



Take your family on a big city adventure. **pg 24**

Spend an afternoon with Evie. **pg 28**

Welcome

New York has always been my favourite place in the world to travel. It's bustling vibe and vivacious personality make it so much fun to explore. From the top of the Empire State Building, to the cobbled streets of Soho, it is one giant, marvellous playground. There's always something new (or old) for the whole family to discover, no matter how many times you've been.

This issue we take you on a New York adventure – showing you the city's endless options for family fun. We've also laid out some of NY's best places to shop and eat in a handy map by illustrator, Priscilla Nielsen. Don't forget to take it with you!

We collaborated with some of Sydney's most talented artisans to bring you this issue's fashion story, Spring Princess on page 18. Leading florist Saskia Havekes designed seven spectacular flora crowns for our model to wear. The results are stunning and you'll be inspired to get into the swing of spring once you've seen them.

Have you seen the new LMNOP website? For the first time ever LMNOP content will now live on lmnop.com.au, making it easier for you to browse new and past issue articles, plus giving you quick and easy access to the great products you've seen in the pages of LMNOP Magazine. Be sure to let us know what you think of the new website. You'll find easy to fill-in comment boxes below each article. We want your input so we can continue to improve the site and make it a fun place for you and your kids to be.

Enjoy the change of season!

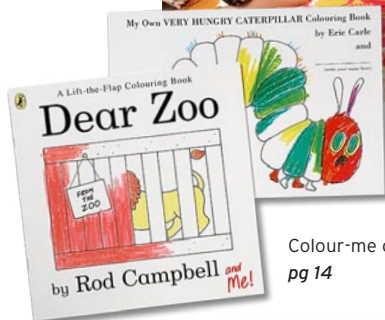
Jenny Lacey
Editor-in-Chief



Top Stripes. **pg 37**



Meet Shelley Mason, Luella's Mum. **pg 6**



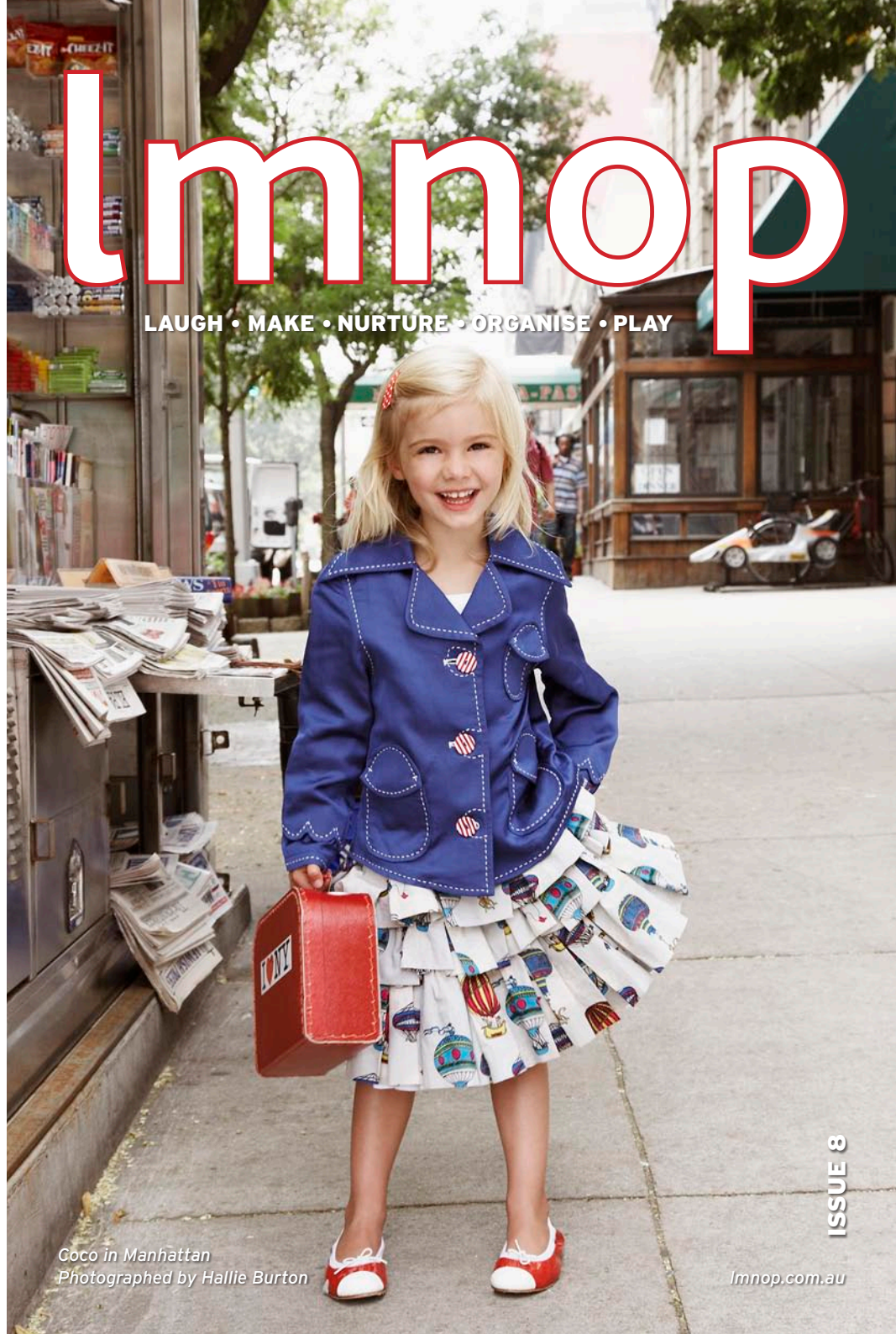
Colour-me classics. **pg 14**



Discover a unique collection of learning tools from Kid O. **pg 6**

l m n o p

LAUGH • MAKE • NURTURE • ORGANISE • PLAY



Coco in Manhattan
Photographed by Hallie Burton

ISSUE 8

lmnop.com.au

LMNOP CONTRIBUTORS



COLT J. BOWDEN

ILLUSTRATOR

Your favourite letter of the alphabet and why?

I like the letter G. Typographically speaking it is a showcase letter. Simply wonderful letter. Couldn't live without it!

Name a favourite childhood game. I liked to play make-believe. Whether it was Luke Skywalker or Wesley from the Princess Bride. It was always some sort of sword wielding hero!

Were you a tree climber or a reader?

More a tree climber than a reader.

A childhood activity you wish you could still do.

I wish that I could play with toys and pretend that it was real life.

How would your parents describe you as a child?

Creative, imaginative, playful and thoughtful.

Favourite childhood toy? And do you still have it?

I loved my dinosaurs. They still reside at my mother's house.

Favourite book growing up?

Shel Silverstien's *Where the Sidewalk Ends*.



PRISCILLA NIELSEN

ILLUSTRATOR

Your favourite letter of the alphabet and why?

The letter S. It has such a lovely typographic form, symmetrical with no straight lines.

Name a favourite childhood game. Swapcards, knitting nancy, hopscotch and make-believe.

Were you a tree climber or a reader?

I loved doing both.

A childhood activity you wish you could still do.

The splits.

How would your parents describe you as a child?

A dream, until I turned 9, then I think they wanted to give me away... strong willed, imaginative and opinionated!

Favourite childhood toy? And do you still have it?

I do, Mrs Purple, a home knitted pink lady with a purple dress and stripey legs, sits high up on the girls' shelf as she's quite elderly now and her stuffing's not what it used to be.

Favourite book growing up?

I can't choose! Snugglepot and Cuddlepie, Alice in Wonderland, anything by Enid Blyton.



SIAN MACPHERSON

STYLIST

Your favourite letter of the alphabet and why?

W. I just like it.

Name a favourite childhood game. My sister and I could play 'England, Ireland, Scotland, Wales' for hours ...

Were you a tree climber or a reader?

Actually more of a roof climber - the perspective on the world that the roof provided was fascinating to me.

A childhood activity you wish you could still do.

To jump on a trampoline with confidence!

How would your parents describe you as a child?

I would say helpful. I was the oldest and did EVERYTHING. They would probably say stubborn and determined.

Favourite childhood toy? And do you still have it?

I did really love Barbie. And I loved the Barbie Bus. I wish I still had it, because my son would LOVE it.

Favourite book growing up?

The Magic Faraway Tree - How I wished I could live near that tree!



ON THE COVER

Left: Coco wears blue jacket, \$295, and balloon print skirt, \$195, both Trelise Cooper, +61 3 9521 2411 for stockist, trelisecooper.com Little Luxury ballet flat, \$89.95, Bloch, evhpr.com

Red suitcase, *stylists own*.

Photographed by Hallie Burton

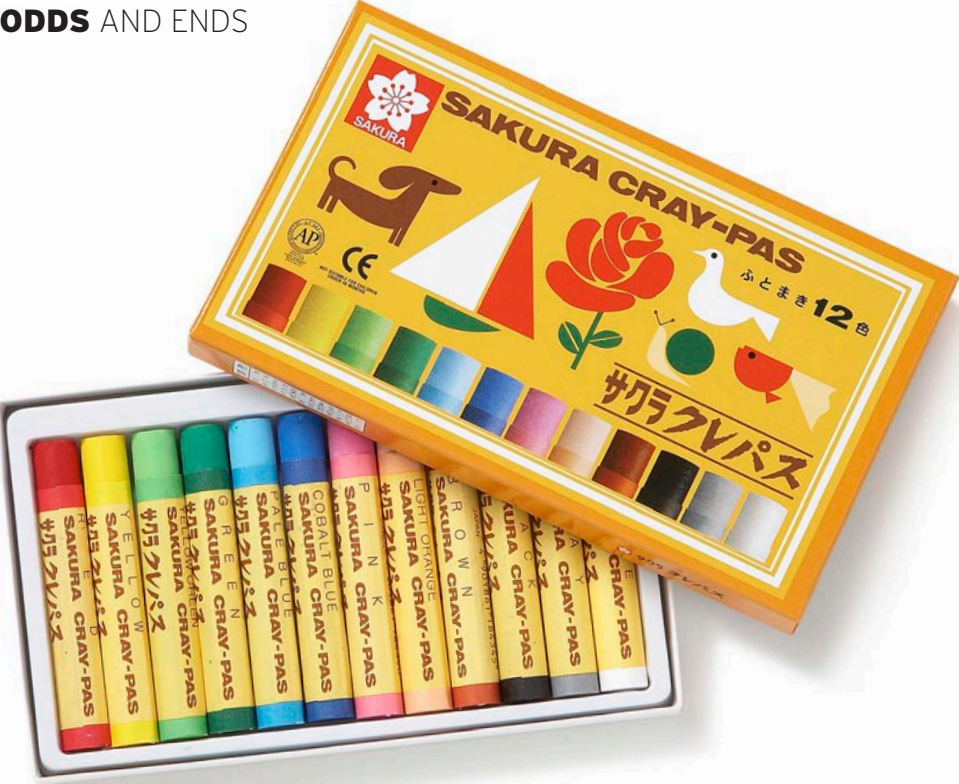
Styled by Sunitra Martinelli

Produced by Imnop productions

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ODDS AND ENDS



pastel perfection

In 1921 Japanese artist Kanae Yamamoto, together with the Sakura Crayon Company began work on developing a high-quality crayon. Yamamoto believed that the ideal medium for children to explore their creativity were materials that produced soft yet vivid colours. With the goal of producing a smooth, soft crayon combined with the brightness of a dry pastel, the Cray-Pas oil sticks finally went to market in 1927.

Cray-Pas sets are still available today and come beautifully packaged in a sturdy cardboard tray which is equally as lovely to look at as the colour sticks that are housed inside. Sakura continues to manufacture new colours each year and their fine oil pastels can be found in stores all over the world.

Sakura Cray-Pas, ito-ya.co.jp

giraffe lookout

If you're searching for the perfect nursery lamp to keep watch over your sleeping babe, look no further than this Giraffe Lamp by famed interior designer Jonathan Adler. A stoneware, matte white glazed giraffe reaches through and above a hand made paper shade. Giving you peace of mind that when you leave the room, an animal friend will be keeping watch.

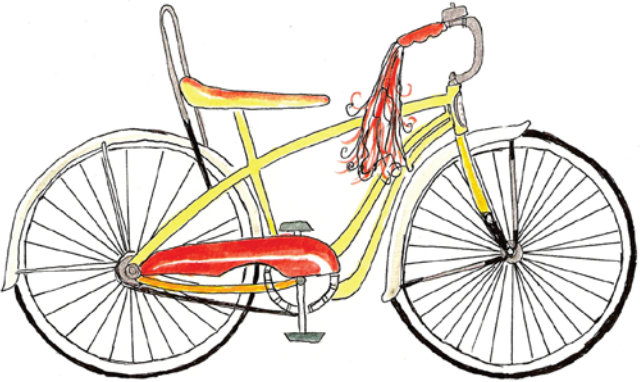
Giraffe Lamp, by Jonathan Adler
US\$395, jonathanadler.com



Photo: Colt Bowden

ARTY WHEELS Mad about bikes? You'll love Colt Bowden's new watercolour bicycle prints. His simple 50's style illustrations showcase some of history's most popular bicycles, from the high wheeler, Penny Farthing to the dare devil BMX bike. Purchase individual prints or buy the complete set.

Bicycle Prints, from US\$15
nourishingflourish.etsy.com



Above: The Low Rider, an original watercolour by Colt Bowden, 2009.



Summer chase

Give one of these darling Bamboletta dolls to your little one and watch it become a much-loved companion. Made in Canada with all natural materials including organic cotton and pure wool filling, the dolls are hand-stitched and put together using real craftsmanship. With their soft, natural faces, distinctive woollen yarn hair and sweet summer dresses, each doll is as different as can be. Commission a custom-made doll, or adopt one that's ready to go home right now.

Bamboletta Dolls, Bamboletta, AUD\$200 each, mumandbabe.com.au

ODDS AND ENDS

Text by CAROLINE FOREMAN



Carting treasures

Danish designer Jesper K. Thomsen's soapbox cart is the centrepiece of his new 'Play' series of furniture for children. "The soapbox cart is an icon for play and creation, making it a natural source of inspiration for me when designing furniture for children," says Jesper. Each piece is hand made in Denmark using traditional carpentry techniques. Painted an eye-catching varnished yellow, the range is as fun as it is colourful. An equally bright table, chair, bench and chalkboard complete the collection.

Play Series, by Jesper K. Thomsen, wannekes.com



PIGGYBACK

A lively assortment of quirky animals straight from the wild and the farm feature on these cute backpacks from CBH Studio. All the packs include a large beaded zipper making access easy for little ones, and adjustable straps for an easy fit. Ideal for preschool, picnics and as presents.

Little Packrats backpacks, US\$29.99, cbhstudio.com

designchild

classic | stylish | divine



www.designchild.com.au

Hip canvas art for hip little people
www.gelatiart.com.au

gelati art
décor for kids

International enquiries welcomed

Meet Shelley Mason

LUELLA'S MUM

This creative mum is on a mission to brighten up kids' beds and bedroom accessories.

PHOTOGRAPHED BY Ian MacPherson



Above left: Luella gets ready to play. Right: Shelley keeps an eye on how tall Luella is growing with a Kideko Sunshine height chart.

LMNOP: How were you inspired to start your business?

SM: I come from a family of business owners, and have always had a preference for 'hands-on' jobs in small creative companies, so starting my own thing was something I'd always planned. I lived in London for some years before returning to Australia to have Luella. I discovered a gap in the market for stylish bedding and accessories for kids and Kideko was born.

LMNOP: What's your biggest seller?

SM: Our biggest seller is our Sunshine bedset. I assume this is because it works for both boys and girls.

LMNOP: What advice would you give to other mums trying to start a business?

SM: Surround yourself with positive and enthusiastic people. I have many supportive friends and family, many of whom have their own small businesses. They've all been supportive and a great sounding board to keep me motivated.

LMNOP: How do you juggle your business with motherhood?

SM: I rely on friends and family for support, and catch up on email in front of the TV at night.

LMNOP: What's your biggest challenge as a mum?

SM: Getting out of the house in the morning! I have the luxury of a child who is a late sleeper, but that makes rushing out of the house at 9am impossible. I'm grateful I don't work a nine-to-five job.

LMNOP: What do you and Luella like to do together?

SM: She loves to help me cook. We go to the shop to buy the ingredients and then head home to make the meal. She loves to help me chop, cut, grate, stir - the works!

LMNOP: The best piece of advice you'll ever give your daughter?

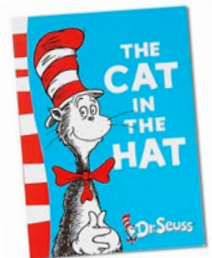
SM: Treat people as you'd like to be treated yourself.

Kideko, kideko.com



I couldn't live without

A block of Green & Black's Organic chocolate.



What we're reading at the moment

Lu's favourite book right now is *Cat in the Hat*. She knows the words and helps to finish off all the sentences.



When I have 30 minutes to myself

I do a Bikram Yoga class.

Text by CAROLINE FOREMAN

Workshopping spree

Creativity and children's fashion collide at Mill & Mia. This boutique kids' store in Hawthorn, is a treat for parents and littlies. The label was created by designer Melissa Chen who runs the business, along with husband Simon Waters.

Along with the exquisite Mill & Mia clothing range, the store offers a welcoming, creative space. There are tunnels to climb through, cut-out tables to play on, free storytime on Fridays and even a birthday party service.

For crafty kids, Mill & Mia hosts monthly craft workshops taught by Melissa, or special guest artists and designers.

"We love to nurture the wonderful sense of achievement that is developed by making your own things," says Melissa.

Upcoming workshops include a Melbourne Cup special, a magical aquarium snowdome, card-making, and Christmas crafts. For bookings or details, go to millandmia.com



Photos: Kalimna Mohamed



www.peggy.com.au



cheeky Little Soles
www.cheekylittlesoles.com.au

soft soled leather footwear for infants and toddlers

Shapemakers on show

Put on a spectacular show with ShapeMaker. Creators Millergoodman combine function with high design in this creative set of 25 hardwood blocks. Each is hand-printed with geometric designs in black, white, yellow, red and blue. Littlies can arrange the blocks to create a menagerie of surprising creatures and constructions. And you'll be amazed what their imaginations can construct, from a fierce lion and lion-tamer, to king kong on a skyscraper. Destined to become a treasured classic.

ShapeMaker, Millergoodman, AUD\$69.95, larkmade.com.au





RUBBER RACER

Test drive this rubber band, wooden racer up the hallway to see who can get there first.

Kinderkram, \$42.95, Monkey Puzzle (02) 9799 7101



HAPPY CRAFTING

Glue sticks as pretty as the collages you'll create with them.

Yamato, ¥126 each, ito-ya.co.jp



SQUEEZE AND SQUEAL

The *Classic Skwish* is now available in a natural, un-dyed, replenishable rubberwood. Your bub will be fascinated with its twisted web of rods, strings and beads. And when squeezed and stretched, the Skwish will pop back into its original shape.

Manhattan Toy, \$29.95, Monkey Puzzle, (02) 9799 7101



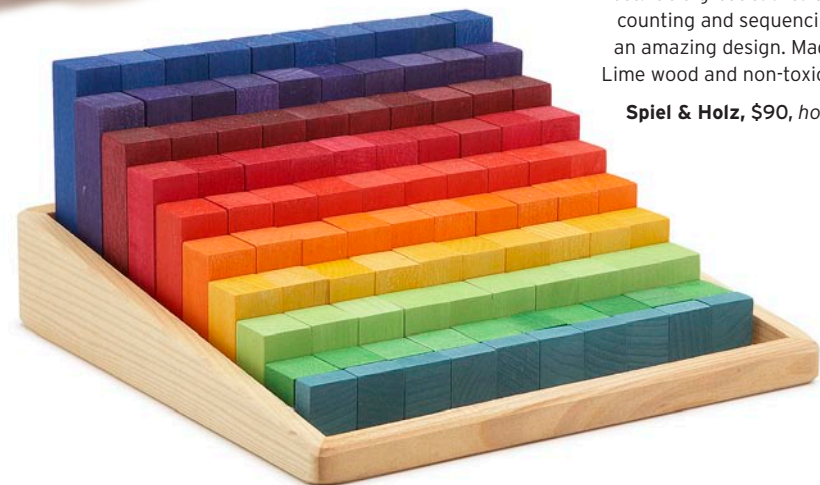
LULLABY SNAIL TRAIL

This lovely yellow snail will mesmerise your toddler. Pop his friend on the back and watch as the snail gently moves back and forth when you rock him.

Playmobile 1-2-3, \$16.95, Monkey Puzzle (02) 9799 7101

PLAY

Toys, craft and stationery to tickle the imagination.



RAINBOW RUN

Make your own game with a one-hundred piece, rainbow coloured wooden block set. It's a great tool to teach pre-schoolers counting and sequencing or simply create an amazing design. Made in Germany with Lime wood and non-toxic water based dyes.

Spiel & Holz, \$90, honeybeetoys.com.au

PLAY

Text by JENNY LACEY



POSTER PALS

Fans of the popular Rosie Flo's Colouring Books series will delight to hear that two posters have been added to the range: Rosie Flo's and Johnny Joe's House Colouring Posters. These simply-illustrated fold-up sheets by UK artist Roz Streeten offer hours of drawing and colour-in fun just like the books do.

Rosie Flo, \$7.50 each, larkmade.com.au



BRANCHING OUT

Intermix pieces from the *Twig* building set to create a limitless combo of colours and shapes. This unique wooden set pieces together shapes in different dimensions to help build hand-eye co-ordination and creativity.

Twig, US\$45.95, fatbraintoy.com

UNDO STICKY SITUATIONS

You and your family will find a million uses for this fun Japanese masking tape. It easily peels off surfaces, making it perfect to stick just about anywhere. Decorate birthday packages, label schoolbooks and create colourful craft.

MT Masking Tape, \$39.95 for a 10-pack, larkmade.com.au



BIG CHIEF

Handcrafted from fine natural wood this proud chief and his squaw are hand-cut, hand-sanded and finished with hand-painted details. Imagination is all that's required to breathe life into these wooden characters.

Ostheimer, from \$40.85, honeybeetoys.com.au

ROCK-N-ROLL

A small music box is tucked inside this beautiful handcrafted vehicle and will play music when rolled across the floor. The perfect toy for your toddler that is sure to outlast his 'first car'. Made in Japan.

Muku Studio, ¥5,250
muku-studio.com





Animal appetite

Keep food fresh until feeding time in these insulated lunch boxes. They're made with heavy-duty laminated canvas for super easy cleaning and kid-proof durability. With a name tag stitched on the back and a handy zipped pocket, you'll have the smartest looking lunch in the playground.

**Dieter Monkey Lunch Box, Dante Beatrix, US\$34, dantebeatrix.com
Fronds drink bottle, Cheeki, AUD\$17.95, cheeki.net.au**

Wear a smile

The iconic smiley face was made popular in the 1970s by Bernard and Murray Spain. They produced the graphic en masse – on buttons, t-shirts, coffee mugs and bumper stickers accompanied by the words "Have a happy day".



Set to make a comeback next season, the smiley graphic will re-appear on kids fashion and accessories. Grab your Smiley face tees and make a happy statement.

Smiley face tee, ¥1,800, Tokyo.



Styled by JENNY LACEY

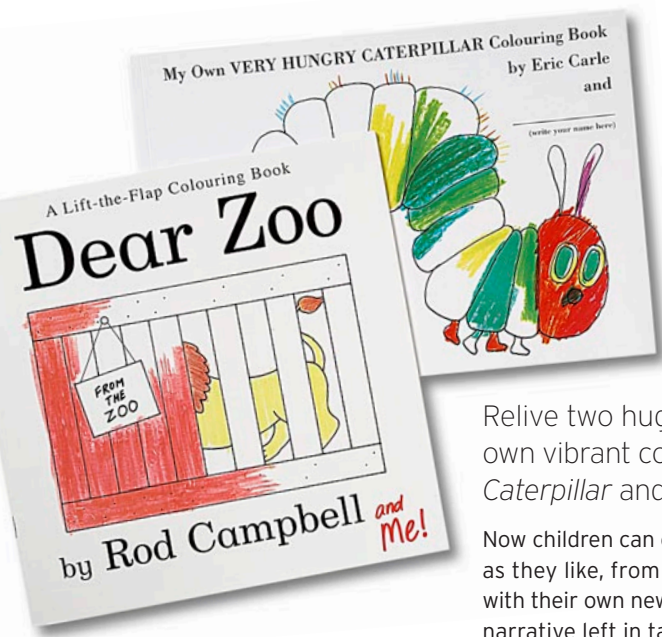
Photographed by IAN MACPHERSON



Streetwise

IVI have applied some fresh thinking to the tired, one dimensional, playroom play mat. Their amazing new collection of Play Rugs for boys and girls have special features that will revolutionise the way kids play on the floor. Multi-textured layouts, 3D spaces and colourful designs make these rugs unique. All that's required from the toy box is a few farm animals, cars and dolls.

Traffic Play Rug, IVI, from AUD\$189.95, danishbydesign.com.au



Text by BENJAMIN GARLAND

COLOUR-ME CLASSICS

Relive two hugely popular picture books in your own vibrant colours: Eric Carle's *The Very Hungry Caterpillar* and Rod Campbell's *Dear Zoo*.

Now children can colour in their favourite books as creatively as they like, from recreating the original hues to coming up with their own new colour palette. These two books, with their narrative left in tact, offer a fun variation on the traditional colouring-in book.

\$7.95 each, dymocks.com.au



visit our website/
monstercouture.com.au



bean bags and other
spooky accessories /



purlsoho.com
create your world!

Sweet stuff

Julie Daniels Janklow has created a storybook-fairytale restaurant, where children (and their parents) can celebrate special occasions in grand style.

Photographed by Melanie Acevedo
Text by Caroline Foreman



The jewel-box, 75-seat space has floor-to-ceiling mirrors, tall, tufted leather booths and pink marbled floors. The whimsical nine-foot brass birdcage in the front window seats eight.

To say that New York restaurant Sweetiepie is child-friendly is an understatement. With its bright pink couches, mirrored walls and ceilings, luxurious marble floor and fabulously festive atmosphere, Sweetiepie is a child's dream, something right out of a fairytale. You can even sit at a table inside a giant-sized brass birdcage – a fantastic and surreal touch.

Sweetiepie may be a joy for the kids, but the real beauty is that it's designed for adults too. There's an ornate, elegant bar that turns out Manhattans and Champagne cocktails with flair, and the menu features both kids' favourites, and grown-up delights as well. Desserts are a specialty – there's even an 18-scoop Sweetiepie Sundae.

A visit to Sweetiepie is a fabulous and magical treat that will be a lovely memory for years to come. If you're lucky enough to be visiting New York (with or without children), be sure to make a booking.

19 Greenwich Avenue, New York. Phone: 212 337 3333
sweetiepiereastaurant.com



Preparing well-crafted cocktails at the Sweetiepie bar.



Riding high

Gather your little friends and watch them hitch a ride in a German made, wooden mini cable car. It operates just like the big mountain funiculars and easily transports small toys, garden berries and other treasures. Just rig it up in the backyard, man the ropes and watch playtime reach new heights.

Mini Cable Car, Kraul, US\$11, enchanted-toys.com



Photographed by **MONIKA ELENA**

Explore outdoor



Now there's no excuse to stay indoors. These two gems are brimful with outdoor play ideas that are not only fun, but educational. *I Love Dirt!* and *Let's Go Outside!* by award-winning author Jennifer Ward, offer up the ultimate list of outdoor activities to help kids discover the wonders of nature.

From backyard camping to puddle jumping, fashioning flowers to neighbourhood walks, these activities are fun ways to spend quality time with the kids. Best of all, there's an outdoor idea to inspire you rain or shine.

I Love Dirt! & *Let's Go Outside!* by Jennifer Ward, **US\$14 each** shambhala.com

WIN A SET!

For your chance to WIN a set of Jennifer's books, visit Imnop.com.au and tell us about your favourite family outdoor activity. There are three sets to be won.



DOUBLE DUTCH

Enjoy some skipping fun this spring with a friendly duo.

Skipping rope, \$7.95, Monkey Puzzle
(02) 9799 7101



Photos: Monika Elena

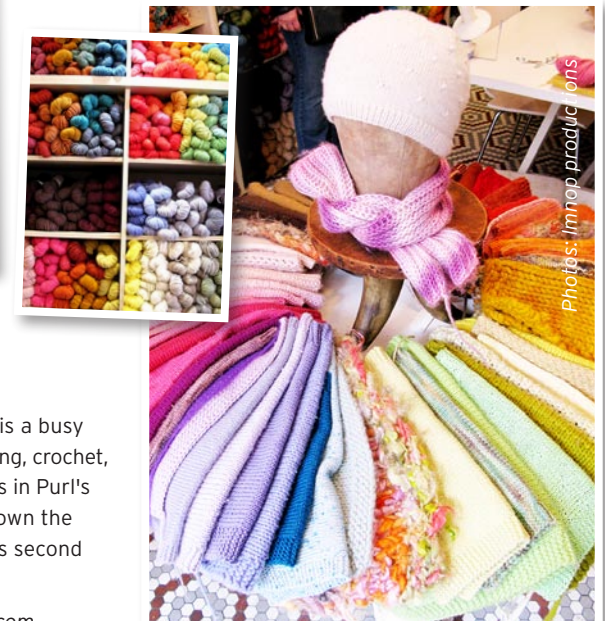
Clean, green & cool

Text by Caroline Foreman

For the greenest, cleanest, hippest kids' clothes around, turn straight to Barley & Birch. Their funky range of t-shirts, onesies, pants and hats are made in the USA using 100% certified organic cotton and environmentally-friendly water-based inks.

Every aspect of Barley & Birch's production is carbon neutral, and they donate a percentage of profits to a range of community organisations. "Kids need clothes, but they also need a healthy abundant world," says founder Kyle Smitley, who has a degree in environmental science. "Barley & Birch was created to give them both."

barleyandbirch.com



Photos: Imnop productions

STITCH STREET

This friendly, downtown Manhattan yarn store is a busy hub for creative types. Whether you're into knitting, crochet, embroidery or felting you'll find all your supplies in Purl's floor-to-ceiling shelves. And just a few doors down the street, quilters can go to fabric heaven at Purl's second shop, Purl Patchwork.

Purl, 137 Sullivan St, New York, NY, purlsoho.com



Spring Princess

This season's spring floral themes are set to bring out the princess in all of us.

PHOTOGRAPHED BY Ian MacPherson HEADPIECES BY Saskia Havekes of *Grandiflora*

*This page: Jacket, \$200,
and pant, \$110, both DKNY,
+61 2 9269 0749.*

*Opposite: Prom dress in
Milk, \$114.95, Big by Fiona
Scanlan, bigbyfiona.com.*





Rainbow play suit, \$74.95, Nellystella, littlepinwheel.com.au. Wooden disc bracelets, from \$8.95, all Ruby Luxe, rubyluxe.com. Camelia with greenery hairties, \$7.95 each, Shanghai Ruby, shanghairuby.com.



*This page: Treasure chest singlet dress in orange, \$89, **Mini Metallicus**, metalicus.com. Fairy in headpiece, \$12, Manon et Gwenaëlle, +61 2 9114 6242. Butterflies, stylist's own.*

*Opposite: Dancing girl skirt in teal peacock feather worn as dress, \$35, **Aunty Ollie**, auntyollie.com. Acrylic butterfly with polished timber beads, \$29.95, **Ruby Luxe**, rubyluxe.com.*





Caprice Kaftan, \$59.90, Sudo, sudo.com.au. Ruby short in blue, \$99.95, Olive's Friend Pop, olivesfriendpop.com. Butterfly disc pendant, \$30, and glitter reindeer in headpiece, \$24, both Manon et Gwenaëlle, +61 2 9114 6242. Spotted metal tree pendant, \$35, Ruby Luxe, rubyluxe.com.

Text by JENNY LACEY



This page: Black sequin top, \$125, and black spotted tulle skirt, \$195, both **Trelise Cooper**, trelisecooper.com. Pink pom pom necklace, \$30, Manon et Gwenaëlle, +61 2 9114 6242.

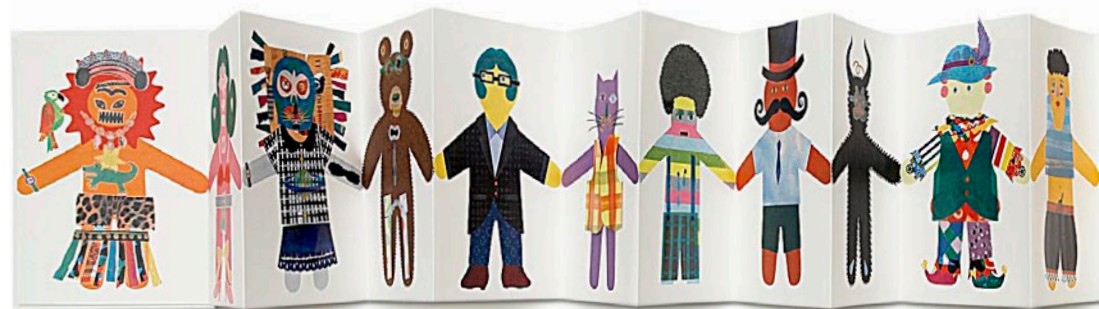
Model: Jesse Styling by: **Sunitra Martinelli Hair & Make-up** by: **Chris King**
Produced by: **Imnop productions**



36 WALKS OF LIFE

Create crazy characters with this collage, sticker and colour kit from Japanese design team, Tupera Tupera. A hardcover, picture book unfolds to reveal 36 plain characters for you to decorate by adding eyes, noses and mouths. Add clothes with the supplied paper designs and these characters will be as crazy as you like.

Picture Work Book, ¥2,090, tupera-tupera.com



GIFT IDEA?
PERSONALISED
STAMPS

Makenzie

PARTY IDEA?
PERSONALISED
INVITATIONS

THE BEST IDEAS?
IMPRINTABLES
imprintables.com.au
imprintables.blogspot.com

new
Imnop
Imnop.com.au

'O' so inventive

Explore, learn, discover and create with the unique range of teaching tools from 'Kid O'

Shortly after the birth of her first child, former architect Lisa Mahar opened Kid O in 2004, a clean-lined kids' emporium in Manhattan's West Village. Inspired by the Montessori and Reggio Emilia educational philosophies, Lisa created a minimalist store and equipped it with beautifully-crafted materials, all designed to enrich the play and learning experience. Since opening, it has become the go-to store for parents searching for toys with a difference.

Lisa was inspired to create her own range of high quality learning materials. Her Kid O branded toys hit store shelves in September

2008 and have quickly become popular. The range includes tactile bath toys, engaging games, colourful building blocks, and a selection of wooden books, jigsaws and puzzles designed in collaboration with artist Julia Rothman. Each toy focuses on a timeless learning concept such as colour, size, distance and shape, and is suited to either gender, any age and interest, making it easy to choose from the entire collection.

The best thing? Kids who play with Kid O toys don't even notice they're learning – they're too busy having fun.



Photo: Brad Paris





NEW YORK

ADVENTURE

Photographed by IAN MACPHERSON

Text by JENNY LACEY

With so many kid-friendly adventures, NYC is fast becoming a popular destination for family holidays.

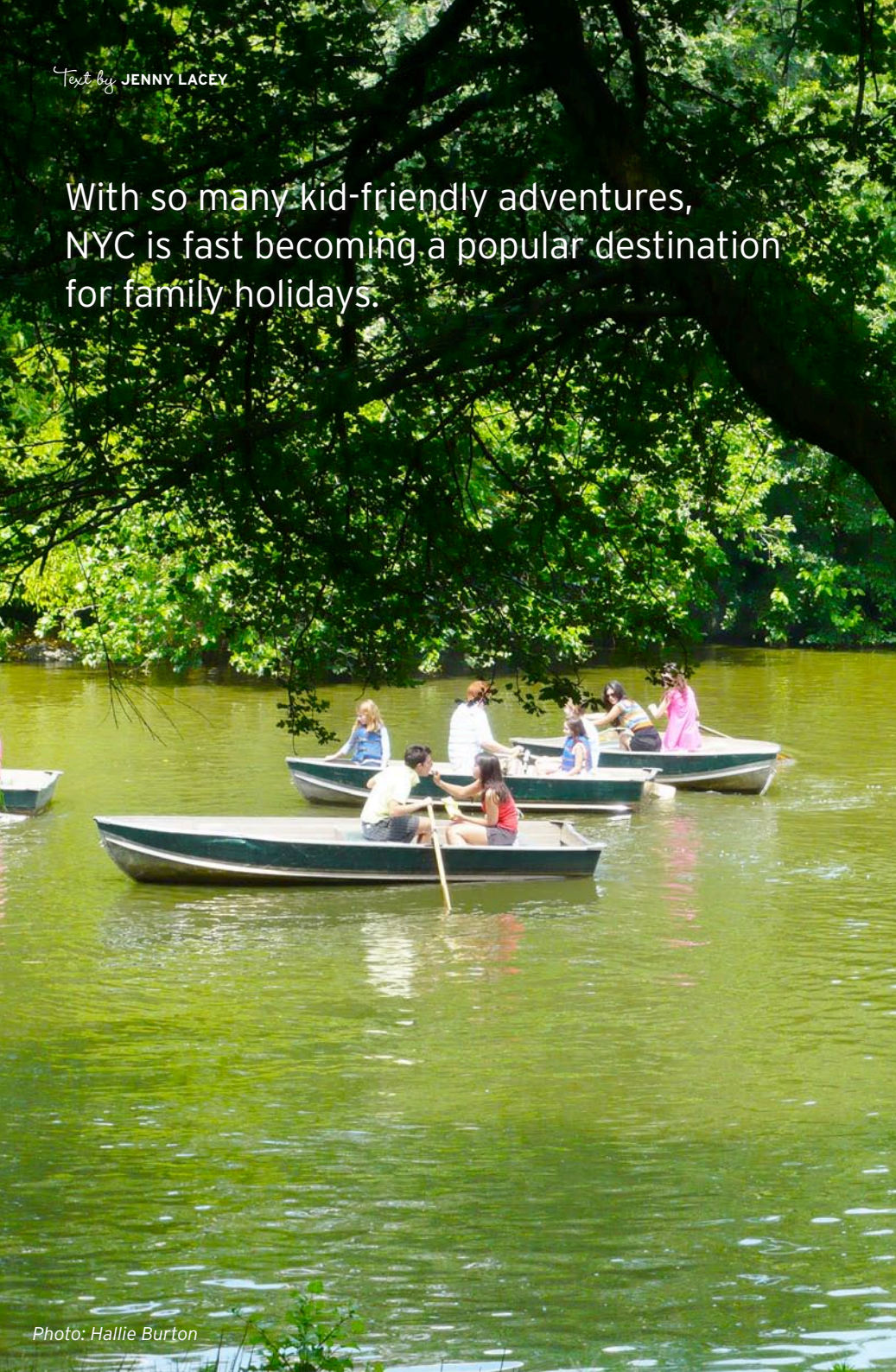


Photo: Hallie Burton

See

Loeb Boathouse

Central Park, at the eastern edge
Between 74th and 75th Streets

Phone: 212 517 2233, thecentralparkboathouse.com

Head straight for one of the world's largest city playgrounds and rent a rowboat at The Loeb Boathouse. It's ideally located within Central Park, making it the perfect place from which to launch another adventure.

The Bronx Zoo

Fordham Road and the Bronx River Parkway

Phone: 718 220 5100, bronxzoo.com

Junior explorers will love to spend an entire day at The Bronx Zoo. Meet one-of-a-kind wildlife and wander through enchanting rainforests and Far East woodlands. Make sure you ride the Bug Carousel before you leave. This zoo is one of the best!

Grand Central Terminal

42nd Street and Park Avenue

grandcentralterminal.com

If you've got a train enthusiast in tow, a walk through Grand Central Terminal will be sure to impress. Take a stroll to the Lower Level and prepare yourselves for a phonic treat in the Whispering Gallery.

Empire State Building

350 Fifth Ave, at 5th Avenue and E. 34th St

Phone: 212 736 3100, esbnyc.com

Take a high-speed elevator to the top and enjoy an amazing view your kids will never forget. The 86th Floor Observatory has a glass-enclosed area if you're visiting during the winter time or just plain don't enjoy heights! This excursion will include a long wait in line, so be prepared.

Above right: Stop by mega-store, Muji and pick up these cool New York building blocks in a bag. Right: You'll find LOVE at 6th Avenue and 51st Street.



Photo: Hallie Burton



Left: Read up on NYC before you leave home with Salvatore Rubbino's A Walk in New York.



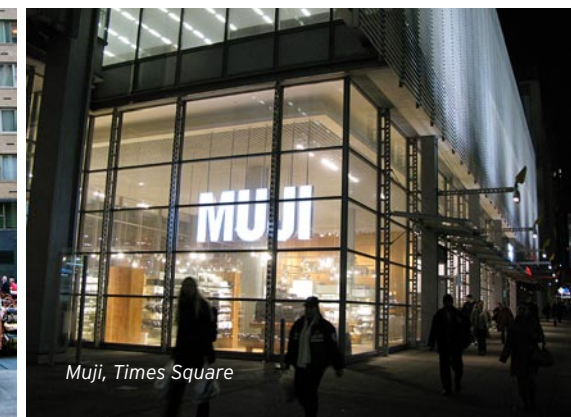
Right: You'll find great playthings for your kids in the West Village at Kid O.



Lisa Mahar's Kid O



Photo: Hallie Burton



Muji, Times Square

Shake Shack



Eat

Shake Shack

Southeast corner of Madison Square Park near Madison Avenue and East 23rd Street
Phone: 212 889 6600, shakeshacknyc.com

This modern day "roadside" burger stand serves up some of the city's best American classics: burgers, hot dogs, cheese fries and their famous Frozen Custard, a mix of soft serve and premium ice cream. There's a great playground at the park's north end where you can sit and enjoy your dessert while the kids play.

Café Loup

105 W 13th Street
Phone: 212 255 4746, cafeloupnyc.com

The whole family can enjoy a superb, New York style meal at this popular and relaxed West Village brasserie.

Shop

Estella

493 Sixth Avenue, between 12th and 13th Streets
Phone: 212 255 3553, estella-nyc.com

Jean Polsky's must-go-to children's boutique carries a great selection of high-end kids' fashion as well as unique gifts for infants and toddlers.

Enchanted Toys

1179 Lexington Avenue, between 80th and 81st
Phone: 212 288 3383, enchanted-toys.com

You'll stumble across a bounty of splendid, imported European playthings at Enchanted Toys, a not-for-profit boutique on the Upper East Side. Pop in and you'll find Cottage-industry dolls, wooden swords, elaborate costumes and crafting supplies.

John Derian Company Inc

6 E.2nd Street
Phone: 212 677 3917, johnderian.com

Amongst table linens, antiques, stationery and Derian's own decoupage pieces, you'll find Bandicoot-Lapin's exquisite collection of French children's costumes. Put this fun-to-browse, upscale Manhattan boutique on your list.

ABC Carpet & Home



Above: Shake Shack in Madison Square Park and a pink corner at ABC Carpet & Home. Right: Estella boutique



Costumes at John Derian



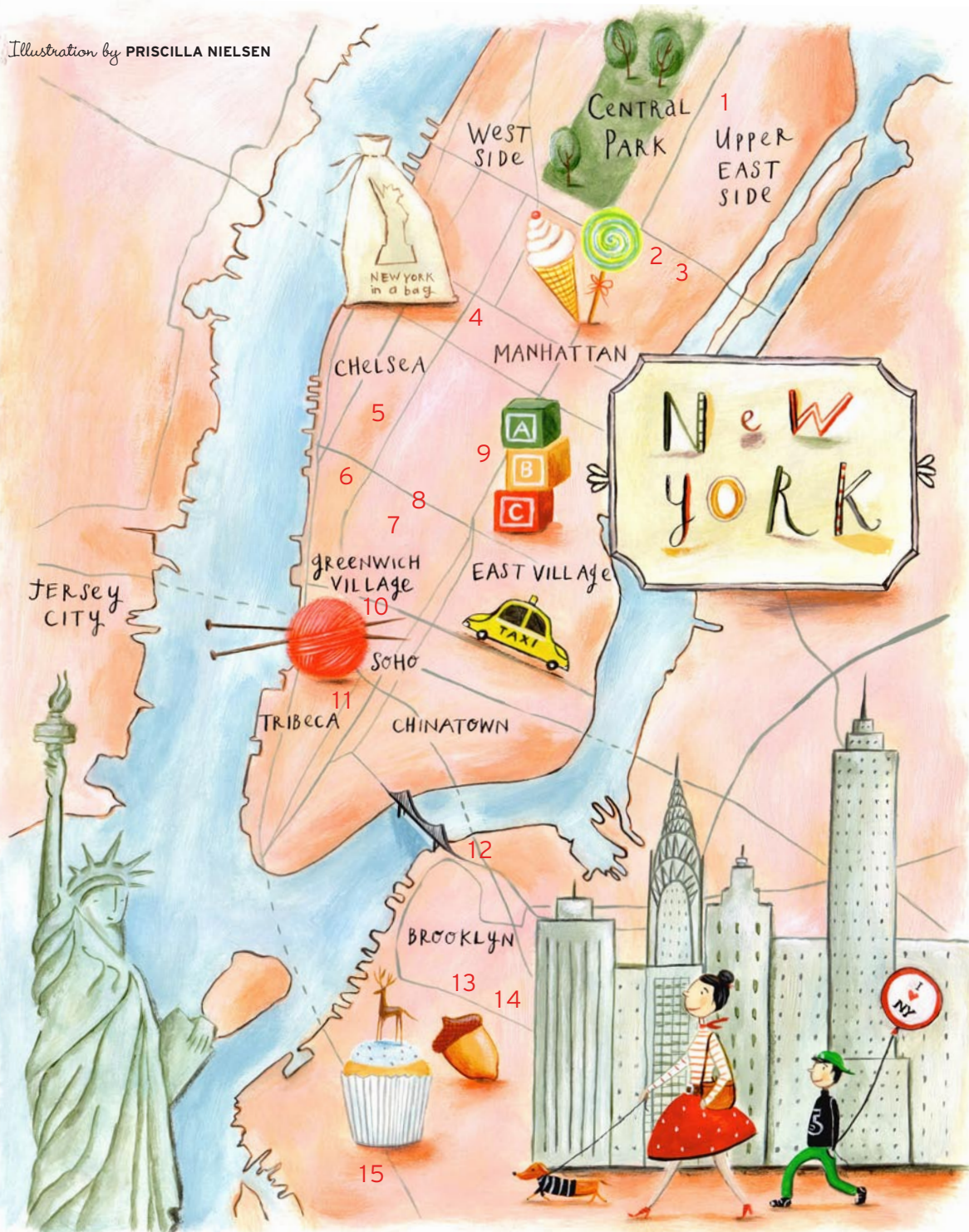
Left: Wooden road accessories from Enchanted Toys.

Photo: Innop productions



Yoyamart

Illustration by PRISCILLA NIELSEN



CITY TOUR NEW YORK

1. Enchanted Toys
1179 Lexington Avenue
212 288 3383
enchanted-toys.com

A magical world of nature-friendly toys.

2. Dylan's Candy Bar
1011 Third Avenue
646 735 0078
dylanscandybar.com
NY's premiere destination for sweet teeth.

3. Serendipity
225 East 60th Street
212 838 3531
serendipity3.com
This ice cream parlor/cafe is a fun place to grab a snack and a sundae with your kids. Be prepared for queues.

4. Muji Times Square
620 8th Avenue
212 382 2300, muji.com
Grab a handful of Muji's New York in a bag as souvenirs for the folks at home.

5. Billy's Bakery
184 9th Avenue
212 647 9956
billysbakerynyc.com
Delicious home-baked style desserts. Try a piece of the Red Velvet Cake.

6. Yoyamart
15 Gansevoort Street
212 242 5511, yoyashop.com
Trendy threads, toys, gagets, and furniture for hipster kids.

7. Kid O
123 W 10th Street
212 366 5436, kidonyc.com
Our favourite kid's emporium! Shop the entire range of Lisa Mahar's Kid O products.

8. Estella
493 Sixth Avenue
212 255 3553
estella-nyc.com
This must go-to, children's boutique carries high-end children's fashion as well as unique gifts for infants and toddlers.

9. ABC Carpet & Home
888 Broadway
212 473 3000, abchome.com
Head straight to ABC's mezzanine floor for kiddy eye candy.

10. Purl & Purl Patchwork
137 & 147 Sullivan Street
212 402 8798, purlsoho.com
Shop Purl's beautiful collection of materials, tools, notions and accessories for knitting, sewing and quilting.

11. Bu & The Duck
106 Franklin Street
212 431 9226
buandtheduck.com
Hip vintage threads and shoes for infants and kids.


12. Pomme
81 Washington Street, Dumbo Brooklyn, 718 855 0623
pommenyc.com
Imported and Brooklyn-made childrenswear and goods for the under-six set.

13. Acorn
323 Atlantic Avenue Brooklyn, 718 522 3760
acorntoyshop.com
A very charming, Brooklyn neighbourhood toy shop.

14. Blue Ribbon General Store
365 State Street, Brooklyn 718 522 9848
blueribbongeneralstore.com
A modern general store where you'll be able to find a gift for just about anyone on your list.

15. Baked
359 Van Brunt Street Brooklyn, 718 222 0345
bakednyc.com
Stop by Baked and pick up one or two of their signature Deep Dark Brownies.





A play-date with Evie

An afternoon at Evie's place is lots of fun, especially if you love animals.

Photographed by Kalimna Mohamed **Text by** Caroline Foreman

Right: Evie and her brother Fergus give their favourite toys, Whale, Lily and Puppy a ride down the chair.



LMNOP: What do you like to do when friends come round?

E: Play animals.

LMNOP: Who comes over to play?

E: All my friends, Edmund, Mehek, Indigo, Tulipa, Estella ... lots of friends. But they don't all come over. Sometimes I go to their houses.

LMNOP: What do you like to show your friends when they come over?

E: Puppy – he's my soft toy dog.

LMNOP: What toys do you play with the most?

E: Puppy, Pumpkin and Cheeky. They are soft toys too. Pumpkin's a dog and Cheeky's a rabbit. I have lots of *Schleichs*. I play lots of things with them. Sometimes I play zoos and make the cages out of blocks and put them all in the zoo on the living room floor. Sometimes I use up all the blocks but when I've finished I go "urgh ... I am NOT packing all this up!"

LMNOP: What's your favourite craft activity?

E: Books! I make them with sticky tape and paper and I write my stories in them and draw the pictures. They are usually sort of ... you know, those things that have like a little story, then another little story ... like a whole book and it has little stories in it.

LMNOP: Do you have any brothers or sisters?

E: I have one brother called Fergus, he's sometimes annoying and sometimes we fight together but he sometimes plays with me. He's 8.





Left: It's time to pack up!
Below: Evie's zoo is made from coloured wooden blocks.



LMNOP: Do you have a pet?

E: Fish. They are called Arizona and Comet and the rest are called the Thompson Twins.

LMNOP: Do you like to play inside or outside the best?

E: I like playing inside but Edmund likes playing outside so we do both.

LMNOP: Do you ever go somewhere fun with your friends?

E: Yes, the park. Mostly I go with Fergus and we ride our scooters.

LMNOP: Do your friends stay for a long time, or just come for a short visit?

E: Sometimes long and sometimes short. Edmund comes over for a long time usually. He lives very close and we can just walk up to his house. But he's on holidays right now, so we can't play, but we'll play again when he comes back.



“Sometimes I play zoos and make the cages out of blocks and put them all in the zoo on the living room floor.”



Skyscraping ambition

Unleash your little one's inner architect. World in a Bag gives them the building blocks to recreate a global skyscape, complete with a Statue of Liberty, Eiffel Tower and Italian gondola. They'll love learning about the world's greatest monuments piece by piece.

World in a Bag, Muji, muji.eu, World Map wall decal, \$90, thewallstickercompany.com.au

LITTLE PINWHEEL

in full bloom

rittenhouse·polka·suda
mill and mia·itch design
tiny mammoth·chalk n cheese
three little trees·heavenly creatures
& nature baby



WORD from New York

Text by JEAN POLSKY

GROWING IN NYC. When I first meet people, they're always interested in the fact that I was raised in Manhattan. It is rare to meet a native.

"Didn't you miss not having a backyard?" they ask or, "were you mugged often?" The answer to both of these questions, "no," is always a shock to them. Those who have moved here and are starting families understandably have fears and misgivings about raising their precious children in such a strange and unusual place. Our tiny playgrounds are teeming with kids, our green spaces are few and far between, and we won't even talk about the fact that you can have literally ANYTHING delivered to your door.

But despite the peculiarities of growing up in "the city," my childhood was anything but peculiar. In fact, it was such a positive experience that I've decided to raise my three children here as well. Sure, there are difficult aspects. Our long winters are frigid and pose a challenge for kids who need to exercise their energetic bodies. We look for local puppet shows, go swimming at the local YMCA, or even just layer them up and bring them to the park for some "NYC fresh air". When they're particularly lucky and we've done our homework, we'll take the kids on an hour's drive to go skiing in New Jersey or apple picking.

Another aspect of city life that people question is the tendency of city kids to grow up before their time. Relatives have a hard time believing that my four and seven year-olds take the subway to school. I acknowledge that my kids encounter people and concepts that make them precocious, but I would also argue that exposure to blatantly "different" people is teaching them to be more sensitive, open-minded and accepting. It can



Illustration by: Priscilla Nielsen

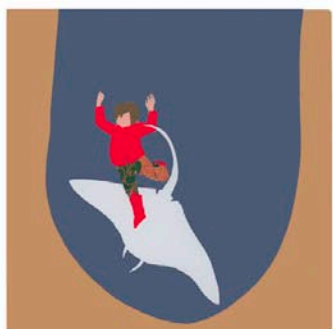
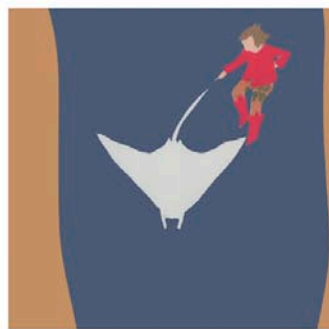
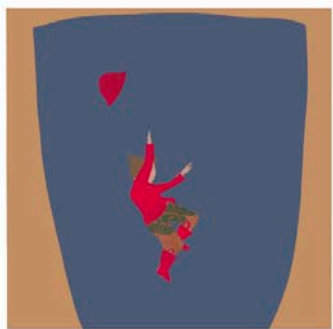
be awkward to explain to my kids why a man might choose to wear lipstick, nail polish and high heels, but I can promise you that at some basic level, my kids understand it and more importantly, they accept it. And knowing that being different is acceptable will undoubtedly make it easier for my children to accept themselves as they grow up.

So to all of you new parents who need affirmation that it is ok, or even nice, to raise children in New York, I say that on many levels, it is a blessing. Perhaps you miss out on backyards and bike rides to neighbours' houses, but what you gain is well worth it. Just imagine growing up in a city where everyone is welcome and you are free to be exactly who you are, nail polish and all.



Ida

For New York artist and violinist Ida Pearle, music, art and childhood delights are harmoniously intertwined.
Text by Caroline Foreman.



a

rtist, musician, composer, children's book creator ... Ida Pearle has many strings to her bow. As a child, she loved to draw, and also studied the violin. She went on to do a fine arts degree, majoring in figurative drawing and painting, and then spent several years recording and touring. However, she is most well known for her beautiful and intricate hand-cut paper collages for children. "I try to make imagery for children which reflects a child's inherent sense of curiosity, freedom and playfulness," Ida tells us. "There is a lot of movement in my pictures – music and visual art really connect for me." Heartfelt and sensitive, her collages and sketches capture a range of emotions, from the still, intimate moments between parents and children, to the sheer, joyful delight of being a child.

To purchase Ida's prints or collages, visit idapearle.com
Personalised pieces are also available.

For her collages, Ida uses Chiyogami paper (Japanese wood block printed paper) and silk-screened matte paper. Left: Molly. Below: Seasons.



TRADE VIEW

Text by Jenny Lacey

During the past few months we've attended some of the world's premiere trade events to get a first look at what's new for kids next season. We started our junket in Tokyo, at Japan's Baby & Kids Expo, then travelled to Melbourne, Australia to attend Kids Instyle. Bubble NY presented Spring/Summer 2010 collections at its 8th edition in New York that same weekend.

Head to Imnop.com.au to see our exclusive coverage of all these great shows.

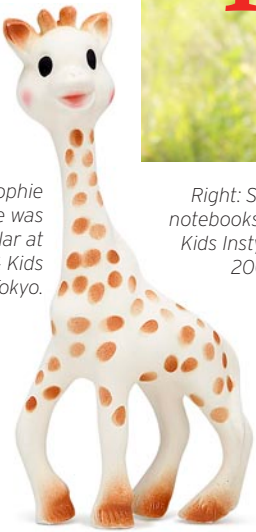
Enviro-friendly label, Barley & Birch presented their Spring 2010 collection at Bubble NY - The Kid Trade Show in August.

Photo: Monika Elena

trends snapshot



Right: Sophie the Giraffe was popular at Baby & Kids Expo in Tokyo.



Right: Suki notebooks at Kids Instyle, 2009.



Bubble NY hosted its 8th edition at a new venue last month.



Left: Fun accessories from quirky, Japanese label, 7 Mile Bridge.



Above: i play fruit bibs at Baby & Kids Expo in Tokyo.

Over 3 days, Japan hosted its first ever, extensive trade fair for baby and kids items.

Japan's leading trade fair for all baby & kids items!

Baby & Kids Expo 2010

Baby & Kids EXPO

BOOK YOUR SPACE NOW >>> www.bk-w.jp/en/



Dates: July 7^{Wed} - 9^{Fri}, 2010

Venue: Tokyo Big Sight, Japan

Organised by: Reed Exhibitions Japan Ltd.

Concurrent fairs

GIFTEX 2010
5th INTERNATIONAL VARIETY-GIFT EXPO TOKYO

www.giftex.jp/en/

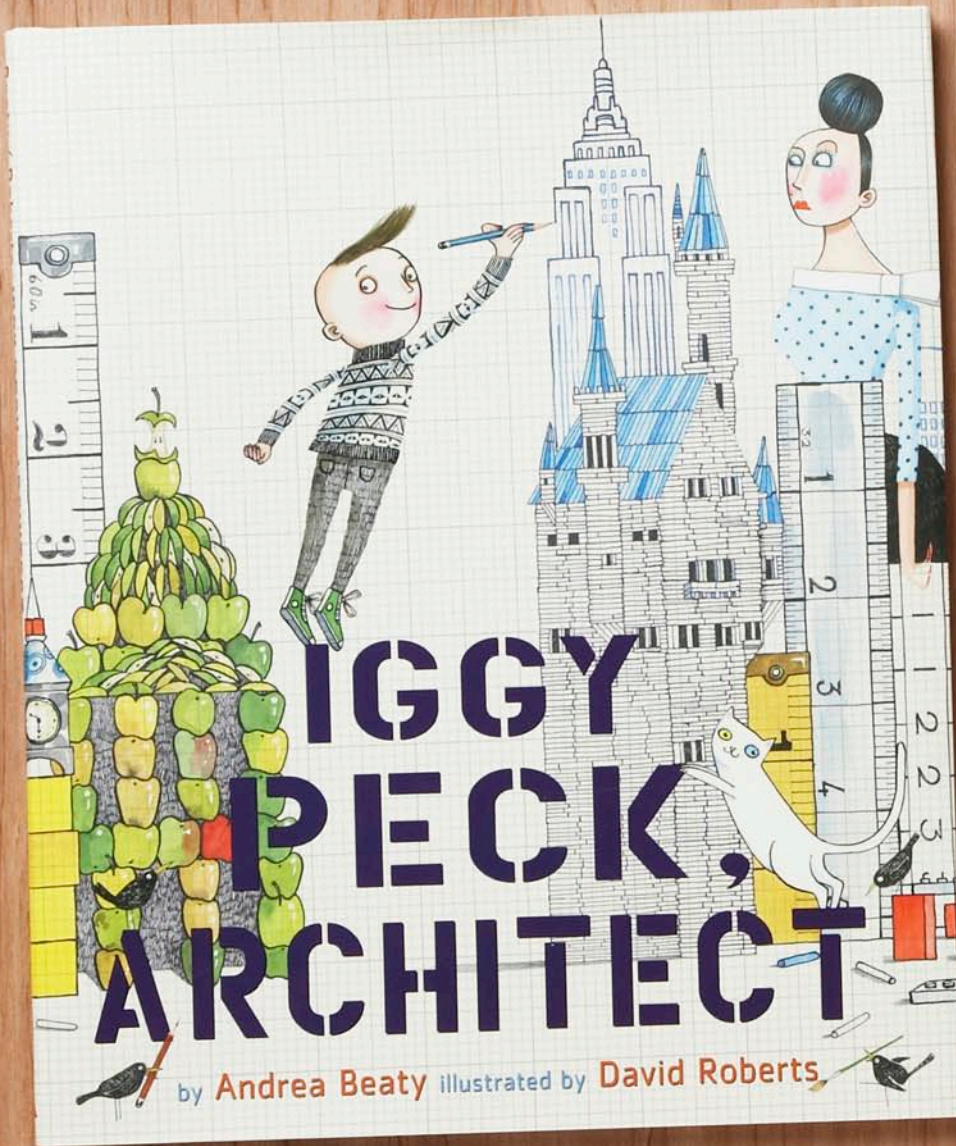
DESIGN ACCENTS EXPO TOKYO DESIGN TOKYO 2010
International trade fair for small, savvy, cutting-edge products

www.designtokyo.jp/en/

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Reed Exhibitions

Baby & Kids Expo Show Management, Reed Exhibitions Japan Ltd.
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TEL: +81-3-3349-8505 FAX: +81-3-3344-2411 E-mail: baby@reedexpo.co.jp



RETURN DATE

FROM THE LIBRARY OF
LMNOP

IGGY PECK ARCHITECT

by Andrea Beaty,
US\$16.95
[amazon.com](https://www.amazon.com)

With a name like 'Ignatious Peck', you are destined for a creative life. At age 2, our hero 'Iggy Peck, Architect' creates a mud Sphinx in the back garden. When Iggy goes to school, he encounters Miss Lila Greer, a teacher who once suffered an unfortunate incident in a very tall building and bans Iggy from architecture. Little do they know that Iggy's skills will prove indispensable when a class excursion comes to a sticky end.

Reading this book aloud, you can't help but ham up the hilariously quirky, rhyming text. Iggy will wow young Duplo fans aged 2 plus. And design-conscious parents will appreciate the illustrations, showcasing all the coolest elements of 50's and 60's fashions.

Text by JENNY LACEY

BIBS-TO-BE

Whether you're an expecting mum or an excited aunt-to-be, Sublime Stitching's crafty Baby Bib Embroidery Kit gives you everything you need to start making adorable meal time bibs. This kit contains it all: two blank bibs, iron-on transfers, embroidery floss, a needle, and an easy to follow illustrated instructional booklet. Embroidery artist, Jenny Hart's patterns are super cute and each iron-on transfer can be used up to nine times, so you can embellish and customise all sorts of accessories beyond the bib.

Baby Bib Embroidry Kit, Chronicle Books
US\$19.95, sublimestitching.com



We love to be able to give game boards a new life as wall art.

janet + stu

The playful illustrations of children's game boards (particularly those of the 1950's and 60's) use such bold and vibrant colors, they fit perfectly into any kid's bedroom or playroom.

Visit threepotatofourshop.com to shop their complete collection of vintage finds.

Simple Summer – Childhood Revisited

Aunty Ollie kids clothing: online shopping, global shipping

Aunty Ollie
auntyollie.com

LEFTOVERS



EVERYDAY WEAR

Wear each day of the week in your hair with these pretty, handmade wool-felt barrettes. Days of the week are embroidered in different colours, to make wardrobe matching a sinch. And you'll never have to ask what day it is again.

Days of the Week Barrettes, US\$38
Little Something, rompstore.com



Photo: Ian MacPherson

COUNT & CREATE

Join the dots, colour-in and use your imagination to discover creative counting and simple sums with Mrs Booth's Playtime Primer: A colourful counting and creating book. Help wiggly worms find their mums, compare your height with a giraffe and trace numbers inside clouds in a pretty blue sky. The book includes a sheet of 35 reward stickers to praise, encourage and delight. Printed on a FSC certified 100% recycled thick stock with vegetable inks and made with love by Mrs Booth herself.

Playtime Primer, £6, mrsbooth.com



TOP STRIPES

This old-fashioned favourite will fascinate your little ones for hours.

Spinning top, \$19.95
mymessyroom.com.au

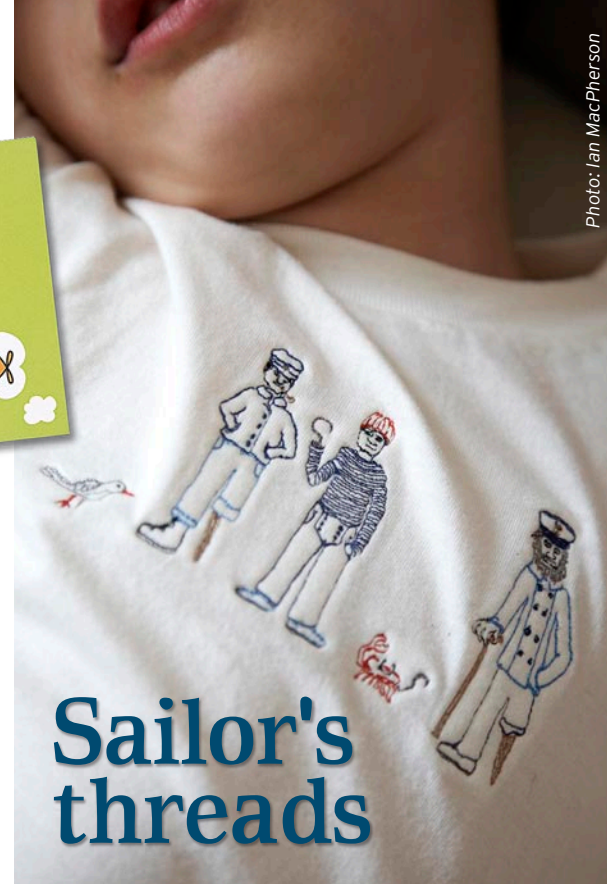


Photo: Ian MacPherson

Sailor's threads

Text by Caroline Foreman

For cute summertime fun, take a look at Coral & Tusk's original collection of embroidered children's t-shirts, toys and artwork, created by New York textile designer Stephanie Housley. Her lovely seafaring pieces are particular stand-outs, displaying hungry whales, surly sailors, starfish, anchors, treasure chests and sailing ships. Using her own original drawings, Stephanie machine embroiders each piece one colour at a time, with intricate results.

Stephanie's inspiration comes from her travels, her love of the sea, and her forebears. "I come from a long line of women who were always involved in some type of handiwork," says Stephanie. A close inspection of her tiny and clever embroideries reveals a vivid imagination and a delightful sense of humour as well.

Surly Sailors and a Hungry Whale t-shirt
 Coral + Tusk, **USD\$62** coralandtusk.com



Above right: The three sailors on the front of this t-shirt have good reason to be surly. Above: Look closely to see what's inside the hungry whale's stomach.