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NEWS

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Papel Giftware™ expands *Kids-Did-It! Designs®* Christmas collection for 2002 – Talented young art students learn *and* earn.

San Diego, CA – Six young art students have become published artists now that their charming and colorful illustrations - *Winter City, Peace Angel, Three Kings, Rudolph, Candles, Candy Canes* and *Joy* - have been included in Papel Giftware's ***Kids-Did-It! Designs®*** Christmas collection for 2002. This year, the work of artists Christopher Bowerman (7), Trevor Nielsen (7) and Ryan Willson (13) join the work of Cooper Nielsen (8), Lauren Van Woy (9), and Alicia Hanson (9) on Papel's colorful line of gift bags, mugs, votive candles and glass ornaments. In addition to learning the fundamentals of art and design, these talented young students also earn a royalty for reproduction of their artwork!

Papel Giftware™, one of the largest social expression, collectibles and giftware manufacturing companies in North America, selected the designs from the ***Kids-Did-It! Designs®*** collection made up of illustrations created by the young students of San Diego artist and art teacher, Michelle Abrams.

Throughout the summer, young children, ages 3-14, join Michelle for directed-drawing classes in her California art studio. After class, Michelle encourages parents and students

to take their artwork off the refrigerator, enlarge it, frame it, and display it proudly throughout the house. She often compares the student artwork to those of the classics, describing their artwork as, "...quite colorful and strikingly beautiful – worthy of being called 'fine art' in the tradition of Matisse, Van Gogh, Picasso or Miro."

Michelle's husband, Glenn, also a designer, was inspired to create *Kids-Did-It! Properties™*, a business that collects, represents and reproduces the student artwork. So, aside from the thrill and satisfaction of being published, 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 registered *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.

Papel Giftware is not the first company to show interest in the *Kids-Did-It! Designs* collection. *American Greetings, Prentice Hall, Houghton-Mifflin, PAK2000, The Covenant House, and ChecksUnlimited.com* have all published *Kids-Did-It! Designs®* artwork on items ranging from books, checks and stationary to household giftware. To date, more than 29 students have been published through Kids-Did-It!.

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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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 the 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.

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.

Papel Giftware, *30 Engelhard Dr., Monroe Twp., NJ 08831 (800) 634-8384*

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.