

BENJAMIN POLLOCK'S TOYSHOP



Covent Garden

FREE



CELEBRATING 44 YEARS AT 44
THE MARKET BUILDING

BENJAMIN
POLLOCK'S
TOYSHOP



original aesthetic and continues to specialise in Victorian toy theatres, selling originals and reproductions from around the world as well as a selected array of traditional toys. Today the shop's distinctive *modern tradition*, the 'Pollock's Toy Theatre' can be seen from Shanghai to Selfridges and this year at Chatsworth House and Kensington Palace. Past patrons including Charlie Chaplin and Emma Thompson, Pollock's Toyshop withstands the test of time and proves there is a child in us all!

MODERN TRADITION

If you love art, folly or the bright eyes of children, speed to Pollock's" wrote renowned author **Robert Louis Stevenson**. One of the oldest toyshops in London, **Benjamin Pollock's Toyshop** has been delighting customers young and old for 130 years. Its story began in a dark and dusty building in 19th century Hoxton, when Mr Pollock married

Eliza Reddington who inherited her father's Theatrical Print Warehouse in 1877. In 1980 the shop then moved from Monmouth Street to the very heart of theatreland, becoming one of the first shops to open in the newly renovated Covent Garden Piazza. Over the course of its colourful history, Pollock's Toyshop has stayed true to its

FUN FACT: 44 YEARS AT 44: The 5th reinvention of Benjamin Pollock's Toyshop was opened in 1980 in what had been London's fruit and veg market. Now the last remaining shop from those times we are proud to be serving up Christmas to Londoners and visitors alike for the last 44 years. To keep us independent and in Covent Garden email admin@coventgardentrust.org.uk

"Pollock's Theatres were a really important part of my childhood. I love your shop" **DAME EMMA THOMPSON**

THANK YOU

TEAM POLLOCKS 2024: Chiara, Milligan, Orson, Roberta, Sarah, Sophie and Jacqui at Santa's office Also thanks to Freida and Audrey, Lorenzo, Aidan, Jeff & Geoff and Jeannine. And finally to all Pollocks People past and present over the last 44 years and to our namesake Benjamin Pollock himself. *Louise 2024*

POLLOCKS-COVENTGARDEN.CO.UK

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Cover from a design by Lorenzo Gabini

THE MAGIC HORN TOY THEATRE

A play you can play to help save the day. The Magic Horn is an updated version of Sleeping Beauty in the Wood for all the family. £45

THE BEST CHRISTMAS GIFT FOR 2024



BENJAMIN
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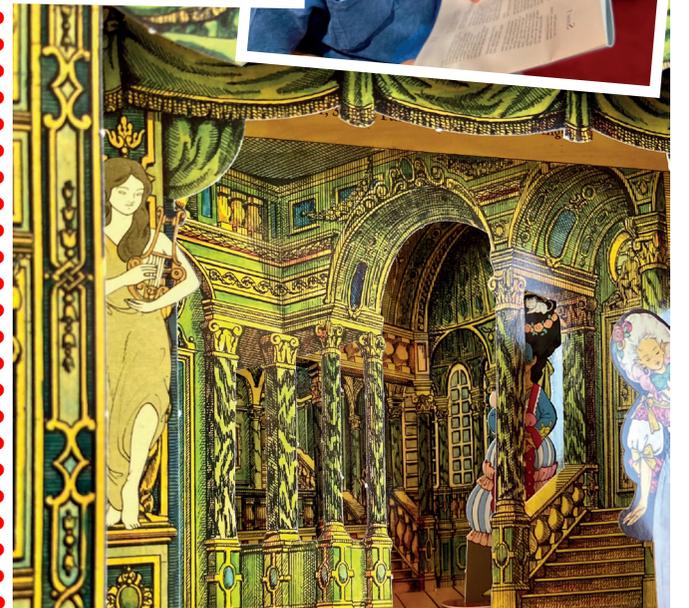


MEET

Hickory Dickory Duck and a hiker girl named Peony Rigglesby who's worried about her WiFi giving out, and a prince who loves himself more than he ever could love a princess.

You can choose between three unheroic heroes to rescue the princess and save the day. They might even decide that the princess isn't all that bothered!

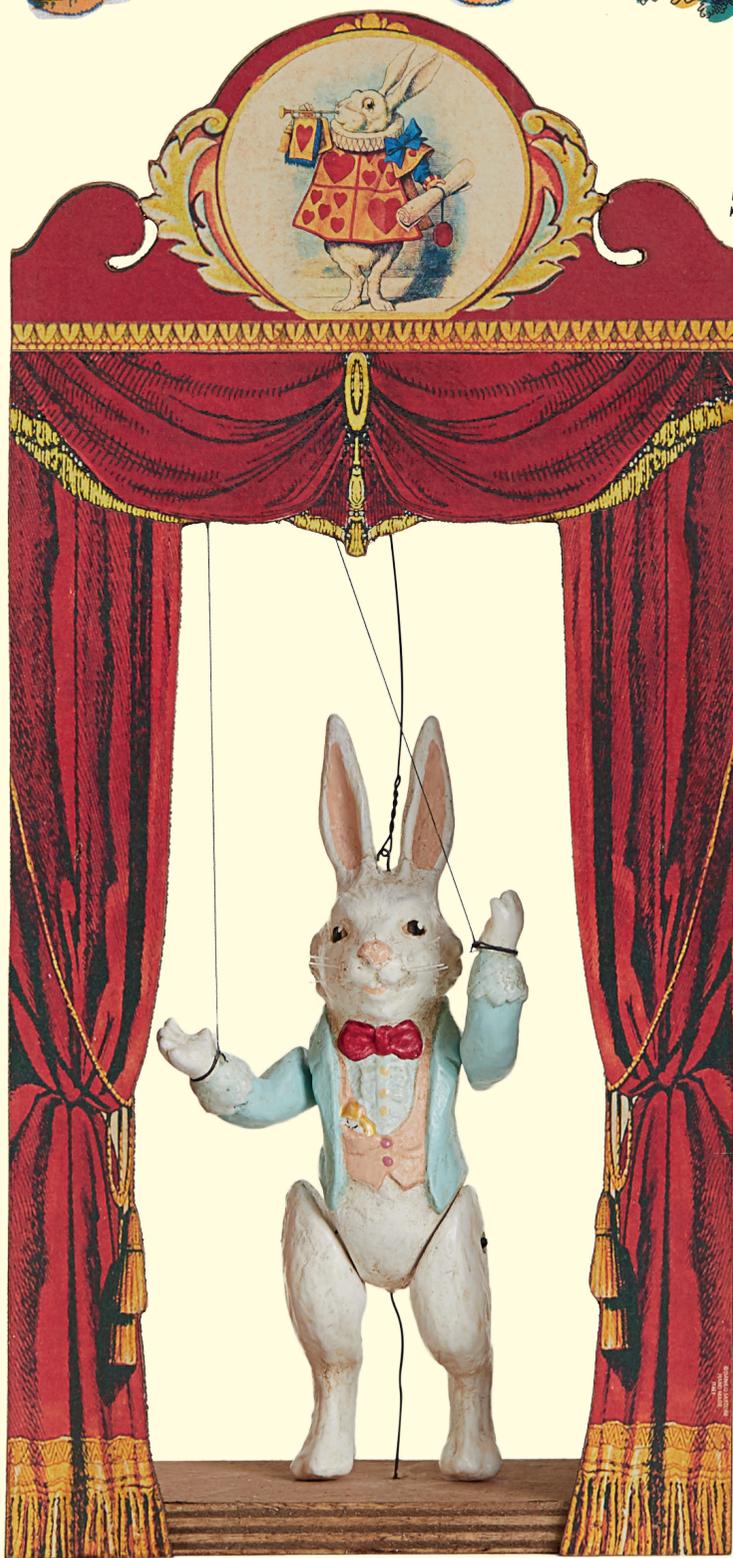
**DON'T BE SHY...
SEND US
PHOTOS OF YOUR
PERFORMANCES!**



BENJAMIN
POLLOCK'S
TOYSHOP

MOVING ON UP

Toys that move have an irresistible attraction for children (and adults!)



MUSICAL WHITE RABBIT £225

BENJAMIN
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Yo-Yo £8



MUSIC BOX £65



HANDMADE WOODEN DOLL £150



KALEIDOSCOPE £12



PENDULUM HORSE £50

MARIONETTE £65



MAGNETIC PLAY THEATRE £26



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TEAM PICKS

Our merry troupe choose their favourite toys for you. Come and find them in the shop.

CHIARA: Being a puppeteer, my Pollock's team pick has to be a Pepino marionette. Handmade and one-of-a-kind, this unicorn is both a puppet full of personality and the sweetest cuddly toy!

Pepino Marionette: £65

SARAH: For me 'Hope springs eternal' with my favourite items in the shop - our hand-held, hand-cranked little music box, playing Vivaldi's 'Spring' melody. I go into a bit of a trance turning the handle, very slowly at first, to lose myself in the tune. It becomes a form of meditation and relaxation for me, a moment of peace...and I love the Pollock's decorative box it comes in with dancing toy theatre characters.

Pollock's Music Box: £10

MILLIGAN: I'm in 3 bands and honestly I'd bring a Sockette to band rehearsal for backing singing.

Sockette Puppet: £20

LOUISE: The Pantomime Toy Theatre is a classic. Push out and assemble this model with the script, characters, scenes and a curtain to perform Cinderella.

Pantomime Toy Theatre: £25

**AVAILABLE
IN THE SHOP
AND ONLINE**

pollocks-coventgarden.co.uk
44 The Market, Covent Garden

BENJAMIN
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Milligan



Chiara



Roberta



Sarah



Orson



Louise



ROBERTA:
Teddy Teddy
All soft and gold
Do you ever feel alone and cold?

In the glass cabinet
people's eyes on you,
I hope they know
you have a heart too

There you sit
in your red silk bow
Wondering about places
you want to go

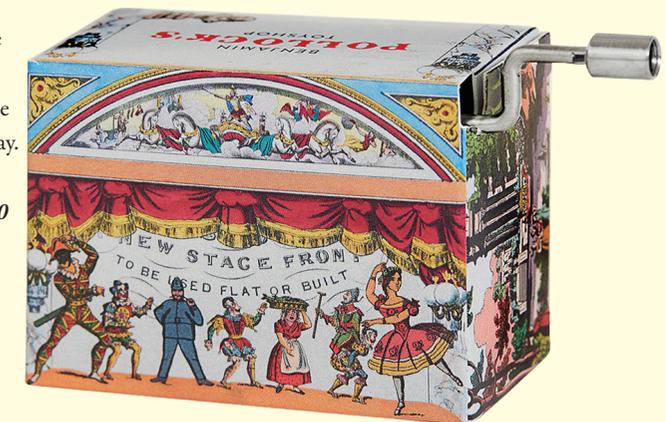
Benjamin Pollock's
Toyshop
is full of love and joy
Who is your best friend
among all the toys?

I've heard Roberta
is taking care
of you and the other
bears;

But still, I hope that you
one day
will have a new sweet home
to go and stay

*Merrythought Teddy
Bears £130-£300*

ORSON:
I gave this
tiny miniature
Harlequin to
my Columbine
for her birthday.
*Harlequin
Miniature: £30*



Tik Tok @pollockstoyshop
IG @benjamin_pollocks_toyshop



CLAIRE FLETCHER @1001WONDERFULTHINGS



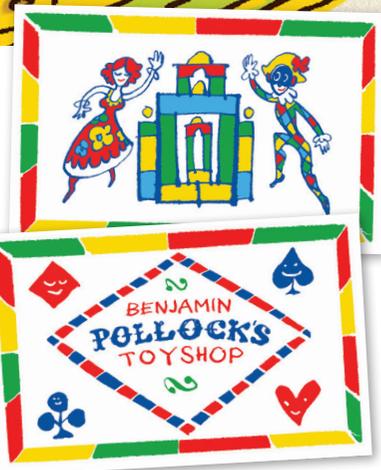
A BIG TOY PARTY

Who better to help us celebrate 44 years at No. 44 than two of our favourite illustrators...

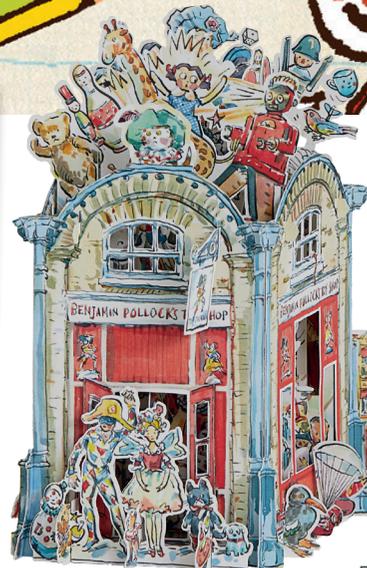
CLAIRE FLETCHER
(@1001wonderfulthings)
captured our joyful 3-D pop-up shop. This year she also painted 44 nostalgic toys from the world of Pollocks.

@MR_ZEEL is our Christmas artist for 2024. A crazy world of wooden effigies emanates from the Zeel subconscious based in folklore, fairground art and the great British Pantomime. Zeel's cartoon versions

of surreal characters from the Victorian Harlequinade come to life. An urban elf, the wood daemon, and Mother Goose join the dinner table to break bread with Harlequin and Colombine serenaded by a chorus of giant crabs and walk on parts from a dancing Turnip.



Build a Theatre from a Matchbox £5

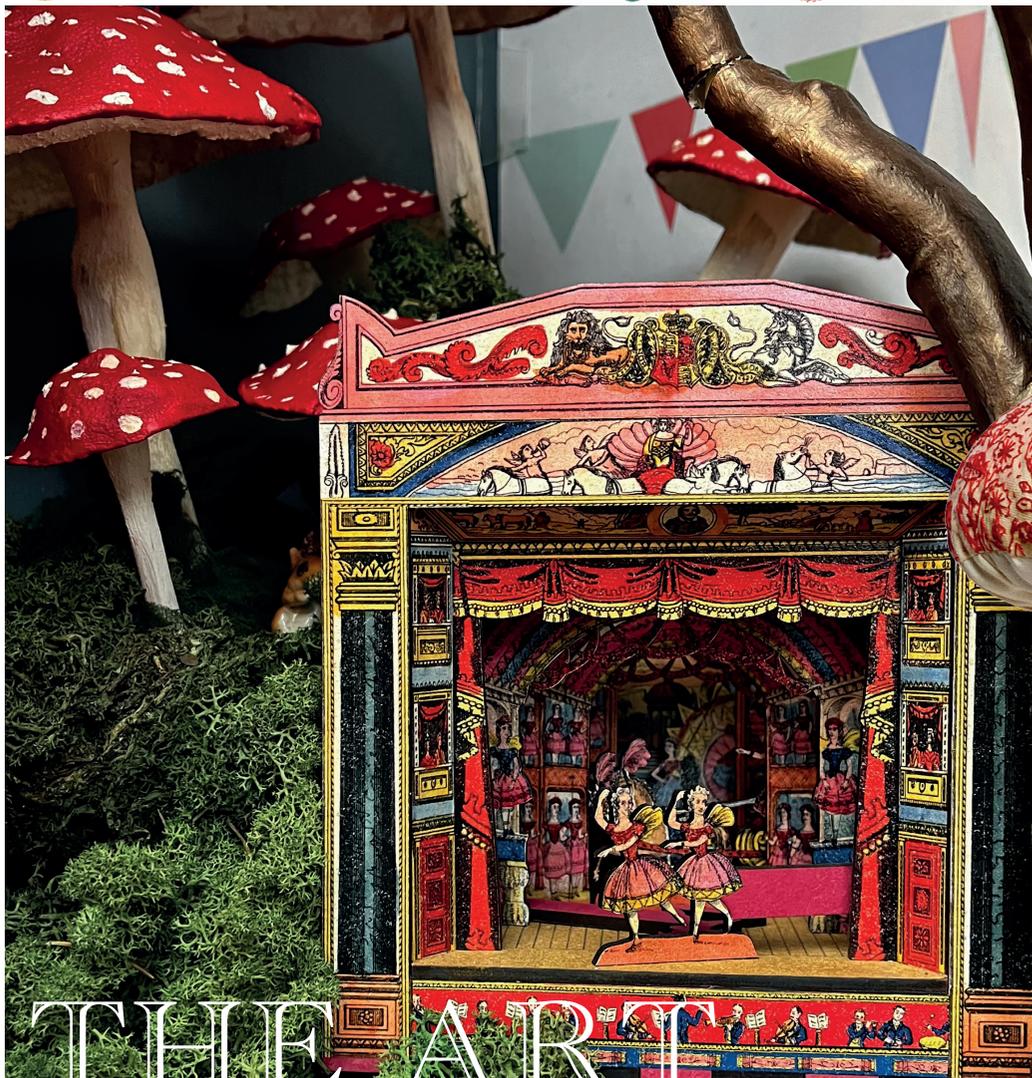


Pop-Up Pollock's Shop £10

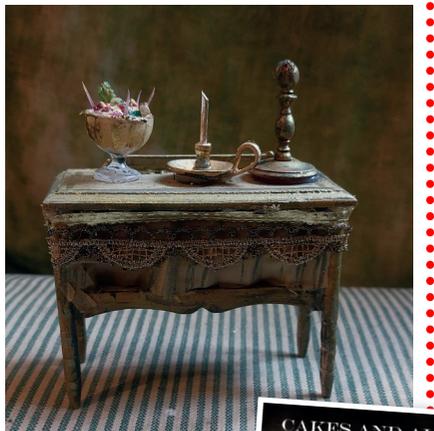


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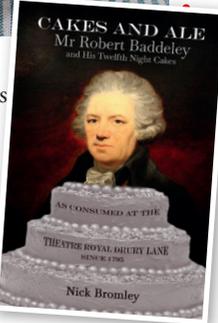




Decadent tables of pastisseries and gateaux in miniature by artist Jane Farrington will be displayed for your consumption and delectation this Autumn at Benjamin Pollock's Toyshop.



Cakes and Ale a new book about the famous New Year tradition of the cutting of the Baddeley Cake at Drury Lane Theatre by JNL Bromley out this winter.



THE ART OF PLAY

Sleeping Beauty Theatre £140

Art Doll 'Remy' by Miss Ella



Nutcracker Theatre £175

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John Macfarlane's Nutcracker Toy Theatre we donate £100 for every theatre sold to the Birmingham Royal Ballet

“If you love art, folly or the bright eyes of children, then speed to Pollocks” **Robert Louis Stevenson**

We love to find people to play with and this year we've been 'Acting up' with Charlotte Cory (a favourite artist of the Red Queen herself Helena Bonham-Carter). Went down the rabbit hole with Dolly Treasures (find

her secret window in Covent Garden Piazza) and hosted the Mushroom Girls by Miss Ella (sew your own toadstool doll from a kit £25)

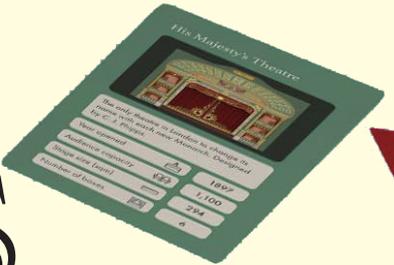
Read more about the artists we collaborate with on our website pollocks-coventgarden.co.uk/blog

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PARTY TREATS



Theatre Manager Game £12.95

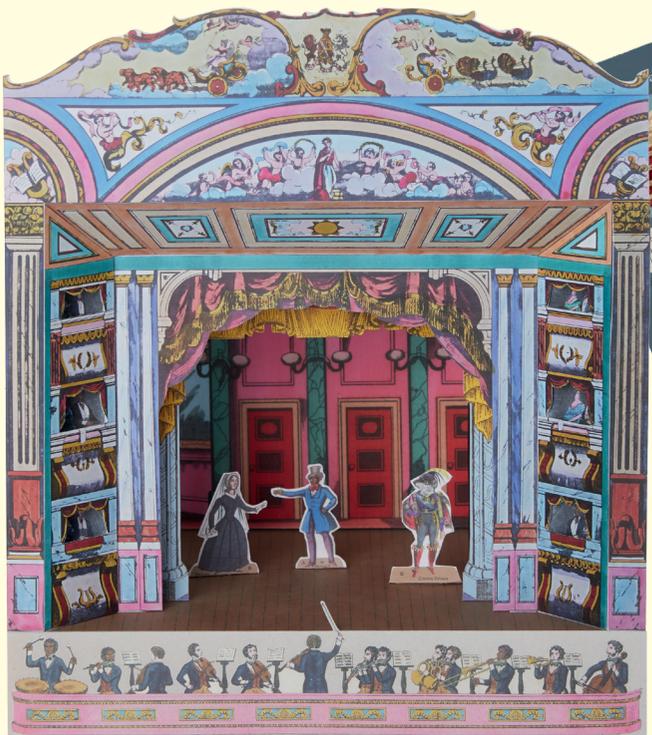


Empire Palace Theatre £195

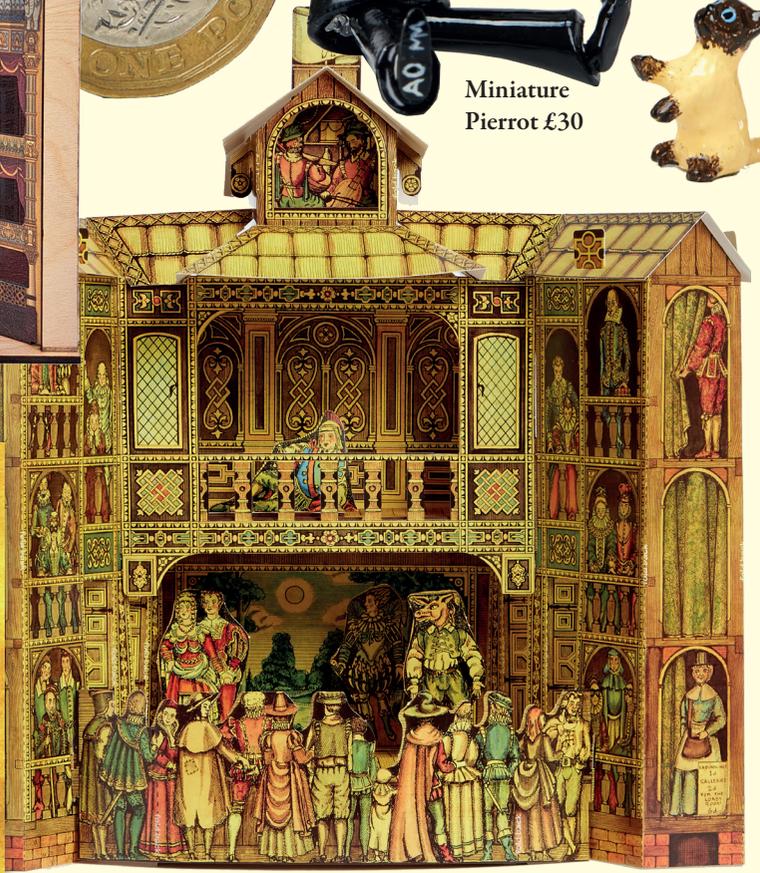
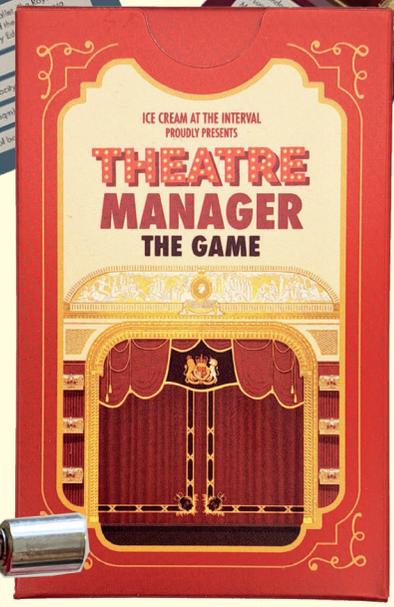


Pewter Kittens £15 each

Miniature Pierrot £30



Fourpenny Theatre £30



Shakespeare Theatre with A Midsummer Night's Dream £30



Happy Birthday Music Box £12



Mad Hatter Tea Party £200

“OUR REVELS ARE NOW ENDED”

Farewell my friends, it's time for the epilogue the closing night, the finale. Parting is such sweet sorrow but the curtain will come up again.

Tootle Pip. Sweet Dreams.



VIP

SHIPPING

Signed, sealed, delivered.
Have your gifts sent in style with
our gift wrapping service.

£10.00 includes UK shipping, gift wrap, card and message.

(UK only - please see our website for details)

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