



PRESS KIT

November 2015

ALBUM RELEASE <http://igg.me/at/dreamwonderland>
PRESS/INFO Tracey Savage
tracey@dreamwonderland.com.au Ph:02 8003 5330
CREATOR Abigail Hatherley
abigail@dreamwonderland.com.au
www.facebook.com/DreamWonderlandpage
www.dreamwonderland.com.au

WHAT IS DREAM WONDERLAND

Created by a mother for her young children, Dream Wonderland is a magical world of soothing music and illustrations specifically crafted to help parents calm and settle their children before sleep time.

Over nine beautifully restful tracks Dream Wonderland the album takes children on a journey to a wonderful world of inspiration, transcendence and expressiveness, comfort, nature, family and serenity.

Accompanied by evocative illustrations, Dream Wonderland is more than just an album, it's a place, a sleep time world where a child, Dreamer, and favourite toy Elephant, Diddy, embark on enchanting adventures, flying on magic carpets, sliding down rainbows, sailing over seas, through seasons and up into space.

WHY IS THIS PROJECT UNIQUE?

This entire project is unique for a few reasons. One, it's written by a mother for mothers and carers everywhere. There are few original lullaby albums created for children before sleep time. In fact we think this might be the only one. It has been tested with many children having included it in their pre bedtime ritual with fantastic results. It's not going to work for all children in this way, but it's certainly a positive, evocative and original soundscape for children at any time of the day.

Abigail has been working on this project for some time and introduced the concept to collaborator Tracey when they worked together in Sydney. Tracey was very taken with the concept and Abigail asked if she would come on board to help her get the project distributed. They have been working together now for 18 months in preparation for this release. Tracey moved to New Zealand during this process and they've continued to work together holding meetings via Skype. They decided on a funding campaign to launch with via Indiegogo, where people can purchase signed limited editions of the first album along with some locally produced and hand crafted posters, stickers, pillows, t-shirts etc.



2: BW Illustration Dreamer & Diddy by Darren Pryce

The website, many of the illustrations, merchandise, Indiegogo campaign, press materials, social media profiles, photographs, videos have all been designed and/or produced by both Abigail and Tracey. No mean feat for working mothers we are creating the brand, the packaging, the products, everything ourselves.

ABIGAIL HATHERLEY COMPOSER ON DREAM WONDERLAND...

As a music composer, I usually hum little tunes I've made up on the spot, and I find this often happens when I'm walking. When my daughter and son were young I did a lot of walking - pushing the pram down the local streets, passing by the river, strolling through the park.

It was on one of these walks, in early 2012, that I wrote what would become the lullaby 'Seasons'. I enjoyed the process so much that I wrote another, 'The River', after we talked one day about where water comes from. As I produced the track Maddie sat on the floor and drew me a picture of the song, which still sits in my studio today.



3: Abigail Hatherley in studio (no credit)

I began to think about how much she enjoyed these two songs and what a thrill she got from knowing I'd written them for her and Callum, but more importantly how relaxed she always became listening to them. It was then that I had the idea of writing more, an album of lullabies, to help them both get ready for bedtime. But not only that, I thought of creating an imaginary world that Maddie and Callum would go to when they went to sleep, somewhere fun, full of wonder, so they would really WANT to go to bed and look forward to the pre-sleep routine. And so I wrote the song 'Dream Wonderland', which would also become the title for the whole project.

As the writing of the album progressed I began to think of Dream Wonderland visually. What would it look like? What would you do there? Who would you meet? And I developed the idea of a hero child with a favourite toy, an elephant, going on exciting adventures in Dream Wonderland. Based loosely around my daughter and her favourite toy elephant, Diddy, I began to plot their journey through the album. Hiring Darren Pryce to illustrate my vision for the song 'Dream Wonderland' got the visual ball rolling, and I have since tinkered with my own sketches.

What will our Dreamer and Diddy do next? Well, that is something Tracey and I want to continue developing; a new collection of songs, a picture book, more products for the Dream Wonderland brand, potentially an animation down the track. BW

BENEFITS OF MUSIC

Studies show that bedtime routines including restful music can be beneficial for children. Listening to music from an early age activates neural pathways in the brain, inspiring creativity, while boosting intellectual and emotional abilities.

"I wanted to create something that was not only musically rich and restful for my children, but that would also stimulate their imagination, their vocabulary and their understanding of the world around them."

ABIGAIL HATHERLEY SHORT BIO DREAM MAKER AND CREATOR

UK born and classically trained with a BA(Hons) in Music, and a Masters in Electro-Acoustic Music for Film and TV, Abigail has been working as a free-lance composer and music editor in Sydney, Australia, since 2001 after winning a Women in Film and Television mentorship for emerging female screen composers. She has composed and produced music for many projects, most notably the original score for the feature film *The Finished People*, plus a range of documentaries, TV series, short films, promotional videos and advertisements, including the ABC documentaries *Searching 4 Sandeep* and series *Family Confidential*, and the SBS documentaries *Bush School* and *Gough Whitlam: In His Own Words*. Mother of two, Abigail is the founder and composer for Dream Wonderland.

TRACEY SAVAGE SHORT BIO

DREAM CATCHER AND HATCHER

Tracey was raised in a small New Zealand town and spent many years in Wellington as a broadcaster and performer. She is an experienced Television Producer, Production Manager, and documentary filmmaker. After spending the last 12 years travelling and working mostly out of Sydney, Australia, Tracey has returned to the NZ coast with her family and is enjoying donning her old acting boots in children's theatre. As well as working on various children's entertainment and education products she continues her work in the documentary field and her transcription business across Australia and NZ. Mother to two-year-old Audrey, Tracey is managing the sales and marketing for Dream Wonderland.

TESTIMONIALS

The delightful musical arrangements, honey vocals and harmonies are ethereal and beautiful, and are reminiscent of music by Enya and Sarah McLachlan. For me as a parent the lyrics evoke dreamlike images of quests and enchanted places. For my pre-school daughter the melodies, a mix of delicate lullabies and gentle adventures, are mesmerising and soothing. The combination of magical melodies and artful packaging make this CD a special keepsake for mother and child. **April Phillips, Filmmaker and Singer**

We started playing Dream Wonderland for Neasa when she was 18 months-old. It quickly became a really important part of our bedtime routine for day and night sleep times. The routine has evolved from me talking about the music and playing it for her, to her actively asking for 'lullabies' (as she calls it) and pressing the on button herself. The routine varies slightly but her favourite is when we have cuddles, a little dance and sing together before her going down to bed and listening by herself. It is a real testament to the music that we as a family have not grown tired of Dream Wonderland and great for us that our very imaginative 6 year-old loves the ethereal melodies and lyrics just as much as Neasa does! **Michelle, Mother of three**

[More testimonials](#)

Press Kit Photos: 1: Logo. **2:** BW Illustration Dreamer & Diddy by Darren Pryce. **3:** Photo Abigail Hatherley works in studio by Abigail Hatherley.

4: Maddie, Abigail Hatherley, and Callum.

5: Dreamer on cloud with Diddy. Illustration Abigail Hatherley.

6: Dream Wonderland Illustration Darren Pryce

7: Maximus Beauchamp & Album (no credit)



5: Dreamer on cloud with Diddy
Illustration Abigail Hatherley



6: Dream Wonderland
Illustration Darren Pryce



4 Maddie, Abigail & Callum



**7: Maximus
Beauchamp &
album**