



A big welcome to the **Aardman Live Events & Attractions** newsletter! Here we celebrate the highlights of this fantastic year of activity, with new and exciting Aardman events happening all around the world – please feel free to get in touch if you'd like to know more about any of the content below: LiveEvents@aardman.com

ATTRACTIONS

SHAUN THE SHEEP'S FIRST EVER ATTRACTION LAUNCHES IN SWEDEN!



Shaun the Sheep Land officially opened at Skånes Djurpark in June, the world's largest zoo for Nordic animals located in the south of Sweden. It has been an enormous success in its first season, with visitor numbers increasing by over 19% and retail spend exceeding expectations in the attraction shop.

Shaun the Sheep Land is a brand new attraction based on the stories and characters from Mossy Bottom Farm. Visitors to the park are welcomed to a Swedish Country Fair where they can meet Shaun in person and explore his journey to the park from the UK, as well as hop on an exciting tractor ride to help Bitzer and Shaun find the lost flock before the farmer wakes up and finds out they're missing! Bespoke animation, 3D models of the characters and a large, themed retail space really bring the attraction to life, creating an unmissable, interactive experience everyone will love.



EXHIBITIONS

SHAUN THE SHEEP EXHIBITION LAUNCHES IN JAPAN

To mark Aardman's 40th anniversary in Japan, a special **Shaun the Sheep** exhibition launched at the prestigious Matsuya Ginza Department store in Tokyo. The exhibition features a variety of exciting items on display, including production sets and models from the Aardman studio, a live studio set and never before seen artwork that inspired the animation. In the exhibition we follow Shaun's journey from his first appearance in *A Close Shave* to his first feature film released in 2015. Receiving 70,000 visitors across 3 weeks, the exhibition continues its tour of Japan into 2018. Exhibition retail is supported with over 1000 new Shaun the Sheep merchandise lines.



ART OF AARDMAN INTERNATIONAL TOUR



The Art of Aardman exhibition continued its tour and opened at the Deutsches Filmmuseum in Frankfurt, Germany in June. The run was extended by 3 months due to overwhelming popularity until the end of January 2017. The latest visitor number report reveals they've exceeded their projected visitor numbers by 30% with 2 months to go!

Following Frankfurt the exhibition will move to the Australian Centre for the Moving Image in Melbourne, Australia opening 29 June 2017, where they will also feature some exclusive pieces from Nick Park's latest film currently in production, Early Man. They announced the exhibition at a special launch event attended by the Minister for Creative Industries as well as Shaun himself in November - see some photos below!



LIVE SHOWS

SHAUN TAKES TO THE STAGE IN CHINA!

The latest **Shaun the Sheep stage show**, 'Save the Tree' opened in China earlier this year to sell-out audiences. The show has been hugely successful, receiving some great reviews, and continues to tour China for the next two years including major cities such as Beijing and Shanghai.

The musical theatre show launched in 2011 and toured 34 UK venues. A new theatrical show followed, launching in the Middle East in 2014, and embarked on a successful tour of GCC states including Egypt, Saudi Arabia and Qatar and will continue to tour in 2017.



SHAUN'S FIRST EVER PUPPET SHOW LAUNCHES IN THE UK!



Shaun the Sheep starred in and launched his very own, brand-new puppet show at Haven Holiday Parks this summer: **The Mossy Bottom Show!** Shaun and his farmyard friends toured 34 Haven parks between May and July and reached hundreds of families of Shaun fans. The energetic show combines slapstick, classic comedy and farmyard frolics to deliver a unique experience for all the family to enjoy, including Championsheeps activities and prizes. The show is now available to book at venues throughout the UK.

ANIMATE IT! LIVE CONTINUES ITS TOUR

Aardman's new live show featuring Shaun the Sheep, Morph and Wallace & Gromit is a unique and interactive live experience, where the audience are joined by a trainee animator and a trainee director to learn some top tips about stop-frame animation from an expert at Aardman - and even become the stars of an animated movie!

The show toured 30 Park Resorts Holiday Parks in the UK this summer, as well as appearing at all 3 Butlin's venues as part of the line up for their Astonishing Family Science Weekends, accompanied by model making, storyboarding and zoetrope workshops. The show also ran at the Udderbelly Festival in Hong Kong over Christmas and New Year 2015 and is now available to book at theatres, festivals, shopping malls and theme parks.



CHAMPIONSHEEPS LIVE!

UK

Championsheeps Live! took up residency in the UK at one of Haven Holidays' newest Parks, Thornwick Bay this summer. Accompanied by Shaun's Vegetable Orchestra and the Mossy Bottom Cinema, guests could participate and have fun with Shaun in a variety of different ways!



SPAIN

7 Things held a series of Championsheeps summer events in shopping malls across Spain this summer too.

Tying in nicely to the Olympic Games in Rio, Championsheeps has had a great reception, with hundreds of children in attendance to join the flock and get fit with Shaun!



ASIA

There has also been lots of Championsheeps and Shaun themed event activity across various other territories this year including Indonesia, Japan and China.

A few highlights below!



RETAIL ACTIVITY

As well as the events themselves, we have also developed some supporting Championsheeps retail activity this year.

Walker Books are keeping young Shaun the Sheep fans busy with a sports-themed sticker activity book which includes augmented reality animations viewable on the Shaun the Sheep AR viewer app. You can use the app viewer to point at special Shaun the Sheep images which, once recognised, play a mini Championsheeps episode as if by magic!



BBC MUSIC DAY

SHAUN TAKES PART IN BBC MUSIC DAY!

In celebration of **BBC Music Day** and Aardman's 40th anniversary, we invited families in Bristol to join Shaun the Sheep and become part of his Vegetable Orchestra for a live performance at the Colston Hall in June.

The performances were broadcast across the BBC on TV, radio and online. Pre-performance workshops encouraged children to make their own vegetable instruments and learn rhythms to play along to the Shaun the Sheep theme tune and even sang Aardman Happy Birthday!



AARDMAN AWAY DAYS

This year we launched Aardman's brand-new, corporate '**Away Days**' where organisations can book a fun, creative and alternative team building day out of the office. Teams will learn about our production processes, work together and focus on communicating as well as trying their hands at model making and animating! Get in touch if you'd like to know more or click [here](#).



AARDMAN 40 YEARS ACTIVITY

This year Aardman celebrated 40 years of creativity with a series of special events, exhibitions and merchandise that celebrated the characters and stories created by the award-winning studio.

Here are a few highlights...

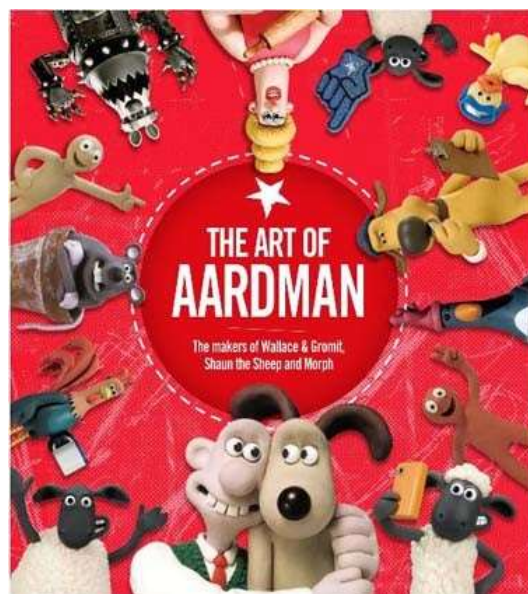
THE ILLUSTRATION CUPBOARD EXHIBITION



The Illustration Cupboard Gallery in London presented a one-off exhibition celebrating four decades of Aardman's animation production, design, creativity and cracking characters. The exhibition was extended by 2 weeks due to its popularity and sold many of its commissioned pieces by the time it closed.

THE ART OF AARDMAN

Simon and Schuster published *The Art of Aardman* book to celebrate 40 years of the studio. The book takes the reader on a tour through the studio archives featuring early character sketches and concept art. With forewords from founders Peter Lord and David Sproxton, as well as extracts from the sketch books of Nick Park and Richard Starzak, this book is an essential guide to the past 40 years of Aardman's incredible productions!



ISLE OF MAN STAMPS

The Isle of Man post office launched a special collection of stamps featuring some of Aardman's most popular characters in their most iconic onscreen moments from the past 40 years.



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