



LOOK AND LEARN MAGAZINE LTD
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PRESS RELEASE

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Launch of www.lookandlearn.com

Look and Learn Magazine Ltd, a private company that now owns rights to *Look and Learn* and thirteen other classic British children's magazines mainly from the 1960s and 1970s, is pleased to announce the launch of the www.lookandlearn.com web site.

The magazines in the Look and Learn stable, which had a combined run of almost 200 years, include over half a million illustrations, many millions of words covering most subjects of perennial interest to children, innumerable puzzles and quizzes, and over a hundred characters (such as Harold Hare, Gulliver Guinea-Pig, Katie Country Mouse and Wee Willie Winkie).

The purpose of the web site is to revive interest in and encourage private and commercial use of this largely forgotten treasure trove. Above all, however, www.lookandlearn.com aims to become Britain's best on-line picture library for children, parents and teachers. At its launch, the site already contains over 10,000 pictures of extraordinary scope and quality, many of them reproduced from the original artwork.

In order that www.lookandlearn.com should contain pictures by children as well as for children, Look and Learn will be running monthly art competitions for children aged between 5 and 14, starting in October. All children entering the competitions will be able to see their pictures in the site's permanent on-line gallery and send e-cards of them to friends and family.

Stephen Pickles, Editorial Director of Look and Learn, said:

"The new site will, we hope, delight those brought up with *Look and Learn* and the other classic children's magazine's of the 1960s and 1970s. We also hope that today's children will 'look and learn' through browsing our incomparable picture library, and by entering our monthly art competitions, which will begin in October.

In order to help fund the ongoing development and expansion of the web site into Britain's best on-line picture library for children, parents and teachers, almost all the material in our archive is also available for commercial licensing. Look and Learn is keen to work with publishers, broadcasters, merchandisers, advertisers, animators, designers, commercial artists and others to find innovative ways of re-using and adapting this unique material."

For further information including a computer DVD of images for publicity purposes, please contact Stephen Pickles on +44 (0)20 7723 7732 or +44 (0)7738 019897 (mobile).



Introduction

Look and Learn was Britain's most successful ever illustrated children's educational magazine, running between 1962 and 1982, for over a thousand issues. In the 1960s the magazine regularly sold several hundred thousand copies a week in the United Kingdom and around the world. During its 20 year run, it incorporated eight other magazines, including *The Children's Newspaper* (1919-65) and *Ranger* (1965-66), before itself coming to an end.

The distinguishing feature of *Look and Learn* was the profuse use of high quality illustrations that were created for the magazine by many of the best artists of the time. As well as depicting almost every aspect of British history, the illustrations provide extensive coverage of literature and legend, and of the natural world from the artist's rather than the photographer's perspective.

When *Look and Learn* closed it left behind a treasure trove of material which was to lie largely forgotten for nearly a quarter of a century. In mid 2004 we approached IPC Media to ask whether *Look and Learn* might be for sale. It was. A new company was then set up to acquire the rights to *Look and Learn* and the magazines that were incorporated into it (excluding some comic strips), together with what remained of the archive of original artwork. Since then, a small team has tracked down much more of the artwork, so that the company now owns many thousands of the paintings used in the magazine; it has also been able to borrow several thousand more paintings from the Illustration Art Gallery, the leading dealer in this field, for scanning and incorporation into the digital archive.

As well as re-assembling the archive of original artwork, the team has written a history of *Look and Learn*, compiled biographies of the major illustrators, digitised the magazine and much of the artwork, and created a website and on-line picture library. Recently the company acquired, again from IPC Media, rights to a number of nursery papers published at the same time as *Look and Learn*, including *Jack and Jill* (1954-85) and *Playhour* (1954-87) each of which sold several hundred thousand copies a week during the 1960s. As a consequence of these acquisitions, the company now owns the rights to over half a million illustrations constituting what is unquestionably one of the largest and most beautiful archives of children's illustrations in the world and one that, given the wide circulation of the original magazines, must have played a small part in forming the visual imaginations of several million people.

The web site

The Look and Learn web site - www.lookandlearn.com - has been set up to revive interest in, and encourage private and commercial use of, illustrations and other material in the Look and Learn archive. The website includes: a fully searchable picture library; a gallery of children's art (which will be filled by entries to monthly art competitions); a detailed history of *Look and Learn* along with biographies of the major illustrators; and a directory of characters that appeared in the magazines. The web site also allows users to download high quality images for their private use, and to send Look and Learn e-cards.



Monthly art competitions

Starting in October, Look and Learn will be running monthly art competitions for children in three age groups (5-7, 8-11, and 12-14). Each month, there will be a theme. The theme for October is Robots; that for November is Christmas (so that children entering will have their own e-cards available for December); and that for December is The Forest. There will be three cash prizes in each age group each month: a 1st prize of £25, a 2nd prize £15, and a 3rd prize £10. In addition to the chance of winning a prize, all the children who have entered will be able to look at their pictures in our permanent on-line gallery and to send e-cards of them. There will be an individual entry fee of £2.50 to cover scanning and administration, which will fall to as little as £1 per entry in the case of multiple entries from schools.

Commercial licensing

Almost all the material in our archive is also available for commercial licensing. Look and Learn is keen to work with publishers, broadcasters, merchandisers, animators, advertisers, designers, commercial artists and others to find innovative ways of re-using and adapting this material, in order to help fund the ongoing development and expansion of the web site.

Look and Learn has appointed The Bridgeman Art Library as its sole international image licensing agent. Over the coming year Bridgeman, which is the world's leading source of fine art images, will be adding a range of images from the Look and Learn archive to its web site, www.bridgeman.co.uk.

The best of Look and Learn

By way of a farewell to printed media, we are intending to publish, for a limited run of 48 issues, a magazine made up of the best of the original *Look and Learn*, printed to have the same look and feel as the original, and conceived both as a miscellany of astonishing range and as a showcase for the brilliant illustrators who worked on *Look and Learn* during its 20 year history. Potential subscribers are invited to register their interest, without obligation, at www.lookandlearn.com.

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