



Press Release

A virtual hug to the little ones

In these days with lots of stay-at-home time and many parents struggling to balance work and childcare, an hour of quality screen time for the little ones can probably be a welcome activity.

A new offer for the 4-7 year olds is Wonder Woollies Play World developed by the Danish studio Fuzzy House.

Wonder Woollies is a dreamlike, cozy play universe. It is not a traditional game with points, levels and time limits, but a digital toy, where kids use their own creativity and imagination. Kids are to explore the universe and build stuff to play with. They can think up their own stories, play together and get inspired to more play by watching short animated films.

Wonder Woollies is a lush ethereal universe, where nature is all around - a fairytale like and magic place, where plants, flowers, trees and moss surround everything. This is where the Woollies live - six small furry friends with different interests. One lives in a piano, another one in a watering can and one in a space rocket. Their houses seem to be the result of their explorative play – built of this and that.

According to the developers behind Wonder Woollies, the small Copenhagen based studio Fuzzy House, this quirky handmade feel is exactly what Wonder Woollies is all about: Leaving room for open-ended play and paying a tribute to the creative process. The tactile feel of the universe with handmade elements in wood, felt, papier-mâché and clay is an appeal to kids to get out there and fantasize, create and build their own play universes.

Marianne Tietge, CEO of Fuzzy House says:

“Kids play increasingly take place on digital platforms, but often kids meet a very regulated and controlled play here, and they meet worlds, that seem perfect and easy to cope with. It is easy to color inside the lines, and the tower, you build, won’t tumble down. In a digital world it is easy to get everything right – in the physical world not so much, and that can influence kids sight on themselves and their capabilities and also foster frustration. With the handmade Wonder Woollies universe and with the stories, we want to send a message to kids, that they too can make things – and that it doesn’t need to be perfect.”

In Wonder Woollies kids learn through open-ended play. For younger kids knowledge is a whole lot about the ability to explore the world and try out various roles and situations, something kids do naturally, when playing – also when playing digitally.

Wonder Woollies is available from April 1st in App Store, Google Play and Amazon App Store. A part of the Wonder Woollies universe comes for free – to access the entire universe, the price is \$4.99.

Fuzzy House has earlier on released the app “Fuzzy House” – a cozy digital dollhouse that has had over 1 million downloads.

The Danish Film Institute and The Danish Arts Foundation have supported the development of Wonder Woollies.

www.wonderwoollies.com

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