are currently most in need of support do not miss out on the health, wellbeing, and educational benefits of creativity while away from school.

WHY?

Writing, drawing, painting, storytelling, and comics can be a powerful means to mental **health** and nurtures our **belonging feeling**. Creating art allows us to disconnect from stress, express inner thoughts, and even meditate. In recent years, scientists have studied the positive effects art can have on our health. So far, the results are promising.

Practicing art requires **focus** and **concentration**. It is easy to become lost in thought as we paint, sketch, or write. This “flow” can help improve our mental health. Don't forget it is also **fun** and can help keep children **occupied** and **content** whilst at home.

WHY NOW?

At such a difficult and uncertain time, we know that parents and carers are facing unprecedented challenges. However, it's at times like these that we can come together to help each other. That's why we've created these home creativity packs. Our packs can be used by parents or carers looking to support their child's learning as well as by education staff.

Art connects us whilst we are navigating through this current crisis, in unexpected and imaginative ways. As the **COVID19** pandemic means we are unable to deliver our work face to face, we've created **Take Away Art** creativity packs for children delivered directly into their homes and to vulnerable children through our support networks of humanitarian organisations. This winter, with the coronavirus crisis continuing to unfold, our children will be unable to attend art courses, play groups or even school at some stage.

WHO IS IT FOR?

We hope these packs will raise a smile and offer an opportunity for **children** across Greece to have fun, learn and build bonds.

Also, for the many **parents** and **carers** currently working from home without any child care our activity packs will offer them the opportunity to focus on their work, whilst their children are occupied with our high-end quality creativity packs watching our unboxing videos. **Education professionals** and **organisations** could also incorporate our packs as part of their learning curriculum.

Companies can also reward and support their employees working from home, and offer an alternative form of childcare support by sponsoring those packs for their work force.

HOW?

Athens Comics Library **designs**, **curates** and **produces** tailored made art packs for preschool children to access at home with their caregivers.

Parents working from home, now have the opportunity to share creative moments with their children, or encourage unsupervised creative time at home with our art kits and unboxing videos. We have chosen activities that ensure there are plenty of things for you to do without having to leave your home.

Each pack is delivered at your doorstep every month and our easy-steps guides and unboxing videos allow children to do the exercises with or without parental supervision. All exercises are **simple**, **safe** and most importantly **fun** and all materials and guidelines are included in the packs!

ACTIVITY PACKS:



Artemis, arrives every month **on her bike** and delivers our **handcrafted creativity packs** to you. Each pack includes a number of creative activities such as:

- Drawing
- Comics
- Collage
- Storytelling
- Portrait Making
- Micro Gardening
- Fashion Design
- Poetry
- Crafts

WHAT IS IN MY PACK?

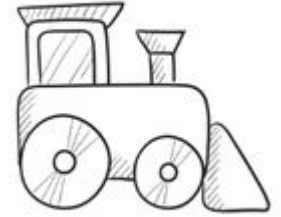
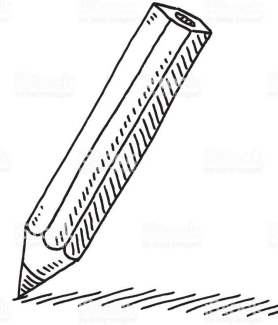
Each pack comes in a brown box labelled by TAKE AWAY ART and includes:

- ❑ A personalised letter to the child
- ❑ 4 activities (one for each week of the month)
- ❑ All material needed for the activities
- ❑ Instructions cards and stories in greek, english, french and farsi
- ❑ Gifts
- ❑ Video link to the unboxing video

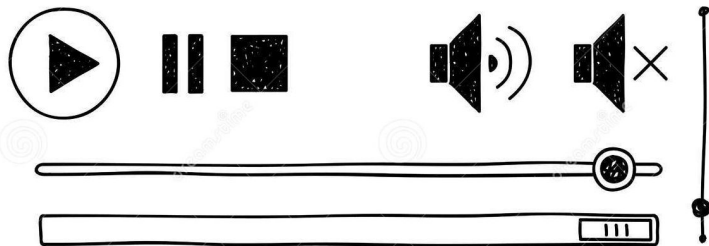
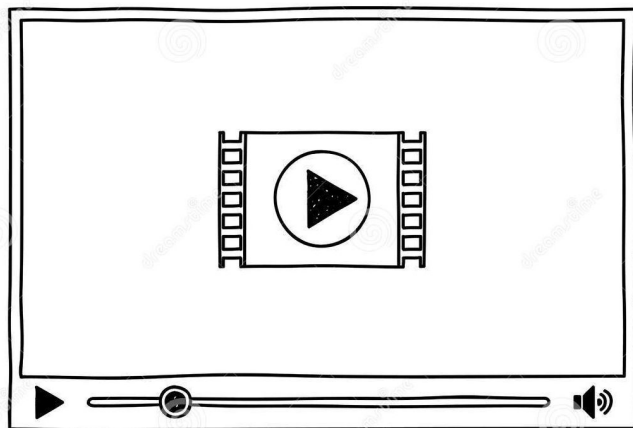


GIFTS:

Each pack will also include special gifts such as books, Comics, children newspaper, healthy snacks, handmade toys, art materials, and more...



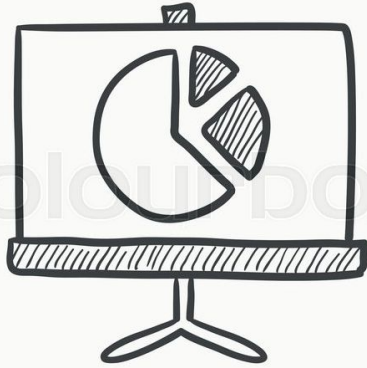
UNBOXING VIDEO:



Each pack comes with an unboxing video by our Play Leader Vasileia and Community Carer Nawid - who you all already know from our Baytna Hub sessions. This video includes exercises instructions, story telling, book reading, singing and movement activities and world-loved comics.

Videos are in Greek with English, French and Farshi translation/subtitles & available on Facebook Live on Athens Comics Library Facebook page [@athenscomicslibrary](https://www.facebook.com/athenscomicslibrary)

FINANCE:



TAKE AWAY ART packages are distributed free of charge to children at the Baytna Hub, but are also available for sale to all families.

Each pack **costs €25** including post.

For every 5 Take Away Art packages sold we offer 1 additional package to a vulnerable child who might have access to such an opportunity.

Our TAKE AWAY ART art packs are also available to educational and humanitarian organizations that would like to distribute those creativity packs during the new COVID19 safety measures to their beneficiaries whilst they cannot run their activities with a physical presence.

COSTS:



Each one of our packs is made with a lot of **love** and **imagination** from our team but also we have some other costs:

- ❑ €30 on materials and gifts
- ❑ €20 on promotion and advertising
- ❑ €20 on packaging
- ❑ €5-20 on postage and shipping
- ❑ €150 on curation and design
- ❑ €200 on unboxing video production

SOCIAL RETURN MODEL:

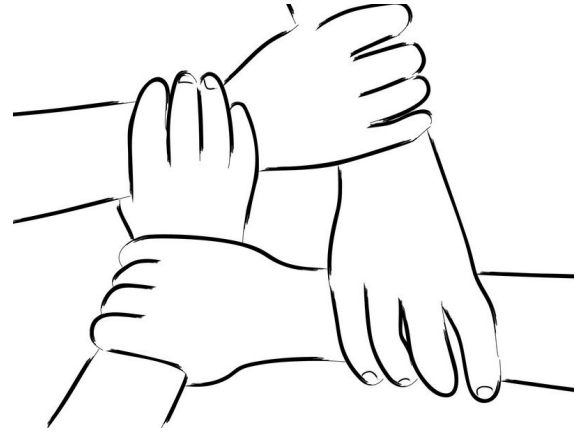
We know this will be a long winter unlike any other but together we can reach isolated children and build connections that bring light and encourage brighter times to come.

Cyclical-social return model



for every 5 packs sold we offer 1 pack to a vulnerable child.

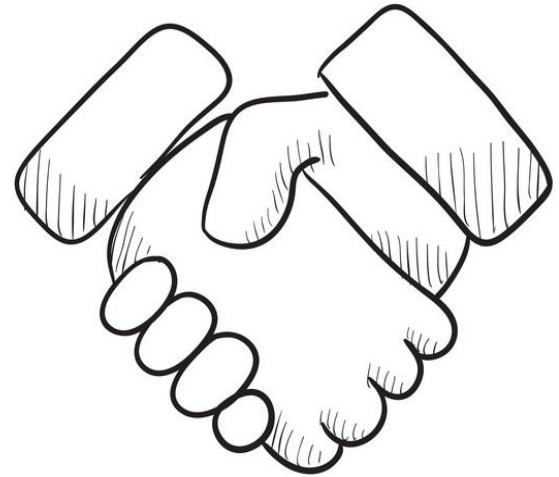
All income generated from our sales is invested back into the project to produce and distribute free packs to vulnerable children across Greece.



HOW CAN I BE PART OF IT?

You can support our work and become a listed partner by:

- ❑ Sponsor a number of creativity packs to be delivered in a specific organisation
- ❑ Offer promotional gifts to include in our packs
- ❑ Buy in our creativity packs for your employees working from home
- ❑ Sponsor the unboxing videos
- ❑ Offer promotional products from your company to feature at our videos or/and include inside our packs as gifts
- ❑ Feature our creativity packs in your social media accounts



WE LOVE WORKING TOGETHER:

If you have **creative ideas** you would like to share with us, or if you make beautiful **handmade gifts** we would love to hear from you.

We can include them in our packs and promote your work, or we could create **special limited edition custom made packs** for your company on a theme of your choice to gift to your employees or sell at your shop.



LIMITED EDITION PACKS:

We are constantly inspired by the work of creative people, organisations and institutions.

If you wish to provide us with materials, a theme, a story, a specific product or occasion and we will co-curate and co-design with your organisation a limited edition custom made pack just for you including company branding and ethos...**Let's create together!**

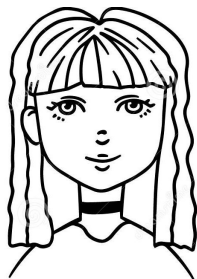


CREATIVE TEAM:



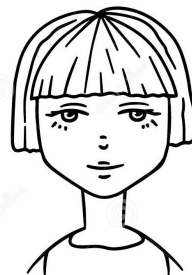
LIDA:

Passionate about communication, she holds a degree in Communication, Media and Culture and a PhD on Social Media and Social Responsibility. She has been teaching communication since 2010 and working in the field for more than ten years. She is Head of PR, Art and Educational Programs of Comidom Con Athens, founder of Athens Comics Library, organiser and curator of several events, exhibitions, conferences and workshops.



VASILEIA:

She has done Classical studies in the National and Kapodistrian University of Athens. After her studies she came across the art of storytelling and has studied in the Storytelling School of the Center for the Study of Dissemination of Myths and Folktales. She has also studied the art of storytelling in Maison du Conte under the guidance of Abbi Patrix and Ben Haggarty.



DINA:

A Cultural Manager and Creative Placemaking Producer committed to making places more memorable, fun, participatory, equitable and sociable with extensive experience in arts management, community engagement, audience development. Engaging with people, place, buildings, temporality and change is what drives me to create resilient spaces for participation, diversity and experimentation to happen.

THE END...

THANK YOU

For any question about the Baytna Hub TAKE AWAY ART
creativity kits you can contact the Athens Comics Library
contact@athenscomicslibrary.gr or **698 3050292**.

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contact@athenscomicslibrary.gr
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