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POP.UP!

SIMPLY POP.UP! AND PLAY!

POP.up! Is a 'customize your own' costume and scenery combination. Its unique **structure** allows kids to bring to life their play scene. A quirky combination of **construction, creativity** and **play**. Pop the pieces of card together and decorate to make your fantasy play scene then simply customize your costumes and let your imagination run wild.

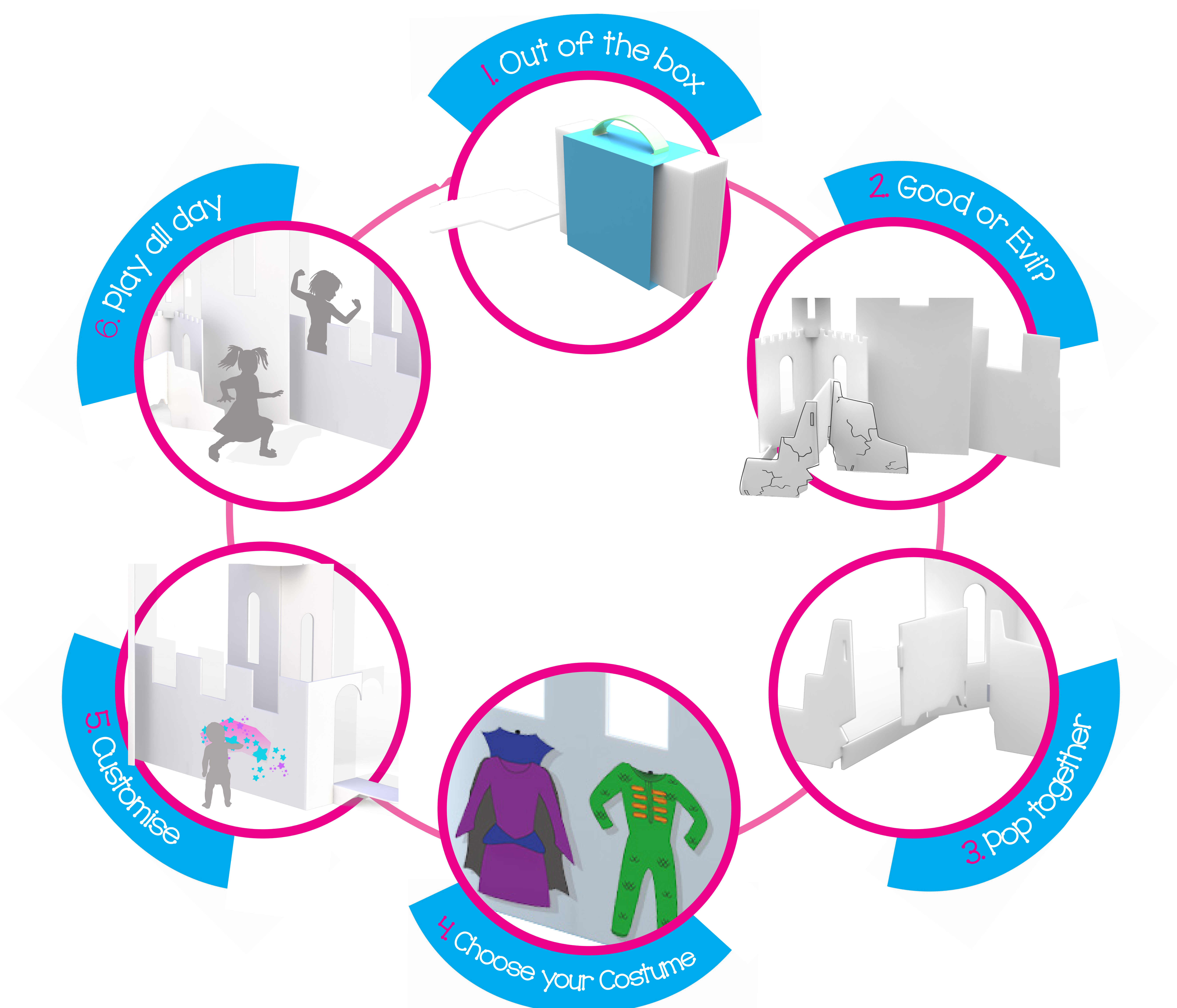


PLAY OUT OF THE BOX

When playing with **POP.up!** You simply take the pieces out of the sleeve, choose your play scene, are you playing in a **fairy princess castle** or the

evil queens lair? Next build and create your play scene by simply fitting the pieces together. When you are ready **style** your play scene however

you like, colour, glitter, paint! Finally chose your **costumes**, why not pick the **scary dragon** or the **noble knight**? Finally you're ready to Imagine.



CHALLENGING THE IMAGINATION