



THE LITTLE  
ASTRONAUTS

# WELCOME, SPACE TRAVELERS!

Are you a dreamer who fantasizes about awesome discoveries? Or a thinker who comes up with new technology? A doer who builds things, or a daredevil who's happy to climb on board a rocket?

In the future, all children will be needed to take humankind a step forward.

My hope is that, with the Little Astronauts, I'll inspire the dreamers, thinkers, doers, and daredevils of the future to look beyond their own horizons. That is where new worlds are waiting to be discovered.

Put on your helmet,  
pull on your gloves, and let's fly.  
3, 2, 1, GO!

*Andre Kuipers*  
AKV

## Reach for the stars and your dreams may come true

Medical doctor and astronaut, André Kuipers, lived and worked in the International Space Station (ISS) for 204 days. As a child he devoured the science fiction books he got present from his grandmother. Exciting adventures in the universe is what his own dreams about space travel were based on. Since returning from his second space mission, André Kuipers has been inspiring children about science, technology, innovation, and our beautiful Earth.

Research shows that if children are inspired before the age of 12, they are more likely to do something later in life with the knowledge they gained during play.

That is why André in turn is taking children on a journey into space, to a world where there is no such thing as up or down. A world where you can run up a wall, cycle without a saddle and pluck

your drink out of the air because it's floating in bubbles all around you. A place where everything is different to what it is on Earth. Where learning and laughing go hand in hand. Where technology and science are great fun! And where the view of our beautiful yet fragile planet brings new insights. In short, a world that invites children to become interested in science, technology, innovation and sustainability through play. And that is important for their own future and for the future of our planet.



## LET ME TO INTRODUCE TO YOU THE LITTLE ASTRONAUTS

Here are André, Astromouse, Valentina and her cheerful dog Laika. Together they experience great adventures in space, a world where everything floats, from candy and pencils to bubbles of lemonade!

Outside the stars twinkle and the view of the Earth is awesome. But there's not much time to play with floating candy, because there's always a great adventure awaiting the young space explorers.



**André** is an inquisitive little boy who's keen to learn. He has crazy ideas about space and dreams of traveling through the universe. André is not scared of the unknown. He's got posters of planets and stars hanging in his bedroom.

**André**

**Laika**

**Laika**

is Valentina's cheerful little dog. She's full of energy and a bit naughty, she loves getting attention and makes friends easily. Laika was named after the dog who was the first living creature to travel into space.

**Mouse**

**Valentina**

**Valentina**

is André's enthusiastic girlfriend. She's a real doer who likes challenges for herself. She never goes on an adventure without her dog, Laika. There's a very good reason why her name is Valentina. She was called after the first woman in space!

Astromouse, in short **"Mouse"**, is André's faithful buddy. He knows his 'boss' through and through, and loves to make the rather serious André laugh, while regularly giving him a fright too! Mouse is always up for a new space-travel adventure (as long as there is cheese on board).

**Working together is essential in space. André and Valentina are not only each other's best friends; they are also each other's best colleagues. They are adventurous, tough, smart, cheerful, and observant. They don't always agree but, by talking things through, they always come up with a solution in the end, and they always bring out the best in each other. Together they make an excellent team!**

*Little André and his Mouse are real. They were inspired by my own son, Stijn, who was five years old when I went on a space mission for the second time. To entertain him and his little sister, Sterre, I used to tell them exciting stories about the Little Astronaut. I did so during the weekly video link that I had with home from the international space station. Mouse has been Stijn's favorite cuddly toy ever since he was born.*



# TARGET AUDIENCE

## SPACE TRAVEL IS FOR EVERYONE

The Little Astronauts is a gender-neutral brand that appeals to all children.

The primary target audience consists of children between the ages of 5 and 8.

The second target audience is their parents, grandparents, carers and lovers of space exploration who are looking to offer children journeys

full of imagination, magic and adventure. The adventures in space are not far off the familiar experiences of children, making the stories recognizable and accessible.

The things that André and Valentina experience focus on important themes, like friendship and collaboration, technology and science, and respect for each other, for nature and for our beautiful planet.

### BRAND VALUES

- ✔ Positive
- ✔ Universal
- ✔ Topical
- ✔ Educational
- ✔ Inclusive

### THEMES

- ✔ A sense of wonder
- ✔ Adventure
- ✔ Humor
- ✔ Magic
- ✔ Sustainability
- ✔ Science
- ✔ Technology
- ✔ Innovation

### Perspective

The stories focus on life in space, aboard the rocket and in the space station where the laws of weightlessness rule, producing unexpected and often hilarious situations. The stories also focus on the infinite universe, with its stars, comets, black holes, moons and planets and, of course, our own Earth, the most beautiful planet in the universe!



# MISSION

Every journey starts with imagination.  
Even a cardboard box will do suffice to fly to **faraway stars and planets!**

Is a child the **dreamer** who fantasizes? Or the **doer** who loves building things?  
Or a **thinker** who comes up with new technology? Or the **daredevil** who eventually climbs on board?

In the future, **all children** will be needed to take humankind a step forward.

Our aim is to make **everyone, young and old**, aware of the beauty, but also the fragility, of our planet. And the crucial role of **science, technology and innovation** in finding solutions to environmental issues.

**Sustainability** is an obvious criterion for the development of concepts and products **the Little Astronauts**.

Sustainable raw materials, production methods and environmentally friendly transportation are better for the Earth and future generations of **people, animals, trees, and plants**.



# PARTNERSHIPS

THE LITTLE ASTRONAUTS IS THE NO.1 CHILDREN'S BRAND FOCUSING ON SPACE EXPLORATION, TECHNOLOGY, SCIENCE, AND SUSTAINABILITY.

Since 2021, the year in which the first reading book **3, 2, 1 GO!** and the personalized book **On a journey to the planets** were published and the merchandise program began. The Little Astronauts have taken their first big steps in expanding the mission of this unique brand!

SpacePlays is working enthusiastically on the development of the brand and expanding the range of products. In the coming years, there will be space for a varied and appealing range for the target audience, from back-to-school items to clothing and STEAM toys.

**That is why SpacePlays is keen to work with reputable partners who are willing and able to make a difference. In the fields of technology, science, arts and sustainability, but also in storytelling and marketing. Space travel is teamwork. Together we are shaping our mission to reach as many children in the world as possible with our sustainability goals.**

Our aim is to show everyone, young and old, the beauty of our planet, and make them aware of the role that innovation, science and technology and art play in finding solutions to environmental issues under the motto "towards a better future." Sustainability is a logical part of the development of the Little Astronauts product range. The products must be produced as sustainably as possible.



your  surprise

SPORTFONDSEN



WITTE LEEUW&

**De Stulp**  
beloningsmaterialen

# PUBLISHING & READING PROMOTION

## Publishing and promotion of reading

SpacePlays, in collaboration with children's book publisher Witte Leeuw (an imprint of WPG Publishers) develops inspiring children's books that combine reading enjoyment with themes such as space exploration, science and discovery.

The stories are written by Dutch ESA astronaut André Kuipers, who spent more than 200 days in space. Drawing from his unique experience, he brings themes such as curiosity, teamwork, perseverance, and wonder to life, making science and technology accessible and engaging for children.

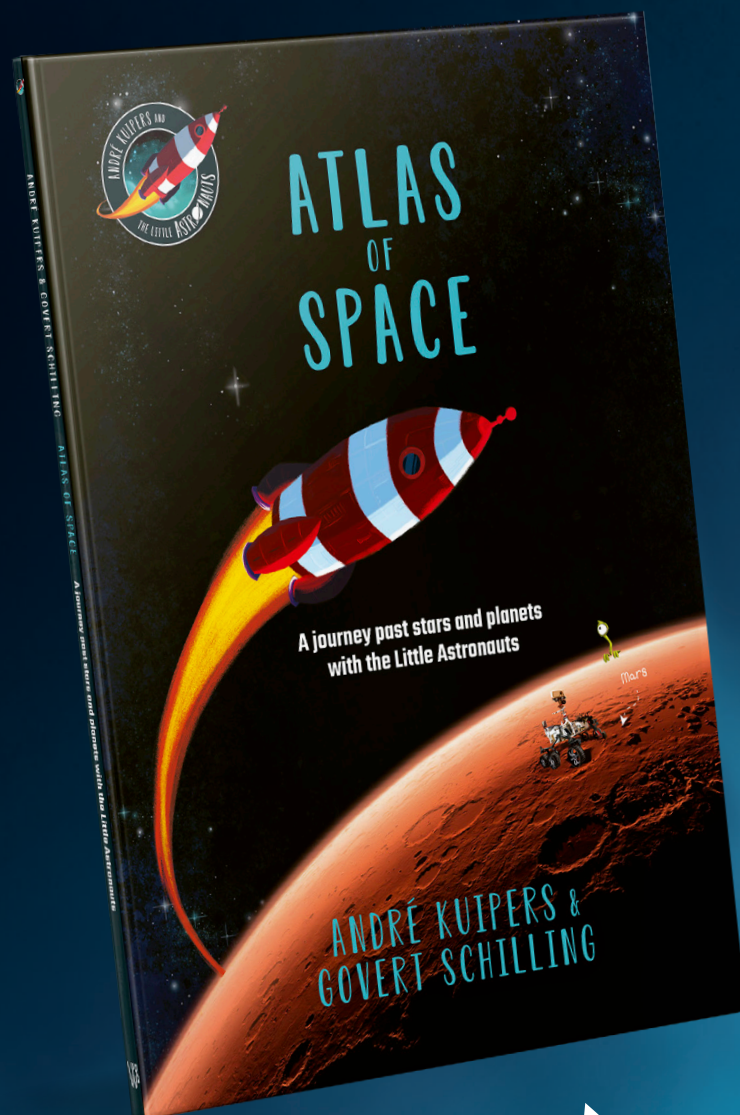
The publishing list includes picture books, read-aloud books, early readers, and non-fiction titles for various age groups, including *Atlas of the Earth*, *Atlas of Space*, *Atlas of Everything*, *3, 2, 1, GO!*, *Code Red!*, *Mission Impossible*, and *How do I become an astronaut?* The books are characterized by strong visual storytelling, distinctive illustrations, and clear educational values.

**The Little Astronauts** take the young readers on exciting adventures with an important message: caring for our planet. With the titles *The Little Astronauts Save the Animals* and *Help, Danger!*, children learn in an accessible and adventurous way about nature, animals, and the importance of protecting our world. Proceeds from these books are donated to WWF, enabling children not only to read about helping - but to truly contribute to it.

Our publications received wide recognition in 2022: *Atlas of the Earth* was named Best Title in the "Easy Reading" category by the CPNB, the official marketing and PR foundation in the Netherlands to promoting reading and the sale of books.

With this growing catalogue, we actively pursue international rights and collaborations with foreign publishers.





If you take a moment to gaze up at the night sky, there's so much to discover. Find out more about the universe in this atlas filled with real space photos and loads of illustrations. Did you know, for instance, that the night sky looks very different from the other side of the Earth? Do you know the difference between a planet and a star? Or that living on Mars is an enormous challenge? What about how many moons Pluto has? How hot is the sun? Or how a star is born?

Join the Little Astronauts as they visit amazing places in the universe, such as the Moon, the planets in our solar system, stars and nebulae. Go on voyage to deep space and see the night sky in a totally new light!



The Little Astronauts brand successfully extends into a broad range of educational and inspiring licensed products, developed in collaboration with strong partners and available

through national and international retail and online channels.



## Personalized products

In collaboration with YourSurprise, personalized books and a clock have been developed,

featuring the child's name and photo. These products are sold online in more than 25 countries across Europe, North America, and beyond. The books are available in two hardcover formats and are sustainably printed on elephant grass paper, an environmentally friendly material with high CO<sub>2</sub> absorption.



## Games - The Little Astronauts x Identity Games

In partnership with Identity Games, educational and accessible games have been developed within The Little Astronauts brand, where learning and play naturally come together.



The games align with children's interest and combine knowledge about space, science, and technology with humor and playfulness. In addition to the popular Space Quartet, the game line also includes Space Race and the card game Higher or Lower, serving different play formats and age groups.

The games are suitable for both home and educational use, stimulate curiosity and knowledge development, and are available through online and physical retail channels across Europe.

## Educational Materials - The Little Astronauts x De Kleuteruniversiteit

In collaboration with De Kleuteruniversiteit, dedicated teaching materials have been developed around The Little Astronauts, aimed at young children in the early years of primary education.

The materials connect with the natural curiosity of young learners and introduce them playfully to themes such as space, science, inquiry-based learning, and collaboration. Through stories, practical assignments, and interactive activities, children are encouraged to ask questions, explore, and express their own ideas.

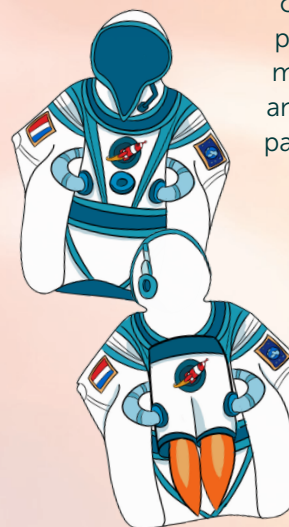
The lessons are accessible, easy to implement in the classroom, and align with existing curricula. In this way, the materials connect reading enjoyment with science and world orientation, fully reflecting the spirit of The Little Astronauts: learning through wonder.

## Home & Textile

In partnership with Vespo, a collection of home

and textile products has been

developed, including duvet covers, beach towels, and ponchos. The products are made from 100% BCI cotton and packaged in FSC-certified paper. They are available through online and physical retail channels across Europe.



Through these diverse licensing collaborations, The Little Astronauts continues to grow into a recognizable and versatile children's brand that brings together learning, play, and discovery in an accessible way.





# THEATRE PRODUCTIONS

The theatre productions of The Little Astronauts bring space exploration, discovery, and wonder to life on stage. Together with Vanaf2 Producties, we develop visual and interactive performances that take young children and their families on an adventure — from the backyard to far beyond the stars.

The international family production *How Do You Become an Astronaut?* is a playful solo performance filled with imagination and curiosity, in which children discover what it takes to become an astronaut. With humor, movement, and creativity, a single performer takes the audience on a journey through space.



This production is the best-selling show of Theater voor Twee, produced by Klein Amsterdam Producties. It is widely booked as a school performance, plays at toddler festivals in Dutch theatres, and successfully tours in China.

In addition, a new interactive theatre production has been developed for curious explorers aged 4 and up. For this performance, Vanaf2 Producties and astronaut André Kuipers created a visually immersive adventure based on the picture book *Atlas of the Earth*.



The audience steps in and prepares for the rocket launch: what do you see when you look up, and what do you see when you look at our planet from space? From a hyper-modern mission control center, two researchers maintain contact with astronauts in space. They operate satellites, send supplies, and monitor Earth — until something unexpected happens.

Two young astronauts, André and Valentina, launch their rocket and travel through space. When something goes wrong, an exciting rescue mission unfolds — or does it take a different turn?

The result is a visual and imaginative performance in which children learn to look at Earth through the eyes of an astronaut.

**The Little Astronauts create theatre that inspires wonder, connection, and young explorers to see the world — and beyond — from a new perspective.**



# TELEVISION / ANIMATION

Life in a weightless environment is completely different to life on Earth. Animation is the ideal way to bring this universe to life.

With a real-live astronaut as the spiritual father of the Little Astronauts' adventures, the stories are not only educational but also peppered with humorous situations.

The experiences of the Little Astronauts can be brought to life from a wide range of angles. Exploratory discussions are underway with public broadcasters, domestic and international producers and streaming services.

A range of concepts are being elaborated for a film and a series. Examples of the perspectives include:



## 1. Discover the solar system

There is a great deal to be discovered and experienced in space. We go on a journey of discovery in our own solar system. This adventure series passes by Mercury, Mars, Venus, Jupiter, Saturn, Uranus and Neptune and multiple moons. Not to forget our own Earth, the most beautiful planet in our entire solar system.

Traveling further into the universe, in search of such unusual phenomena as the Milky Way Galaxy, other planets, meteorites, nebulae, black holes and – who knows! – extraterrestrial life...

It goes without saying that daily life in space plays an important role in the background. After all, how do you eat in space (and how do you have fun doing so?). And how do you sleep and go to the toilet? Do you have time to read a book or watch a movie? All these frequently asked questions posed by children are all implicitly answered.



## 2. Our planet is unique and beautiful, but also very fragile

We share our planet with all people, animals, plants, and trees. In a series of episodes, we zoom in to whatever strikes you from an orbit around Earth.

This series lends itself to a unique, hybrid approach like the Atlas of the Earth, with a mix of real images of space and animated illustrations, i.e. it's a moving atlas, encyclopedia and photo collage rolled into one.

## 3. Biodiversity on planet Earth

In 7 out of 14 short episodes of the adventure series, the focus is on finding a solution for an animal who is in a dire situation. This is based on the reality, from the perspective of endangered species. André, Valentina and their WWF Ranger girlfriend, Stella, come to the rescue

To conserve biodiversity on our planet, in collaboration with the WWF.



With The Little Astronauts, we are building a strong and recognizable brand for children who love to read, learn, and explore. Our stories bring rockets, astronauts, and the universe to life, making science and adventure accessible and inspiring.

At the same time, we aim to raise children's awareness about the importance of our planet. Earth is unique and vulnerable — a place we share with people, animals, and nature. Together, we learn that we must take care of our "spaceship Earth."

## Future Objectives:

- Publishing The Little Astronauts books outside the Netherlands
- Expanding the catalogue with a puzzle book, a fourth title in the early-reader series, and a book answering the most frequently asked questions about space
- Development of a series or film in collaboration with Submarine (submarine.nl)
- A theatre production featuring André Kuipers and science journalist Sander Koenen

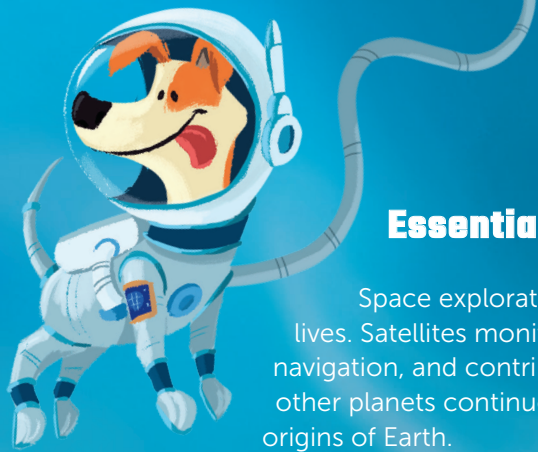


# SPACE EXPLORATION

## Essential, now and in the future

Space exploration has become an essential technology in our daily lives. Satellites monitor climate change, support communication and navigation, and contribute to our safety. Space telescopes and missions to other planets continuously expand our knowledge of the universe and the origins of Earth.

At the same time, space exploration stimulates innovation, education, and economic growth, creating new opportunities for companies, startups, and young talent. With an increasing number of missions and the return of humans to the Moon, space exploration continues to inspire and provide solutions to global challenges — today and tomorrow.



ASTRONAUTS STAND ON THE SHOULDERS OF GIANTS

LET'S FLY TOGETHER



**For more information, please contact**

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