

STATE OF THE NATION: ART & DESIGN

Art of The Matter

From budding new artists to old masters, art licensing is proving that a picture is worth a thousand words.

A Wise Deal

JELC, which represents the award-winning greeting card and gift range **The Wisdom of Kids**, has announced an agreement with **Blueprint Collections** as well as with **Gemma** for greeting cards.

Alongside quality stationery, Blueprint will also produce items such as travel goods, glasses cases, make-up compacts and gifts, placing the range firmly in the adult arena.

Wisdom of Kids combines the hilarious insights of the under-tens on burning adult issues such as love, ageing and marriage with witty, understated lettering and illustration.

The Licensing Source Book Europe

Print

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Circ: 20,000

