

PRESS RELEASE



PICTURA
23 George Street
Port Chalmers 9023

Contact:

Jo Pearson
E: hello@picturabooks.co.nz
T: 021 833 717

Date: 7 May 2022

FOR IMMEDIATE RELEASE

Newly launched book shop aims to thrill young browsers

You'd struggle to find a better place than Port Chalmers for a shop centred around illustrated books for children. There's not just the outside fun of freight trains, container trucks, huge ships and gantry cranes to fuel the imagination, there's the intrigue of the township itself, not to mention the nearby bird and seal colonies and the ever-present and ever-changing elements, sea and sky. In the heart of it all is newly opened children's book shop Pictura, at 23 George Street.

Pictura is the brainchild of Jo Pearson, a Careys Bay local who has worked in the book publishing industry as a designer and illustrator. Her insight is that the physical experience of browsing, the allure of a bookshop and the charm of a genuine bookseller is more intensely felt by young readers.

"It's such a tactile experience for children, since their literary experience typically begins with board books, pop-up and lift-the flap books, and they are fascinated by the mechanics of page-turning," says Pearson. "And of course children literally judge a book by the cover."

Pearson is also keen to press home the value of illustration itself, not just as an artform, but as a visual narrative technique that contributes enormously to young children's intuition. "Picture books really foster an emotional literacy, because kids make sense of a story not only through the words, but through the scenes and actions in the pictures. And in time they learn to retell the story themselves from the images they've absorbed, just as much as the words they've heard or started to learn."

With a robust global market for children's books, Pictura won't have a shortage of new titles to inspire new readers. Featuring a wide range of picture-books from the likes of master illustrators Oliver Jeffers and Jon Klassen, and a hearty stock of contemporary picture books from Aotearoa, Pictura also stocks board books for the very young, illustrated non-fiction titles and a selection of graphic novels for 8-12 year olds. The aim is to be a shop of consistent quality and variety.

"Even in the age of online shopping, having a physical shop means our customers can rely upon the warm experience of popping in to Pictura for a visit," says Pearson. "There'll always be something new to read, and a lovely comfy spot to sit."

Pictura's carefully curated catalogue is also online on their user-friendly website, picturabooks.co.nz. Pictura offers free delivery and gift wrapping to Dunedin and West Harbour residents, as well as click & collect.

Pictura is open at 23 George Street, Port Chalmers from Wednesdays to Saturdays.

- ENDS -