

## Leo Broadley

### **'THE BRICK EATER'**

**Research:** My current 'live' research project is a **picture book** relating to issues relating to childhood obesity. This was competed as a working storyboard on 28<sup>th</sup> March 2016 and is now is in Bologna, Italy being shown to world publishers as a potential project. It has the potential to resonate and to generate comment and curiosity as a published work.

#### **Type**

Picture Book in Storyboard phase

#### **Year**

March 2016

#### **Venues:**

Bologna Italy

Publishing potential worldwide

This storyboard document with four colour spreads is now being represented at the Bologna Book Fair by The Organisation Illustration Agency in Kings Cross, London. The aim is to find a worldwide publisher for this contemporary work.

#### **Project: 'The Brick Eater'**

Illustrated 32 x Picture Book for 4-7 year olds related to issues of the current global obesity epidemic in children. The metaphor for food as a brick, with a central non-human character is the USP of this work.

The text is a non-rhyming text that can be translated into world languages and avoids issues of 'self-loathing' in children. This simply means that works about obesity should not refer to fatness, or physical size as a measure of obesity as this can lead to identification and victimisation of individuals in class.

Current medical research points to the idea that children and adults may be 'fat on the inside' and that no obese child in the class should be made to feel that they are identified (by peers) in relation to the story, and that actual health refers to access to balanced diet, enough sleep, physical fitness as well as good nutrition.