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NewsChildren's museum first in Europe with eco-animation



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Imaginosity, the three-year old children's museum in Dublin, is to be the first in Europe to preview a pioneering new animation series to help five-to-eight year olds understand environmental issues.

Called *My Friend Boo*, the series will be previewed to 200 Dublin school children. It tells the story of Ben, Jaq and Lucy and a magical dog Boo, who comes to life in their attic and takes them on adventures to find out how the environmental choices they make today will impact on their future.

Issues such as water conservation, renewable energy and the importance of switching off are explained in an accessible way.

Supported by the European Commission's funds for energy and the environment and produced by award-winning animators, including Curtis Jobling, best known for *Bob The Builder*, the series has pioneered a new approach to creating educational programmes for children.

Developed with children's involvement

Messages and storylines were developed with the help of leading independent experts such as WWF and tested at each main production phase on hundreds of European children in Bulgaria, Belgium, Ireland, Italy and Poland.

“The children have been working hard with the animators for over 12 months to give their feedback on the messages, storylines and characters. It is a wonderful opportunity for the children to input into issues that are so important to them today and to support them in understanding sometimes difficult concepts, to enable them to make choices that can ultimately save their planet,” said Orla Kennedy, director of Imaginosity who brought her US experience of children's museums to Ireland to set it up in 2007.

My Friend Boo will be broadcast on TV networks in more than 11 languages across Europe from June. Each episode will be accompanied by free downloadable teaching packs for schools and educators. RTÉ will be exclusively broadcasting the series in Ireland.

What is Imaginosity?

Ireland's first interactive museum for children, [Imaginosity](#) is a non-profit organisation that has achieved annual visitor numbers of over 138,000.

[Imaginosity has also been shortlisted for a 2010 O2 Ability Award.](#)

Located in the Beacon South Quarter neighbourhood of Sandyford, the 16,000 sq. ft. building incorporates the latest green technologies and is comprised of carefully designed spaces and exhibits that reflect children's developmental needs.

It features 8,000 sq ft of exhibits, including a two-storey climbing structure, an art studio, theatre and performance space and nine other immersive exhibit galleries.

Photo: Still from 'My Friend Boo' animation series

by Sorcha Corcoran