

BENJAMIN POLLOCK'S TOYSHOP

Press Release

This year sees the publication of a new series of cut out paper models all with a theatrical theme under the Benjamin Pollock's Toyshop imprint. 5 contemporary artists are to join the Pollock's stable or should we say troupe of 5 regular collaborators.

First to be published, are present-day Pollock's Toy Theatre classics by artists Kate Baylay and Clive Hicks-Jenkins. Originally published in 2015 and 2017 respectively, these editions have been re-imagined and reprinted in the East End by Calverts, a stone's throw away from the original Victorian Benjamin Pollock's Toyshop in Hoxton.

Kate Baylay, known for her illustrations for The Folio Society and The Fendi 90th Anniversary 'Legends & Fairytales' show at The Trevi Fountain, Rome tells

the story of The Snow Queen by Hans Christian Andersen in paper theatre form. Collected by Karl Lagerfeld and Guillermo del Toro, Kate's exquisite work is published by Benjamin Pollock's Toyshop in this new edition of 1000 copies. The 6 prints contained in a sumptuous folder can be cut-out and made into a three dimensional telling of the Danish fairytale. Two scenes can be interchanged with the characters of Kay and Gerda. The Snow Queen looks over them from the proscenium arch.

A synopsis of the story and the instructions can be found in the booklet included in the folder.

The celebrated Welsh artist Clive Hicks-Jenkins designed a working toy theatre for Benjamin Pollock's Toyshop complete with characters, script and scene changes back in 2017 and we are



delighted to finally produce this off-set litho edition of 1000 copies which is the closest to Clive's original artwork. The publication of this edition is in the year of

curated by Simon Costin at the Oriol Myrddin Gallery, Carmarthen, Wales 'Gwrach | Witch | Clive Hicks-Jenkins: A Fairy Tale Retold'



"I've loved the art of toy theatre all my life, having been given a stash of penny-plain scenery as a child, but no stage, so I had to fix one up for myself. When in 2017 an opportunity came to work with Louise Heard of Benjamin Pollock's Toyshop on a toy theatre presentation of Hansel & Gretel, I was cock-a-hoop with delight and seized it. The scale was small but our ambition was big, and we packed a huge amount into the six A4 construction sheets. It gives me huge pleasure to know that eight years on the Hansel & Gretel Toy Theatre is still on the shelves at Benjamin Pollock's Toyshop, re-printed over and over to delight new generations of those in love with the magical art of toy theatre." Clive Hicks-Jenkins



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June 2025 sees the publication of the next 2 reprints in the series. Illustrator Simon Seddon once interviewed artist and writer Charlotte Cory for the short lived but well received Benjamin Pollock's Toyshop podcast 'Holding Up The Queue' for a lively debate on anthropomorphism and colouring in children's literature, toys and art.

The Grand Visitoria Colouring Project by Charlotte Cory is a series of plates to be coloured and 'tinselled' harking back to the Victorian tradition of embellishing theatrical portraits with embossed metal



scraps. Cory's Visitorians are anthropomorphic characters in an imaginary theatre. The 5 plates can be coloured and decorated with the vintage style 'Dresdens' - gold paper suns and moons sourced by Covent Garden neighbour, stationery heaven 'Choosing Keeping' from the last remaining producer of gold scraps in Germany.

We have brought back two of the most popular Shadow Boxes by Simon Seddon in one folder. Originally published by Benjamin Pollock's Toyshop in the 2010s. Create your own dioramas of Alice in Wonderland and The Pantomime Feast (A veritable celebration in paper featuring Harlequin & Columbine) The black and white sheets can be left 'penny plain' or coloured. Add your own creative touch to the tableaux from the imagination and hand of Seddon.

Ready for the presses are 6 more paper productions for

2025 release. After the reprint of Pinocchio illustrated by Hannah Dyson we are happy to present our new artists: Maryam Keyhani brings her joyful hats to the Pollock's Harlequinade, Maria Gordon, an illustrator from the Basque Country delves deep into folk mythology with the story of Rusalka. Our resident designer Lorenzo Gabini, the creative behind

Pollock's Studio brings us his next 'Reverie Theatre'. We bring over a farce from Broadway to Theatrland with Tug Rice and we present the amazing story of The Dancing Marquess in conjunction with The National Trust with a turn of the century paper theatre illustrated by Lukas Palumbo.

Illustrations by @oyster.p