

The first 'mini' edition of the FREE magazine!

The

Aardmag

www.wallabystreet.co.uk

May 2010 Edition #5

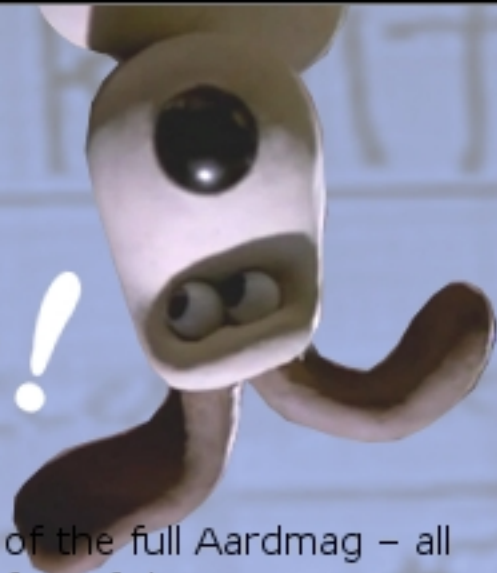
MINI!

ALL THE NEW
MERCHANDISE
FOR 2010!!

OUR EXCLUSIVE
W&G COMIC!

An unofficial
magazine
supported
by Aardman
Animations

WELCOME TO... THE AARDMAG!

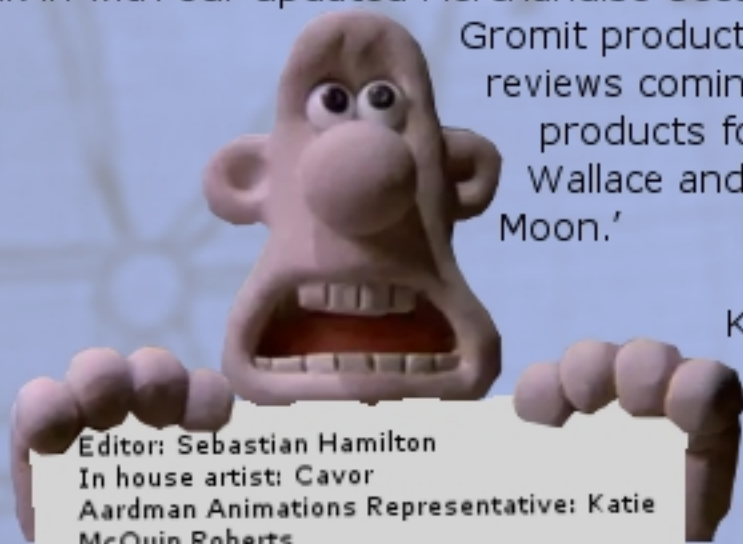


Welcome to our first Aardmag Mini!

So what is Aardmag Mini? Basically it's a cut down version of the full Aardmag – all the same great quality content and editing, just without a few of the extras. How often will Aardman Mini be coming out? Well obviously we have this issue, and the next issue is to be an Aardmag Mini, but beyond that it is difficult to say.

Our top priority is proving you with the best free content that we can – and as regularly as possible. Although we would love to put out a full Aardmag every Month, it takes a considerable amount of time and we may have to put some of that time into other projects. The idea is that, to avoid having to make the Aardmag a magazine that comes out every two Months, we may have a full Aardmag one Month and an Aardman Mini the next. We will have more information in the next issue, and will let you know if that is the case!

But don't worry – we've still got great stuff in this issue! There's a full article, to link in with our updated Merchandise Section (there are now over 200 Wallace and Gromit products made since 2007 listed there – with reviews coming out every day!), detailing all the new products for 2010, plus part two of our exclusive Wallace and Gromit comic adventure 'Martians on the Moon.'



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McQuin Roberts

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For any enquires or to place an advert in a future magazine issue please email sebh@62westwallabystreet.co.uk. We are a fully licensed and trading company.

Keep checking back to the site daily for our new reviews, and for the all the news, and expect to see loads more coming in the next few Months!

All the best,

Seb

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WANT TO CATCH UP ON THE LATEST NEWS? !

We've just put a big roundup up on the site.

It's on the homepage at the moment (but if you can't find it check the news blog) so do give it a read to make sure you haven't missed anything !

THE NEW AARDMAN PRODUCTS FOR 2010 !

We visited The London Toy Fair 2010, and Aardman products were there to be seen!

The main focus was on Shaun and Timmy – with Timmy currently one of the most popular CBeebies characters, and Shaun in the middle of a second series, this was only to be expected. Wallace and Gromit were still present on the Rainbow Designs and Wow! Stuff stands however, and more products have been announced even since then.

Secrecy and confidentiality holds us back from revealing everything, but for any collector, or anyone just interested in Aardman products, come with us as we reveal all the upcoming toys, appliances, books and more that you'll be seeing in shops soon...



Wallace and Gromit Wow! Stuff



Wow! Stuff, who created the 'Cracking Contraptions' range of products last year (the Water Rocket, Alarm Clock, etc.) revealed three new items recently, due to launch around July.



There's a Paper Plane Launcher, a set of extreme drinking straws, allowing you to make your own shapes, and a Wallace talking keyring.

They show as much inspiration as the first selection for sure, but it'll be interesting to see if we do get the talking keyring – sounds are often held by a separate license so that might not work out in the fullness of time?...



Smiffys

Meanwhile 'Smiffys', makers of fine costumes and novelties, have announced two new costumes – Wallace and Gromit. I reserve opinion until I can get hold of them...!!!



ECP, who we interviewed in the Aardmag last December, have revealed new products to their hugely successful Wallace and Gromit range of items for the kitchen. From a chopping board to aprons there's something for every cook!



From top left:

-Chopping Board

-Pack of 2 Tea Towels

-Oven Gloves (Green or Red)

-Apron (Child Red Apron, Adult Apron in Green or Red)

-Tea Cosy

-4x Egg Cosy Set

-Egg Cups.



Rainbow Designs



Rainbow Designs, who make lots of wonderful gifts and plush cuddly toys, have revealed some new products - Gromit slippers and new mugs, to go with re-releases of their other most popular products.

Marks and Spencers



From top left:

Biscuit Tin, Cheese Knife Set, Perfect Cuppa Tea Pot, 2xTea Cups, Flask, Playing Cards, Alarm Clock, Handkerchiefs, Gromit and Wallace keyrings.

Following on from their Christmas Adverts, Marks and Spencers have also now announced a new range of Wallace and Gromit products as seen above.

TIMMY time



Vivid Imaginations gave me permission to release photos of all their new products so I'm really excited to reveal the full range!

Some have hit shops already, and the rest should follow shortly. Please note that some pieces are prototypes and may be changed before going on sale!



RACING TIMMY AND PAXTON!

They move side to side as you push them forward. (£4.99)



POSABLE FIGURES

Yabba, Mittens and Ruffy.
Individually Packaged



GAME CARDS

Great for learning letters and playing snap and pairs! (£3.49)





POP UP GAME

How much can Timmy carry?! (€9.99)

SHOWTIME PLAYSET

Timmy and Mittens are dressed ready to put on a wonderful show! (€14.99)



PLAYGROUND PLAYSET

Timmy's having a great time in the Nursery garden! The perfect add-on to the Nursery! (€9.99)

TIMMY PLAY TRAIN

Timme, Yabba and Paxton chug everywhere - with sounds! (€19.99)



TALKING PHONE

Ring all your favourite Timmy characters - over 20 sounds! (€7.99)



SING-ALONG TELEVISION!

"Timmy! It's Timmy! ..." (€9.99)

4 JIGSAWS (€4.99)



MAGIC SOUND SCRIBBLER
Like brass rubbing - but with sounds, characters, and a lot more fun! (€12.99)

TIMMY BACKPACK BUDDIES

Clip on toys!



TRIKE (€34.99)



TIMMY BACKPACK

A new twist on a Shaun classic!



LARGE TALKING PAXTON (£9.99)



BIG, CUDDLY TIMMY

50cm tall - the ultimate Timmy! (£19.99)



DANCING TIMMY

Prototype of the fantastic new Timmy toy!! (£24.99)



Mookies, makers of lots of outdoor games, have released a new Timmy Time football. If it sells well hopefully we might see more outdoor Timmy toys from them?



Worlds Apart, who really impressed me with their imagination and skill at solving real problems (like beds for sleepovers etc.) have announced three new Timmy products:

TIMMY TIME GO-GLOW LIGHT

A nightlight and torch all in one!
Available in September (€19.99)



TIMMY READY BED

Mattress, sheets, and all - in one easy to store solution! (€34.99)

SCHOOL PLAY HOUSE

Pop-Up Nursery and Goal, with Timmy's Football!



TIMMY TIME MAGAZINE

Titan have just started a new Timmy Time magazine. We'll be reviewing all issues soon!



Shaun the Sheep



Unfortunately I can't reveal much about Shaun yet - most of the new products are still under wraps.

However I can reveal that, because Timmy is now part of his own license, Golden Bear have picked out Shirley as the main character to feature alongside Shaun in many of their products now, after research proved her popularity.

Stay tuned for some fantastic new toys there - they still make me smile thinking of them!

AND THE FUTURE...

There are some other things coming up soon - details of which we don't know (or cannot reveal) yet. However...:

- Cheatwell Games have an Aardman license
- Little Star Creations have a Timmy license (stay tuned - they make excellent stuff)
- HarperCollins have signed on as official publisher for books relating to the upcoming 'World of Inventions' Wallace and Gromit TV show.
- Golden Bear have also got the license to produce wooden Timmy Time products, like their Learning Frame, and they will be releasing more soon.

Stick with 62 West Wallaby Street and The Aardmag - we'll report on all product information as it happens!



A MASSIVE PROJECT THAT AIMS
TO CATALOGUE AND REVIEW
ALL AARDMAN PRODUCTS!

SO FAR HAS MANY WALLACE
AND GROMIT PRODUCTS
CATALOGUED FROM OVER
TWO DECADES OF ITEMS!

A NEW REVIEW
GOES ONLINE
EVERY DAY!
EXPLORE THE DATABASE
ONLINE TODAY!

A COMPLETE DATABASE OF
OVER 200 W&G PRODUCTS
RELEASED SINCE 2007!

SHAUN, TIMMY, AND MORPH
SECTIONS IN THE WORKS!

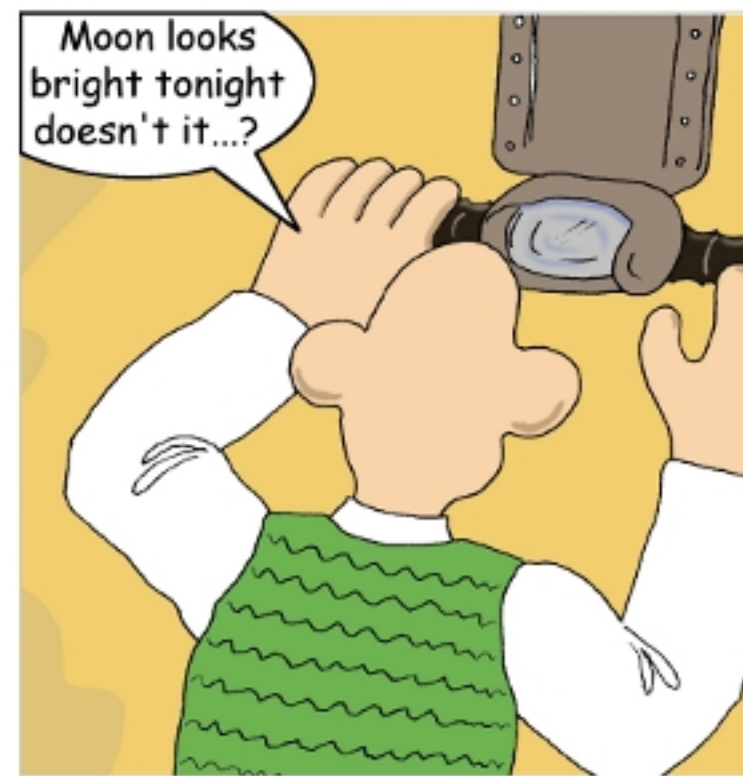
ALL ONLY ON www.62westwallabystreet.co.uk - AND ALL FREE!

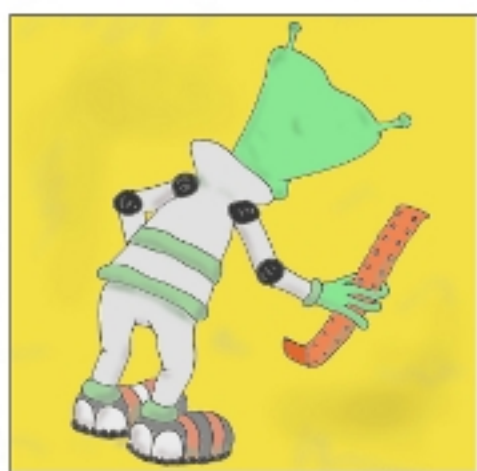
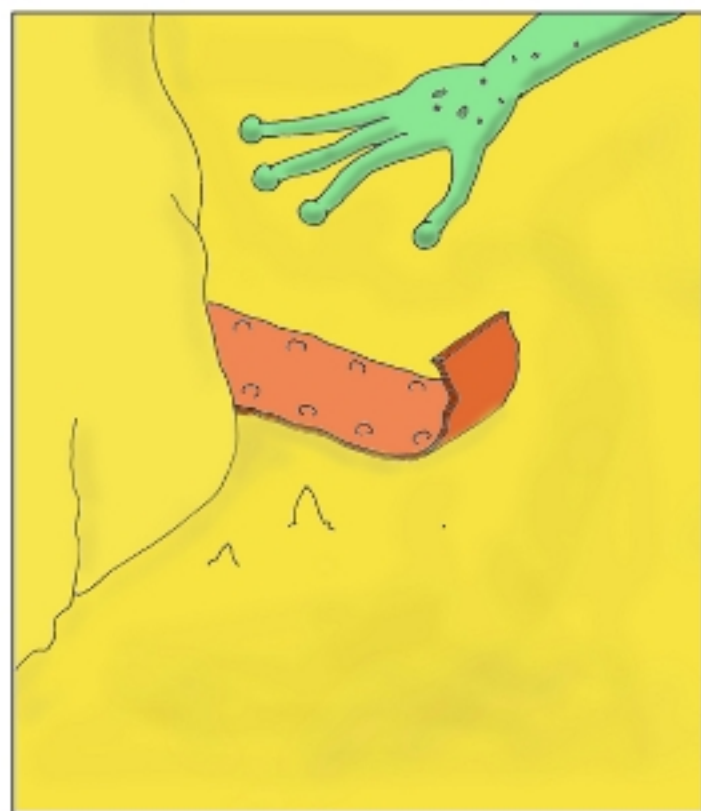
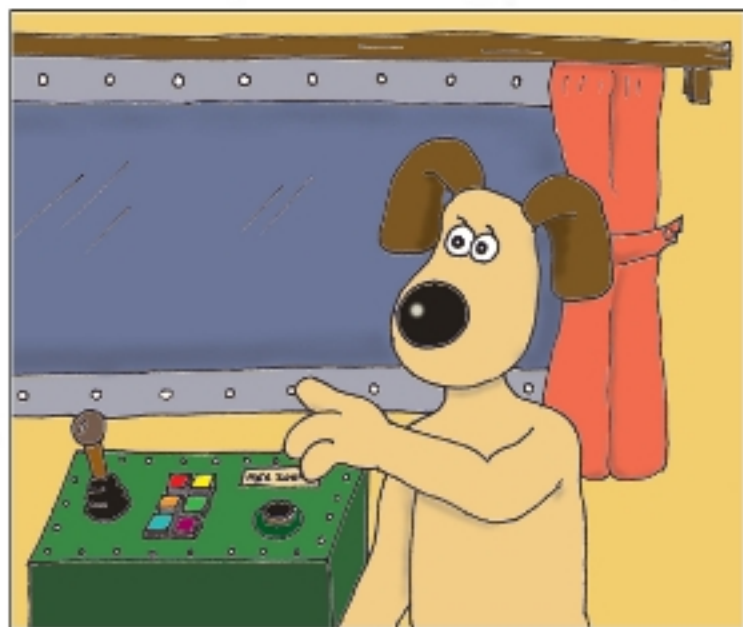
JOIN THE LARGEST AARDMAN MERCHANDISE PROJECT IN HISTORY!

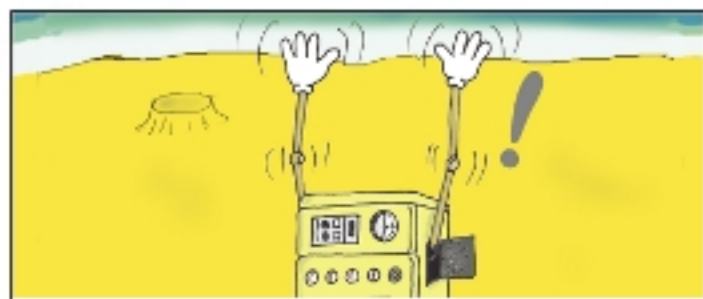
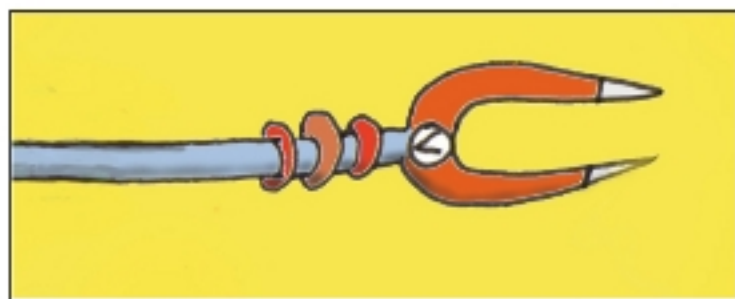
We're looking to work with big collectors in our goal of creating a complete database. If you know a lot about Aardman merchandise, especially earlier pieces or things from other countries, PLEASE get in touch!

sebh@62westwallabystreet.co.uk

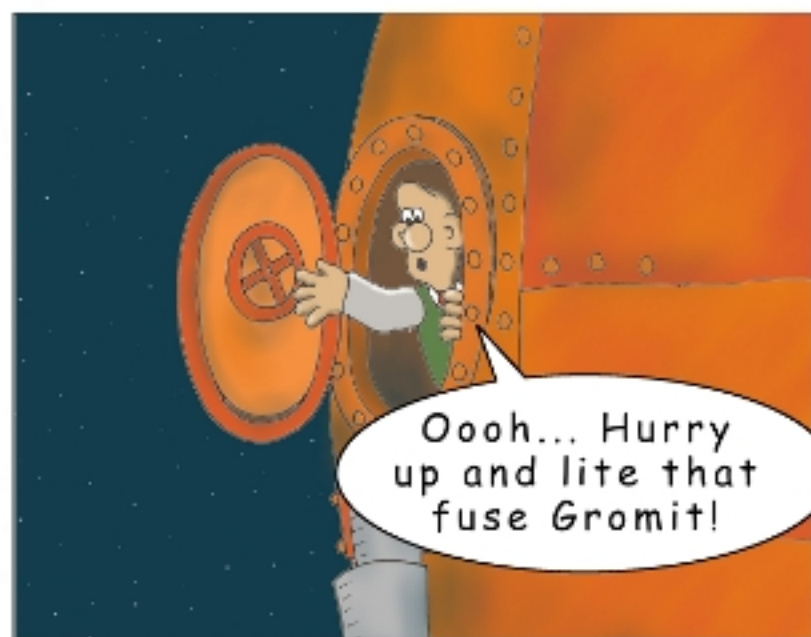
Martians on the Moon Part 2...













TO BE CONTINUED...

Coming this summer...

"The Undiscovered Gem in Aardman's Crown"



Fig 1. A wobbly, bobbly, dribbly, squiggly dog.

An Aardman Unleashed In-Depth Section

Only on 62 West Wallaby Street

NOW
SHOWING



COMING NEXT ISSUE...

EXCLUSIVE Interview
with 'Golly' on his life
and work at Aardman.

PLUS: - Next part of our comic
- And more...

