

Bring a StoryWalk to your Community

About StoryWalk™

A StoryWalk is a series of signs featuring an individual spread or page of a book (often a children's picture book). The signs or pages are spread through an indoor or outdoor space in sequence allowing for a reader to follow the story by walking.

The StoryWalk™ concept was created by Anne Ferguson and developed in cooperation with the Kellogg Hubbard Library and the Vermont Bicycle & Pedestrian Coalition. FMI contact Anne at StoryWalkvt@yahoo.com.



The concept has been developed into more durable and interactive structures in Maine by Curious City with the financial, project management, or advisement of Let's Go!, WinterKids, Raising Readers, The Portland Public Library, Portland Public Health, Healthy Portland, Portland Recreation, Portland Housing Authority with development management from and Banacom Signs.

Many StoryWalks produced in Maine are accompanied by activity prompts so readers can participate in the story and increase their physical activity.

Financial support for StoryWalks has come from both literacy and anti-obesity/physical activity motivation grants.

StoryWalks have been used on trails, grounds, playgrounds, and beaches in all seasons.

Creating A Temporary StoryWalk

Anne Ferguson of the Kellogg Hubbard Library in partnership with the Vermont Bicycle & Pedestrian Coalition has created a great system of disassembling physical books, laminating them, and attaching the laminated pages to wooden stakes.

There is a complete description of the process at <http://tinyurl.com/86ah9fl>. The cost of the project is \$100-150.

FMI contact Anne at StoryWalkvt@yahoo.com.

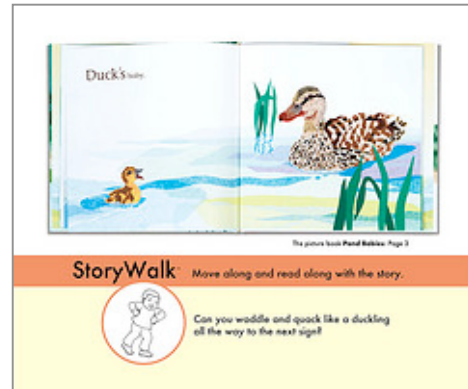


Bring a StoryWalk to your Community

Creating a Permanent StoryWalk with the Curious City Template and an Available Book Title

If your funding or mission is looking for a more permanent StoryWalk for your community, Curious City has come up with a template that displays an open picture book spread and a physical action associated with the story of each page.

If you would like these titles in your community, you can ask Curious City to request permission from the publisher for your project, to place your logos and messaging on the first and last sign, and to have the design files sent to you to print on the material of your choice. Total cost is approximately \$550.



Contact Kirsten Cappy at Curious City at 207-420-1126 or Kirsten@curiouscity.net.

Available Titles:

Nest, Nook, & Cranny by Susan Blackaby & Illustrated by Jamie Hogan (Charlesbridge Publishing)

The Bugliest Bug by Carol Diggery Shields & Illustrated by Scott Nash (Candlewick Press)

And Here's To You! by David Elliott & Illustrated by Randy Cecil (Candlewick Press)

Pond Babies by Cathryn Falwell (Down East Books)

For Just One Day by Laura Leuck & Illustrated by Marc Boutavant (Chronicle Books)

(Availability of any of the titles above is based on the publisher approving your individual location and project.)

Curious City provides communities with:

Project Management:

You will need someone to manage the project and take care of:

- Title Selection Assistance
- Partner Communication
- Partner Customization (Logos & Messaging)
- Publisher Permissions
- Designer Prep & Communication
- Printer Communication
- Prep take-away messaging

Fee: \$75 per hour

Estimated Cost: \$250

Sign Design:

This designer will take care of:

- Edit two signs with partner messaging and logos
- Transfer files to printer
- Design any take-away messaging

Vendor: Marty Braun

Fee: \$75 per hour

Estimated Total: \$300

Bring a StoryWalk to your Community

Creating a Permanent StoryWalk with the Curious City Template and a New Book Title

If you have a particular title in mind and want Curious City to manage the publisher permissions, the photo shoot of the book, the activity design, the activity illustrations, the sign design, and finally the design files to print on material of your choice, the pricing is below. Total cost is approximately \$1950.

Project Management

Vendor: Curious City

Fee: \$100 per hour

Estimated Total: \$500

Tasks:

- Title Selection Assistance
- Partner Communication
- Partner Customization (Logos & Messaging)
- Publisher Permissions
- Activity Design
- Designer Prep & Communication
- Illustrator Communication
- Printer Communication
- Prep take-away messaging

Action Illustration

Vendor: Book's Illustrator

Flat Fee: \$225

Tasks:

- Creation of Action Illustrations
- Transfer of illustrations as high res digital files to Designer

Book Photography

Vendor: Jay York

Fee: \$225

Tasks:

- Photographing of book spreads
- Creation of edited digital files

Sign Design

Vendor: Marty Braun

Fee: \$100 per hour

Estimated Total: \$1000

Tasks:

- Design signage within current template incorporating:
 - photos of book spreads
 - action illustrations and prompts
 - partner messaging and logos
- Transfer files to printer
- Design any take-away messaging

Bring a StoryWalk to your Community

Mounting StoryWalk on Coroplast

This process allows a community to have lightweight, durable, moveable signage that stakes into the ground (like a political campaign or real estate sign) to share in different parts of the community.

Recommended Vendor: Banacom Sign (South Portland, ME)

Fees:

\$ 3.21 per Heavy Duty Stake

\$24.11 per 22" x 20" Vinyl - Gloss - Adhesive Back Printed on HP 5000/5500 using Hewlett
Packard Solvent Inks Mounted on Coroplast - White - 3/16 Thick

\$25.00 Brochure Box

Estimated Total: \$408

Mounting StoryWalk on Permanent Sign Posts

This process varies but is used to make a permanent change to an outdoor space by mounting weather-proof signboards on installed posts and frames. Costs vary.

Recommended Vendor: Welch Signage (Scarborough, ME)

Fees:

\$125 per Weatherproof Signage (Alumalite with safety framing)

Number of Signs: 14-19 (depending on the book selected)

Recommended Vendor for Wood Frames, Posts & Installation: TBD

\$103-200 per Wood Posts, frames, and installation

Number of Frames & Posts: 14-19 (depending on the book selected)

Other Budget Considerations

- Funds for landscaping post-installation
- Funds for a public opening of the StoryWalk
- Funds to produce a web page or site to support StoryWalk
- Funds to remove graffiti
- Funds to replace damaged signage
- Funds to add sign posts if add a new story with more "pages"