

# JOEY !

**VOOR  
KINDEREN  
VANAF  
3 JAAR**



**NU OOK IN HET NEDERLANDS**





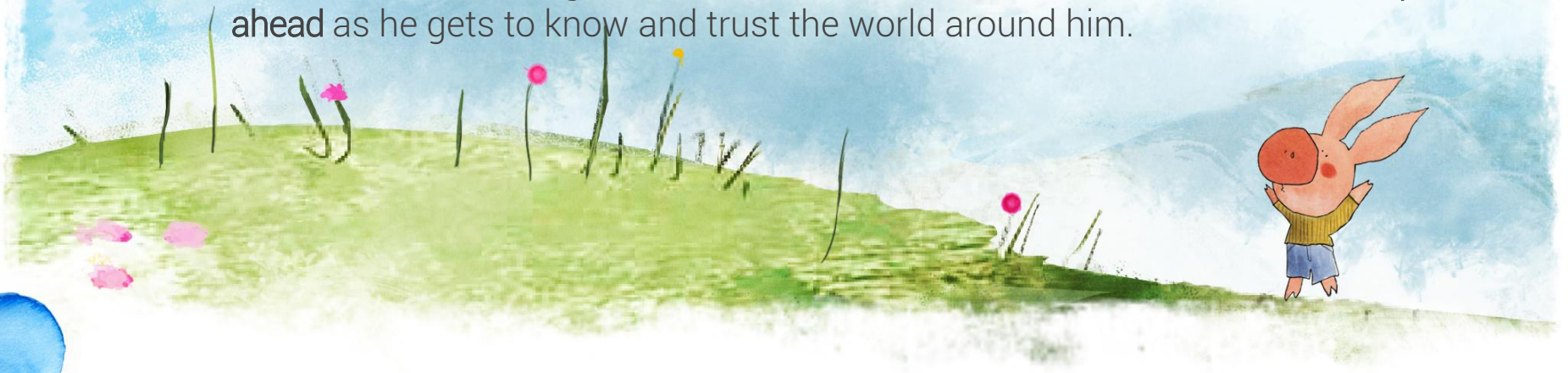
# The concept

TO GROW UP WELL, THE BEST WAY IS TO FIND THINGS OUT BY YOURSELF. AND THEN EXCHANGE WITH YOUR FRIENDS ABOUT IT.

**JOEY** is a happy little piggy. He's very observant and is a bit of an explorer. Every day he goes off to **find out more** about the world and nature around him. And that world really is full of surprises !

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**JOEY** enjoys all the discoveries he makes: what's that little firefly flying in the air? Why do leaves change colour without any warning? He likes to share his adventures with his family and friends. At the end of the day, on top of having had the best time, Joey is very happy to have learnt something new: **with each new adventure he makes another leap ahead** as he gets to know and trust the world around him.





# The origins

**A SERIE OF 24 ILLUSTRATED BOOKS BY GAO HONGBO**

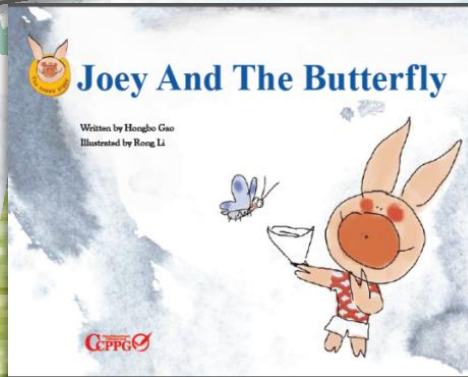
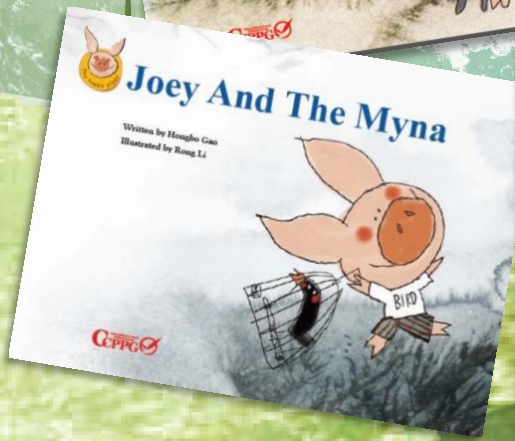
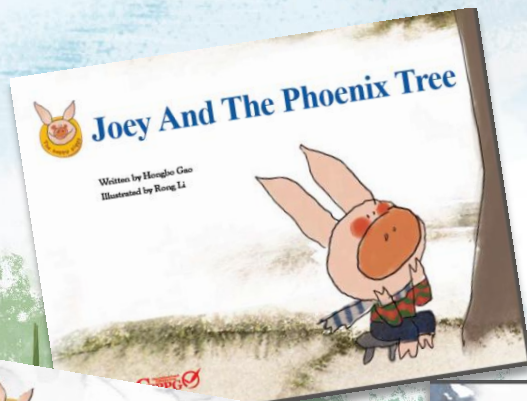
**AND LI RONG, PUBLISHED BY CCPG IN CHINA**

**(RECOMMENDED BY THE PRESIDENT OF IBBY, THE INTERNATIONAL BOARD ON BOOKS FOR YOUNG PEOPLE)**

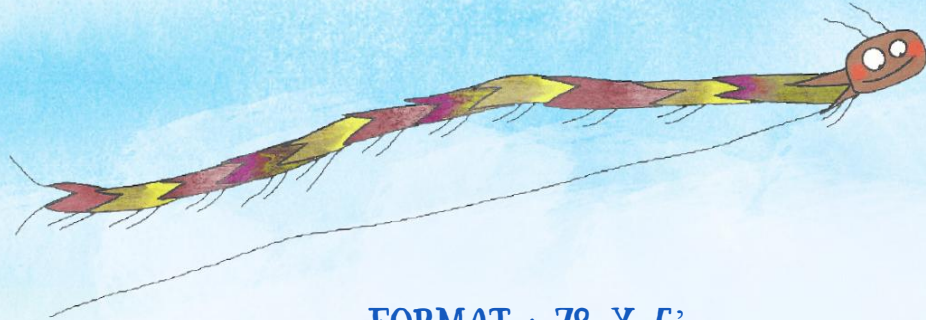
**600 000 BOOKS SOLD IN CHINA SINCE 2003**

**A SERIE ALREADY PUBLISHED IN SEVERAL LANGUAGES**

**NU OOK IN HET NEDERLANDS**



# The serie



FORMAT : 78 X 5'

GENRE : DISCOVERY, ADVENTURE, AND POETRY

TARGET : GIRLS AND BOYS 3 +

## THEMES AND KEY POINTS :

- Discovery of the world
- Joys connected to nature, new encounters, little victories
- Learning about life with family and friends
- Emotions we have to learn to live with

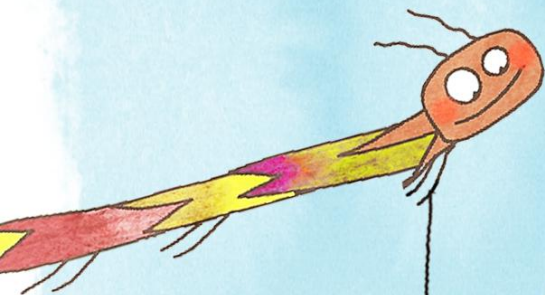




# Tone and Style







True **image poetry** comes out through full attention **to detail** and the style chosen for the animation. Just like Joey, our young viewers will have the time to see and experiment.

**Sensory aspects** connected to nature take centre stage: scents, sounds, beauty of shapes and colours... all are brought about through storytelling and offer breathing spaces in the middle of the action.

**Funny little rituals**, some unusual and even incongruous, but still accessible to little ones, reinforce the series' distinctiveness. For instance, when Joey greets the flowers in the garden in passing and they giggle back cheerfully.

**Joey's world is timeless.** Everything to do with our contemporary world is represented "neutrally" as required and fits in with the series' graphic design.

Some of Joey's catchphrases will turn into **little ditties punctuating the story**, inciting the children to hum and sing along with Joey: when Joey greets his friend Windy the kite, before he sits down on the tree stump next to him.



# Characters









# Joe!

## A UNIQUE LITTLE HERO

**Joey is a little piggy aged between 4 and 6 years old. He's doubly unique. First he is an only child, and he looks like no one else. The way he is amazed by everything, his love of nature, his sensitivity make him an engaging and endearing little hero.**

But Joey is not perfect ! Boisterous, stubborn, a little lazy and very fond of food. His curiosity is insatiable. He simply cannot resist the smell of a cake cooling down on the kitchen table... Could Ruby the little bunny perhaps come along and give him a helping paw to purloin it discretely?.... « Just to have a little taste ! »

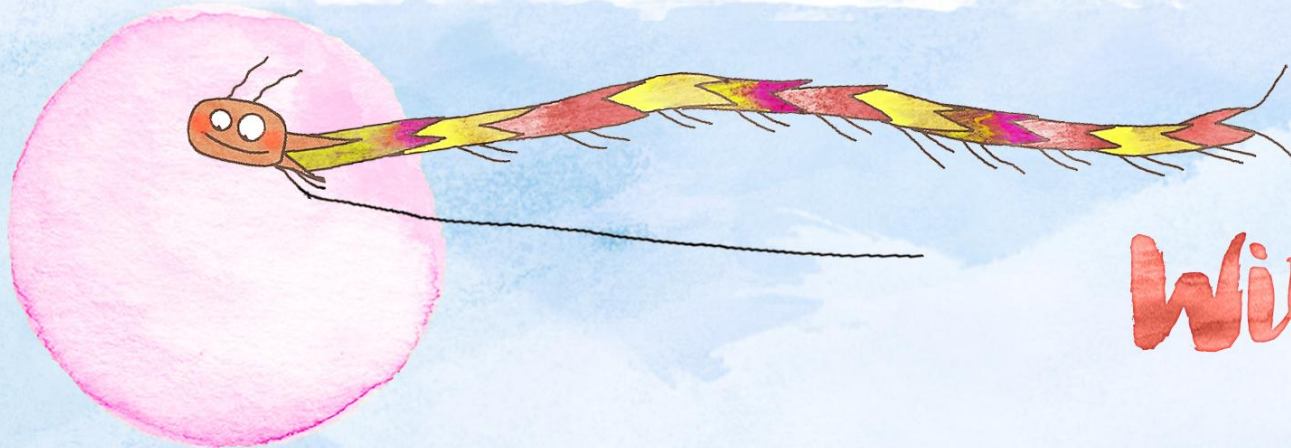
**A single child, but he's not lonely at all.** Joey enjoys sharing his discoveries with his family, his friends and likes to make new ones along his adventures. For instance when a little lizard gets into his bedroom



through his window at night... Doesn't he know this is Joey's bedroom? And what if he were a crocodile?

After an adventure filled day, he goes off to tell his kite (who can keep his secrets) all about it , or he sings a nursery rhyme in the garden with the daisies (who are complete chatterboxes! ).





# Windy

## THE KITE

Windy hangs up in the air from a post in a corner of the garden. From up there in the sky, he can see and hear everything that is going on.

Joey likes to come and sit down by his friend on a tree stump. **He tells him about his day and asks him whatever question pops into his mind.**

Windy listens to Joey and gives him all sorts of advice, and sometimes he expresses them as proverbs or short quotes such as : "The one who is soaked never gets wet when it rains" or "The secret for never falling down is to remain seated". But this is a ritual Joey wouldn't miss for anything in the world.



# Orsi

## THE BEAR CUB

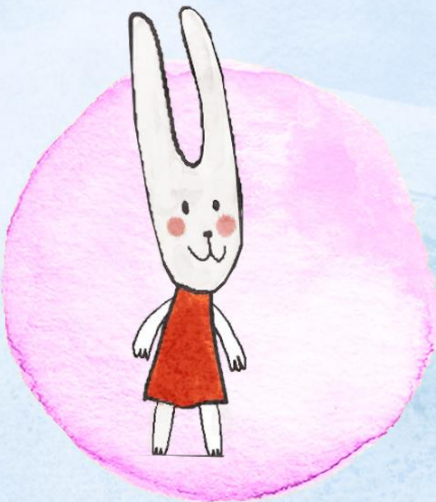
Orsi often wears a funny mask... It looks strange, but Joey understands this is not for fun : **Orsi** is allergic to all sorts of things. But this doesn't mean he can't play, but he has to check many things before taking the plunge and following Joey and Ruby. A bit of a coward, he is loyal to his friends though, and manages most of the time to confront his fears to go along with them on their next adventure.



# Ruby

## THE LITTLE BUNNY

**Ruby** is a cheerful and fun little bunny girl who is full of imagination. She's always game for whatever comes next, from building a snowman to organising a treasure hunt. Joey likes sharing his adventures with her, though he finds her at times a bit over the top! It's got to be said that Ruby can get a little bossy at times, ("Come quickly, Joey ! Let's have a look at those bushes over there... Follow me !") and her inexhaustible energy becomes overbearing at times ("Stop smelling that flower, Joey : let's have a race instead... Let's goooooo !").





# TamTam and Toutim

## THE TWO LITTLE MONKEYS

Twins **Tamtam** and **Toutim** aren't Joey's friends even if they try their best to become one of them. A bit liar, they like to tease and to bragg. And they never lose an opportunity to stick their noses in other people's business.



## Joe's mum

**JOEY'S PARENTS KEEP A CLOSE EYE ON THEIR DARLING SON... SOMETIMES A LITTLE TOO CLOSE FOR HIS LIKING ! JOEY THINKS THAT PARENTS REALLY NEED A LOT OF REASSURANCE...**

**Joe's mum** is sweet and joyful but never compromises with punctuality and discipline. In particular, arriving late for meals is a big no-no. Given Joey doesn't have a watch and loses track of time more often than not, she's set up a large bell to let him know when it's time to go home. And he'd better watch out if he doesn't get back on time! He often tries to sweeten her with big pleading eyes... And it works... Every second time !





# Joe's dad

**Joe's dad** is a forest ranger. He leaves for work early in the morning and works all day, but he puts aside whatever time he can to go and have a chat and a play with his son. He knows absolutely everything there is to know about nature in general, and plants in particular. He often brings home a surprise for his son: a decorated walking stick engraved with his initials, a set of panpipes made out of trimmed reeds...

He often shares what he knows with his son and shows him what is hidden in nature: he just needs to open his eyes!



# Granny

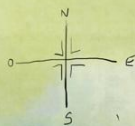


**Granny** (Joey's Dad's Mum) lives with Joey and his parents. She's always in a good mood and full of energy. She takes care of the house and the garden. Understanding and attentive, she is a good listener to Joey and always knows what to say to cheer him up. He takes part in some of her activities (gardening, cooking...) but always somehow manages to avoid others (putting the laundry out, picking up dead leaves...). Then, he's always verrrry busy... By pure chance of course !









The mysterious track

The forest

Joey's house

The city's lane

The fields

The little bridge

The adventure road





# The garden

The garden is well taken care of by Joey's Grandma. At Joey's scale it looks huge. It comprises of an orchard, a vegetable garden and several flower beds (containing the flowers, those little chatterboxes who meddle with things that are none of their business). The garden also contains a few "secret" places (landscaped bushes, small garden shed...) where Joey loves to hide, as well as various nooks and crannies left wild : in short, it's filled with many opportunities to play explorers ! And then of course, there's the area where Windy, the kite, is hanging.



## Joe's tent

As well as his bedroom, Joey is also lucky enough to have another private place: a tent his Dad set up for him in the garden. In the summer, he can sleep in it all by himself, like a big boy. This is one of Joey's very special places, especially as it allows him to observe nature and its inhabitants to his heart's content. Joey's tent is his private space, his own little corner and he would not let an intruder come and disturb him there. All the more as under his zed bed, he has a few "souvenirs-treasures" stored !





# Joe's house

Joey's house is cosy and comfortable. It contains a large kitchen where the family sit down for meals, a living room, his parents' bedroom, his grand-mother's... and of course Joey's bedroom : set up in the attic, with a window directly overlooking the garden. Insects, night birds or other creatures sometimes come in and wake Joey up for an impromptu visit..





# A glimpse at Joe's adventures

## JOE AND THE WHITE FEATHER

It's autumn time. A very happy Joey is taking a stroll in the forest: it's so nice to smell all the autumnal scents and look at the leaves falling off the trees! But suddenly, among the beautiful red and golden leaves, Joey spots a white feather as it comes down twirling. "That pretty feather has just dropped down from the sky! Who can it belong to?" Joey wonders. He grabs it quick as a flash and starts investigating. It won't be easy, but once his adventure is over, he will get a really nice surprise...

## JOE AND THE FLOWERS

Joey is determined to enjoy this nice spring day. So, off he goes to admire the flowers opening up. He breathes in their lovely scents and runs around all over. But unfortunately something's wrong: Joey starts sneezing, his eyes turn red, his skin starts itching... Oh no! What's going on? "That flower is beautiful and it smells really nice! Why does it make me sneeze so much?", Joey wonders. Thankfully with Doctor Woodpecker's help, everything soon gets back to normal and Joey can fully enjoy the nature around him, without needing a handkerchief!

## JOE AND WINDY'S RIDDLE

Joey tells Windy the kite that he would like to surprise Ruby the little bunny girl for once. He thinks she comes up with ideas a little bit too often and for once he'd like to suggest a new activity. But what? Windy suggests they solve a riddle he has invented especially for them. Joey cheerfully leads a delighted Ruby into an adventure filled with discoveries and new encounters, as they look for the solution to Windy's riddle.





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