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## BLE STAND J0

MGL celebrated 25 years in licensing in 2015, making it one of the most established art licensing companies in the world. Over the years MGL has grown from a handful of artists and licensees to being a leading artist agency with over 300 international clients. The art portfolio incorporates very diverse styles and themes that range from fantasy and animals to vintage and contemporary graphics. Many of the designs are created in close cooperation with clients and a selection of commissioned artists to suit specific demands and needs.

Lily & Val has been one of MGL's biggest stars of 2015. Following a successful launch in the UK with a giftware and stationery range by Portico, Lily & Val is expanding their licensing programme in Spain and Portugal thanks to a new partnership with Grupo Erik. The new product range will feature stationery, wall art, greeting cards, mugs and key rings, all showcasing Val's distinctive style of hand made chalkboard art. Further more, L&V are currently developing an exciting range of wedding themed paper products with a major UK manufacturer, to be launched during 2016.

Adult colouring books were a huge trend during 2015 and MGL have developed a very strong portfolio of black and white line art that proved to be a real hit amongst their clients. The work of Sharon Turner (one of MGL's newest artists) has been taken by Trends International in the USA, who developed an exciting colouring book featuring a selection of her images to be published in Spring 2016. Artist Colin Thompson has also been commissioned for a colouring book by German toy manufacturer Ravensburger following his massive success in the jigsaw puzzle market.

The colouring-in trend goes beyond books. Calendars, jigsaw puzzles and wall art are some of the other product categories for which MGL has licensed the work of their artists. Valentina Harper (who has already published a number of colouring books translated to several languages) has developed a new range of colouring-in calendars for 2017 and is also working on bespoke designs for a brand new colouring in puzzle for the North American market.

MGL is starting 2016 with a strong portfolio of new artists that have been carefully selected to meet the needs of the licensing market. As MGL's

Managing Director, Adam Meiklejohn comments *“We find it very important to be on top of image trends and we are always on the look out for new talent. Our team travels the world visiting and exhibiting at tradeshows, to see what is popular, as well as meeting with new and existing clients”*. Artists such as Neeti Goswami are a great addition to their offer of colouring-in images, with intricate hand made designs inspired by the art of the mandala. American designer Gail Fraser brings to MGL a strong portfolio of stunning and adaptable designs that includes floral, vintage and seasonal images. UK based artist Irina Garmashova-Cawton is an award winning pencil and watercolour artist who has a number of international exhibitions under her belt as well as licenses in a wide range of products. Her work has received excellent feedback at last years BLE and MGL is already working on a number of new licenses that will see the light in the upcoming months.