

Meet Rabbit!



CANDLEWICK  STUDIO
an imprint of Candlewick Press



PHOTO © HAM PRODUCTS LTD



PHOTOS © HAM PRODUCTS LTD

Meet Rabbit!

Embracing adventure, joy, and creativity, Rabbit takes the time to enjoy life's simple pleasures and is always willing to try something new. Rabbit's distinctive black silhouette perfectly captures the character's energy and spirit. Whether lovingly watering a plant, sneaking a piece of cake, or jumping on a trampoline, Rabbit's joie de vivre shines.

Created by award-winning designer Jo Ham and her world-renowned HAM studio, the iconic character graces ceramics, textiles, prints, and stationery sold around the world and has been spotted everywhere from the Centre Pompidou in Paris to the Institute of Contemporary Art in Boston.

Rabbit also appears on bespoke products and artwork for global brands, including the Body Shop and Mini cars; stars in large-scale public and museum environments; and has raised funds and awareness for charity with limited-edition prints, including a recent Sunflower Rabbit benefitting the Choose Love Ukraine Crisis Fund that sold out in three hours.

And beginning in Fall 2023, Rabbit's happy world will be brought to life on the printed page . . .

2023 Is the Year of the Rabbit!

In this new series of books celebrating the magic of everyday life, Jo Ham's international sensation, Rabbit, hops into the pages of a picture book series for the first time.



Uh-Oh! Rabbit

On sale September 12, 2023
HC: 978-1-5362-3317-9
\$10.00 (\$14.00 CAN)
Ages 0-3 • 32 page
7" x 7"

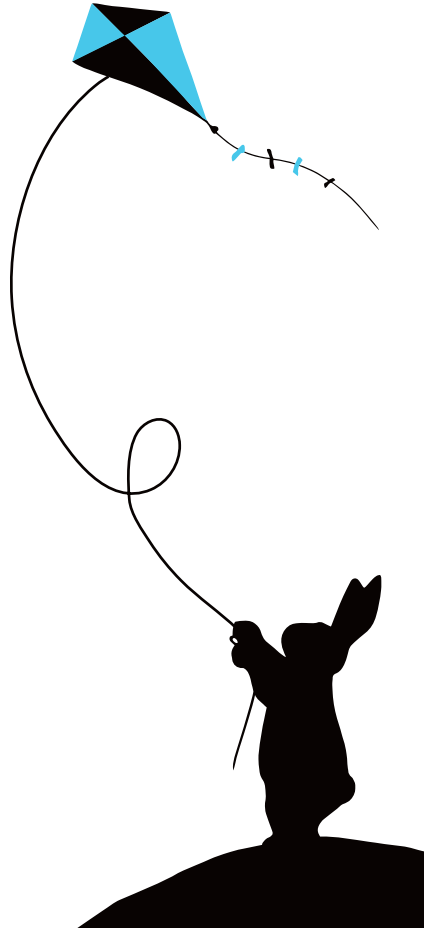
Seesaws, diving boards, ski jumps, slides—life comes with its share of ups and downs. And for the adventurous, on-the-go Rabbit, they're simply par for the course.



Yippee! Rabbit

On sale September 12, 2023
HC: 978-1-5362-3318-6
\$10.00 (\$14.00 CAN)
Ages 0-3 • 32 pages
7" x 7"

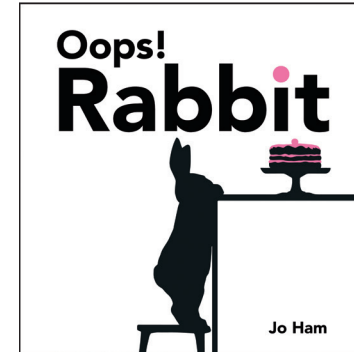
Are you in a superhero mood? Hold on tight as fun-loving Rabbit puts the "Yippee!" into a day of indoor and outdoor play.



CANDLEWICK STUDIO

COPYRIGHT © 2023 BY HAM PRODUCTS LTD

Coming Spring 2024



Oops! Rabbit

HC: 978-1-5362-3316-2
\$10.00 (\$14.00 CAN)
Ages 0-3 • 32 pages
7" x 7"

Big waves and sandcastles, paint cans and tippy chairs—accidents happen! And with cheeky, curious, and sweet-toothed Rabbit, they're almost inevitable.



CANDLEWICK STUDIO

COPYRIGHT © 2024 BY HAM PRODUCTS LTD



A Letter from Jo Ham

"I started drawing on walls when I was about five, much to my parents' dismay. They got me on to paper relatively quickly, and when my first watercolor set arrived at age eight, I was hooked. Ten years later I was studying fine art at university, specializing in anatomy and focused on the ordinary, capturing the everyday happenings around me. These vignettes of life and the familiar became dominant themes within my work, but years later, while recovering from a serious illness, I really stepped back to take in what makes the everyday so special. With my own normality threatened, I began treasuring even more the joyful simplicity of daily routines. Illustrations started to flow, odes to life's simple pleasures and the happiness found at home, work, and play. Rabbit, who I'd first drawn at college, became the mouthpiece of this movement. Playful and full of humor, the clumsy, bravehearted Rabbit allowed me to use a simple silhouette to tell a story; with a wrinkle of the nose or a twitch of an ear I could convey emotion. I set about building a world where Rabbit could take on life, living for every moment, and appreciating what a special privilege it is to be here."



PHOTO BY WILLOW WILLIAMS

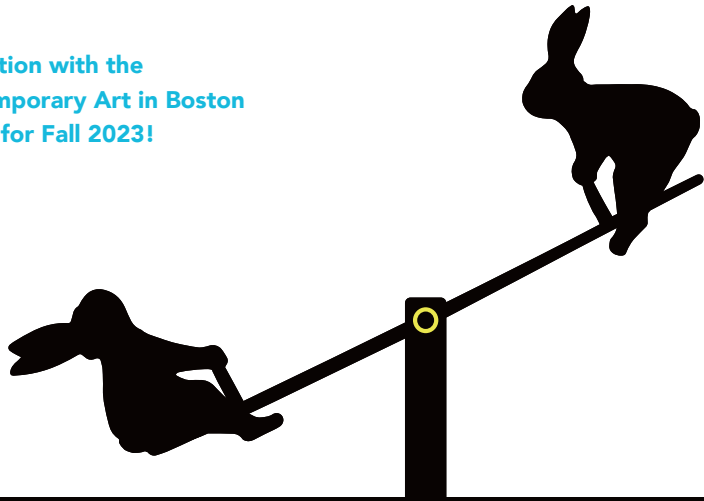
Jo Ham graduated from the Ruskin School of Art, University of Oxford, where she gained a degree in fine art with a focus in anatomy. She formed her eponymous studio in 2011. In 2018, she was awarded the Aviva Women of the Future Arts and Culture Prize and named the NatWest Great British Creative Industries Entrepreneur of the Year. Jo Ham lives on a farm in rural Shropshire with her husband, Stewart; six-year-old son, Kit; three-year-old daughter, Ren; and dogs Ted and Abe.

Jo Ham can be found online at www.hammade.com and @hamjoanna on Instagram. For information on the complete line of Rabbit products and retail opportunities, contact ellie@hammade.com.

Global Marketing Campaign

- International acquisition announcement
- Frankfurt Book Fair showcase wall
- National publicity campaign
- National consumer and trade advertising
- Retailer assets including in-store signage
- Displays at key early childhood, library, and educator conferences and gift shows
- Deluxe social media influencer campaign with bespoke Rabbit collections
- Promotional poster
- Activity sheets
- Social media asset suite, including graphics and animations
- Yearlong digital media campaign celebrating key holidays and moments
- Select author appearances
- Website: www.hammade.com

An exhibition with the
Institute of Contemporary Art in Boston
is planned for Fall 2023!



CANDLEWICK STUDIO
an imprint of Candlewick Press
www.candlewickstudio.com

Media Contact: Karen Walsh, Executive Director of Publicity, Brands & Key Titles • karen.walsh@candlewick.com