

# BENJAMIN POLLOCK'S TOYSHOP

## 2023-2025

### A Living Legacy of Storytelling, Creativity & Play

Benjamin Pollock's Toyshop, the iconic British heritage brand and destination toyshop, continues to redefine the role of play, storytelling, and creativity in contemporary culture. With a history spanning more than 100 years, the Toyshop occupies a unique position within the UK retail and cultural landscape, championing "real games in the real world" and inspiring adults and children alike through imagination, making, and theatrical tradition.

Renowned for its enduring commitment to storytelling at every scale, Benjamin Pollock's Toyshop has, in recent years, expanded its creative footprint through a series of high-profile collaborations, cultural projects, and original publishing initiatives.



### RECENT HIGHLIGHTS

- **2023 SELFREDGES WINDOW INSTALLATION**  
Benjamin Pollock's Toyshop brought its theatrical sensibility to Orchard Street with a Christmas window installation at **Selfridges**, introducing new audiences to the magic of Pollock's Toy Theatres.

- **2024 LAUNCH OF POLLOCK'S STUDIO**  
The Toyshop launched **Pollock's Studio** working alongside designers **Lorenzo Gabini & Stuart Smith-Gordon** we create original designs using the Pollock's archive re-imaged |for contemporary audiences. In 2024 this included projects for **Chatsworth House & Kensington Palace**.

- **2024: "HARLEQUINADE" 44 YEARS AT NO.44 CAMPAIGN.**  
Celebrating 44 years at its Covent Garden home, Benjamin Pollock's Toyshop marked the milestone with the "Harlequinade" campaign, accompanied by a specially produced celebratory magazine that reflected on its past while looking decisively to the future.



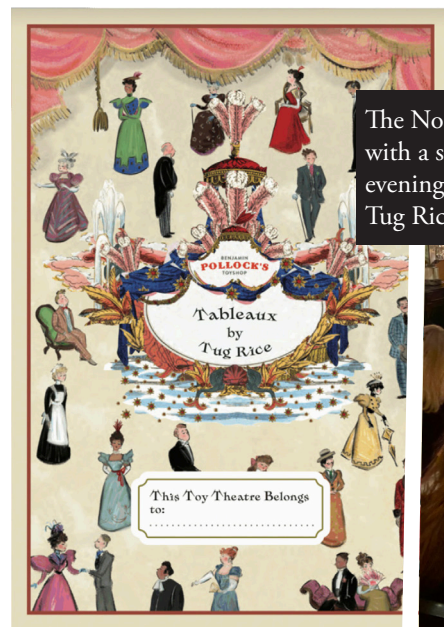
•2025 LAUNCH OF  
BENJAMIN POLLOCK'S  
TOYSHOP PAPER THEATRE  
IMPRINT

The Toyshop introduced its own publishing imprint dedicated to paper theatres, releasing nine titles to date. These include three new productions, among them **The Dancing Marquess**, created in collaboration with **National Trust Cymru**, reinforcing the Toyshop's role in preserving and reimagining theatrical heritage.

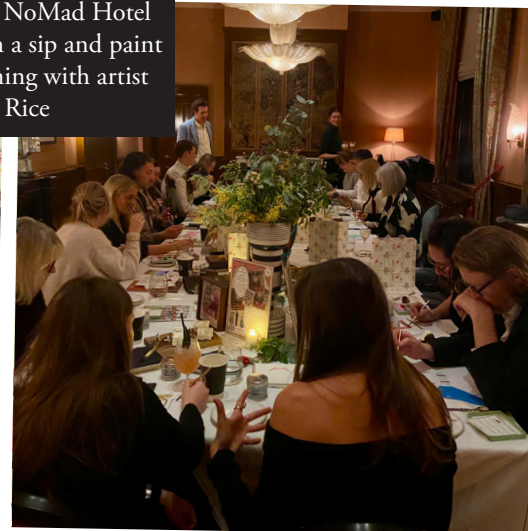
• 2025/6 CULTURAL COLLABORATIONS AND LIVE EXPERIENCES, Benjamin Pollock's Toyshop collaborated with **Paul Smith** on a reciprocal Covent Garden campaign highlighting pillars of the cultural community, **The NoMad Hotel** with a sip and paint evening with artist **Tug Rice** and the **Well Walk Theatre** in Hampstead with events and workshops.



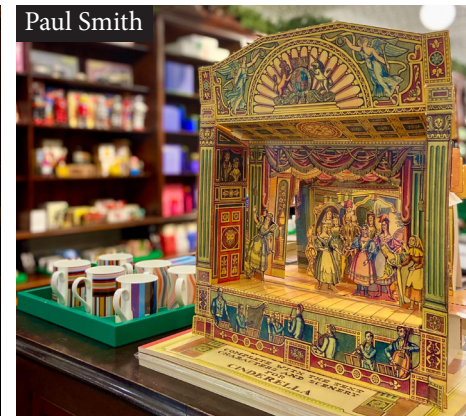
Chatsworth House  
(proposal for interactive toy theatre)



The NoMad Hotel  
with a sip and paint  
evening with artist  
Tug Rice



Chatsworth House



Paul Smith

We supplied our Paper Theatres to Museum shops for special exhibitions such as **Compton Verney & Hay Castle**, as part of collections for **Printemps NYC** & **Paul Smith** and to independent stores internationally.

Making, creativity, and analogue play experience a renewed cultural relevance, Benjamin Pollock's Toyshop stands as both custodian and innovator, bridging heritage and contemporary practice through storytelling, craft and collaboration.