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NEWS

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**Papel Giftware™ publishes local *Kids-Did-It! Designs®* Illustrations -
Young art students learn *and* earn with licensing.**

San Diego, CA - Three young San Diego art students, ages 6, 7 & 9, have become published artists now that their original illustrations have been reproduced on *Papel Giftware's Kids-Did-It! Designs®* holiday giftware collection of gift bags, mugs, and votive candles. In addition to learning the fundamentals of art and design, these young students also earn a royalty for reproduction of their artwork! The collection is available at gift shops nationally, and at more than 25 San Diego area stores - including *The Mugger* in Seaport Village, Balboa Park's *Hall of Champions*, Old Town's *Bazaar Del Mundo*, *Dede's Hallmark* in La Jolla, *Longs Drugs* in Horton Plaza, and at many university and neighborhood gift shops and drug stores, including *Shelter Island Drug* and *Delta Drug*.

Papel Giftware™, one of the largest social expression, collectibles and giftware companies in North America, selected the designs from the *Kids-Did-It! Designs®* illustration collection made up of artwork created by the young students of San Diego artist and art teacher, Michelle Abrams. Michelle describes their artwork as being, "...quite colorful and strikingly beautiful - worthy of being called 'fine art' in the tradition of Matisse, Van Gogh, Picasso or Miro."

Throughout the summer, young children, ages 3-14, join Michelle for directed-drawing classes in her Point Loma art studio. Her contagious love for the arts brings out the best from her enthusiastic young students, and the resulting illustrations are fresh, colorful, exuberant, and quite inspirational. Michelle often encourages parents and students to take their artwork off of the refrigerator and enlarge and frame it, and display it proudly on the wall!

Inspired whenever he passed through her studio, Michelle's husband, Glenn, also a Designer, created *Kids-Did-It! Properties™*, a business that collects and reproduces the student artwork. So, in addition to learning the fundamentals of art and design, the young artists also earn a royalty for the licensed reproduction of their work. Students often use the proceeds as extra allowance, or for college savings. "Some students have even framed their first royalty check!" says Glenn.

Now more than 200 of the most compelling illustrations are available for reproduction under the *Kids-Did-It! Designs®* brand. "The artwork is fresh, inspirational - very colorful and surprisingly sophisticated. It's a complete collection with a very broad appeal - and we can easily adapt it for reproduction on a variety of materials, including paper goods, textiles, clothing, household and soft-goods, ceramics, plush toys, giftware - let your imagination go!" says Glenn.

These young artists now join the ranks of more than 20 other students whose work has been published by *Gibson Greetings*, *Houghton-Mifflin*, by *The Covenant House* as part of their ongoing fund raising efforts, and by *Checks Unlimited* as part of their 2002 *Kids-Did-It!* bank-check offering.

More information, as well as thumbnail-sized images from the current *Kids-Did-It! Designs®* illustration collection can be found on-line at: www.kidsdidit.com



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Michelle Abrams, *Instructor, Abrams Art Studio*

Art Director and Instructor, Michelle Abrams has a Master of Fine Arts degree from *Yale University*, and a broad range of experience in the creative arts, including animating for *Sesame Street*, working as a creative director in Los Angeles, operating her own San Diego illustration, design and animation studio, and most recently, painting watercolors and teaching fine art to adults and young children.

Michelle's professional experience and contagious love for the arts brings out the best from the imaginative and enthusiastic minds of young students during her directed-drawing classes.

Glenn Abrams, *President, Kids-Did-It! Properties™*

Since graduating with a BFA from the *Rhode Island School of Design* in 1979, Glenn Abrams has produced, designed, or directed a wide variety of creative and multi-media, marketing communication and entertainment projects - the most memorable include serving as Producer on Microsoft's *Windows95 Launch Event/Expo and Broadcast* with Bill Gates and Jay Leno; *Michael Jackson's World HISTORY Tour* 3D VR opening animation; the introduction of the *Lexus LS400*; and the first interactive CD-ROM for the *Toyota RAV4*.

In 1996, capitalizing on his marketing-communications and production experience, Glenn partnered with his wife, Michelle, to create *Kids-Did-It! Properties™*, a small San Diego business that licenses reproduction-rights to their growing *Kids-Did-It! Designs®* collection of surprisingly sophisticated and beautiful illustrations created by Michelle's young art students, ages 3 - 14. In addition to learning the fundamentals of art and design, each young artist also earns a royalty for the reproduction of their work.

Papel Giftware

In 1955 Papel Giftware, now a subsidiary of Cast Art Industries, LLC - one of the largest giftware companies in North America - began as a design-oriented social expression gift company. Known for producing what have been called "three-dimensional greeting cards," Papel focuses on love, friendship, humor and gratitude in the creation of giftware for family and friends. Compelling designs and heartfelt sentiments are the basis of a truly enchanting selection ranging from social expressions to home accents to plush.