

"A delightful trove that sparks off smiles, ignites buried dreams and touches the heart."

—SARAH WONG,
ENGLISH LANGUAGE
TEACHER

"I love how the rhymes inspire kids to dream, grow and push limits. And the art is just amazing!"

—SUSANNA KOECHIL,
HOMEMAKER & MOTHER



"The poetry in this charming book is rich in idioms and turns of phrase. It provides a fun way to develop a more sophisticated understanding of English."

—TIM CLARK,
UNIVERSITY LECTURER

MUSINGS ON THE MOON
Loony rhymes for playful minds

Written by: Flo-Jo
Art by: Rex Lee

Category: Children's Book
Format: 21cm x 21cm Hardcover
Pages: 47

About the Creators

Rex Lee and Flo-Jo collaborated on this book to spark imagination and wonder in readers through classical storytelling. In an age where kids are especially exposed to overwhelming content, they hope to rekindle the love for timeless fables with stories that foster life-giving values, in a fun and accessible way that also cultivates a deeper engagement with the English language.

Rex Lee is an accomplished artist and award-winning animator. Flo-Jo writes creative copy professionally and short stories at leisure. Both are media professionals and currently run an advertising firm as business partners.

MUSINGS ON THE MOON

Loony rhymes for playful minds

Rhyme along to a quirky beat with a happy cat through his triumphs and misadventures!

Follow the curious and free-spirited Mau as he journeys across worlds and muses about interesting characters and situations he stumbles upon.

From serenading a dinosaur to battling a mighty swordfish, Mau is always determined to have a good time, and laughs at himself through fun and folly. He thinks beyond convention, and draws lessons from life's curious ironies.

Light-hearted, playful, partly philosophical and sometimes absurd, this book has something for everyone.

It's great for kids who love tongue-twisters, fun wordplay and amusing idioms. Grown-ups can equally relate to the themes that encourage a spirit of endeavor, and the will to push beyond limits.

Artfully rendered in pen and ink, the illustrations are intricately hand-drawn, and they beautifully convey fantastical landscapes while expressing Mau's character and the values he stands for, with a charming style and classical simplicity.

Everyone can enjoy a laugh, rhyme along to a happy beat and perk up to an amusing story. Readers are invited to muse along and rekindle their sense of wonder, one loony rhyme at a time!

BACKGROUND

Musings on the Moon started with a love for storytelling. Rex's unique art style and brand of character illustration, coupled with Flo's inclination towards folklore and children's fables, provided the context for how the stories were penned. Both the creators value a classical way of story expression and wanted the book to convey meaningful and engaging content while making it accessible and equally delightful to readers of all ages.

Together, they have collaborated on a variety of video, animation and advertising productions across different media. Even as storytelling is a part of their professional routine, the creative expressions in Musings on the Moon were borne out of their personal aspirations and experiences. It remains their sincere hope to amuse and delight readers with their heartfelt voices, while rekindling a love for simple fables that foster positive values.

Kickstarter was chosen as the platform to launch this debut book project because of its recognized position as an enabler of innovation. Other than the benefit of helping creators manage investment risks through crowdfunding support, the platform provides a direct way for project creators to reach out to the general public to test the viability of their creations, and to forge valuable connections with a focused audience that can help them in their longer-term journey of innovation.

Both project creators felt better aligned with taking this course that would bypass traditional publishing conventions, since their stories underscore their own conviction towards challenging the boundaries and limitations of established belief systems. Also, while their lives have been affected by effects of the Covid 19 pandemic, they committed themselves to launching this project as a signal to others who have been afflicted – it is their call to hold on to hope, and to not give up creating meaningful things in life in spite of the odds.

Project Goals:

- Create joy, and celebrate the beauty in life
- Engage young readers with a fun way of learning and appreciating the English language through rhymes
- Rekindle a love for stories with classic and timeless values
- Foster life-giving values while encouraging a spirit of endeavor and the will to challenge boundaries.

THE KICKSTARTER CAMPAIGN (Duration: 30 Days)

Launch Date: 16th October 2020

End Date: 14th November 2020

Funding Goal: SGD\$40,000 (for Kickstarter fees, production and printing of 1,000 hardcover books)

Genre: Publishing; Children's Book

Link: <https://www.kickstarter.com/projects/musingsonthemoon/musings-on-the-moon-loony-rhymes-for-playful-minds>

PROJECT CREATORS

Writer: Florence Lim (Flo-Jo)

Florence has been writing through most of her professional career. She directs creative copy for work, and writes short stories at leisure. She has special affection for folklore and fairytales, and is currently working on a series of short stories inspired by Scandinavian mythology. *Musings on the Moon* is her debut book collaboration with Rex, featuring a collection of whimsical rhymes and stories that was created to delight readers of all ages.

Florence enjoys travelling and tries to explore the world through camera lens, conversation and literature. She is godmother to half a dozen children, and far too many cats.

Artist: Rex Lee

An accomplished artist, Rex's work in ink illustration has won popular appeal and he continues sharing his craft through collaborative art and teaching projects. His participation in a global ink-art initiative called "Inktober" was recently featured on [BBC](#) news.

In his youth, Rex wrote and illustrated for a cartoon column in *Lianhe Zaobao* (a major newspaper in Singapore), and was later a pioneer in the local digital advertising scene. His early foray into animation saw him engage in exchanges with leading studios like Stan Lee Media, Illuminated Film Company, Gonzo Animation and Shanghai Animation Film Studio, where he gained invaluable insights and experience. He has also garnered some awards for his digital animation work.

Rex is a veteran Ukulele player and performs with a band in his leisure time. He is also currently working on an animated short film together with Flo-Jo.

TEAM AWARDS AND ACCOLADES FOR PAST WORKS (SHORT FILM/ANIMATION)

Bitfilm Awards: "Moneybird, fly!"

- Bronze Award Winner (in collaboration with Mr Brown)

Creative Circle Awards: "Lacklustre Lucy"

- Silver Award (Television & Cinema - Craft)
- Silver Award (Television & Cinema - Animation)
- Bronze Award (Television & Cinema - Soundtrack)

WACOM Seasonal E-card Competition: "Baah"

- 1st prize for Funniest e-card category

ENCAMS (UK) Keep Britain Tidy Online Campaign: "Lick The Loot"

- 1st prize winner

TGSNT International animated-shorts contest: "The Habit"

- Nominated entry

FutureAsia 2029: "Home"

- Best of Competition
- Best of Story



We will be happy to provide additional information, quotes and interviews.

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Images: <https://myspacecats.com/pages/press-photos>

Videos: <https://www.youtube.com/channel/UCOOedf3zBNk7F012IEwPvLA>

Facebook: <https://www.facebook.com/myspacecats>