

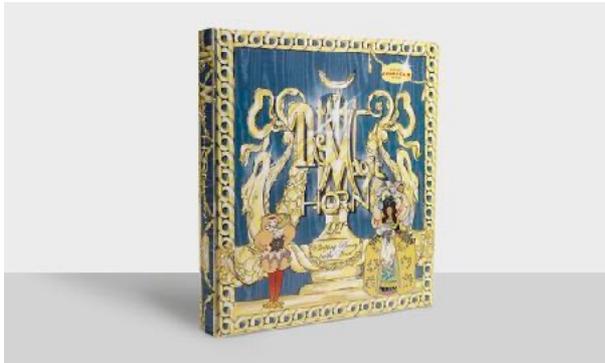
BENJAMIN  
**POLLOCK'S**  
TOYSHOP

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## Press Release

### The Magic Horn Toy Theatre - 'A Play You Can Play To Help Save The Day'



A push out and slot together toy theatre to make and play. Be director, performer, audience member in the Benjamin Pollock's Toyshop 21st century interactive version of Sleeping Beauty for all the family.



"Who will defeat Ogre Frosty-toes and rescue Princess Beauty the Beautiest? You put on the play. You choose the hero!"

The box includes a stage with scenes and curtains, over 20 characters and a fold out stand for the laugh out loud script.

A 2023 revival of the Victorian play 'Sleeping Beauty in the Wood' is the latest production from Benjamin Pollock's Toyshop. Following in the 150 year old tradition of Pollock's Toy Theatres, the team from the Covent Garden Pollock's Shop have brought out a spectacular contemporary version of this classic fairytale.

Conjured up in lockdown, when the country was in quarantine, Louise Heard decided to posthumously publish a lost toy theatre design by Peter C. Jackson, itself based on Leon Bakst's designs for Diaghilev's Sleeping Beauty Ballet, 100 years earlier. Enlisting the help of Jeffrey Kindley (children's author, scriptwriter and toy theatre lover) to pen a libretto in rhyme for kids today, the project took an international collaborative turn. Peter C. Jackson's original character designs were updated by Shanghai based illustrator Vikki Zhang (clients: Gucci, Burberry, New York Times and founder of kids brand NIANYI ) to match the script and packaged in a lustrous box designed by Italian creative Lorenzo Gabini (visual designer of Benjamin Pollock's Toyshop theatrical Christmas windows for Selfridges, 2023)

Available online and at Benjamin Pollock's Toyshop in time for Pantomime Season.

<https://www.pollocks-coventgarden.co.uk/products/the-magic-horn-toy-theatre/>

For more information and high res images, please contact [louise@pollocks-coventgarden.co.uk](mailto:louise@pollocks-coventgarden.co.uk)