

NATURAL CHILD WORLD™

100% MODERN. 100% SUSTAINABLE.

DESIGN

Smiling Planet: Inspired by art, designed for everyone

FASHION

Goatmilk: Kidware.Organic.

LIFESTYLE

Mighty milk

WELLBEING

Acupuncture for children



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SMILING PLANET

"Art is when you put out into the world
what you believe is beautiful"

by: Alyson Megur



NATURAL DESIGN





"We have our ethos, our message, and we want to be real."

Today, Smiling Planet's products includes bedding, apparel and books. Their earth-friendly messages are mirrored in the use of organic, recycled, and sustainable materials. The learning curve is steep, especially when you want to be green and responsible, but Smiling Planet's Founders know too much to turn back now. And sometimes, they say, it just comes down to being stubborn, "We have our ethos, our message, and we want to be real."



INSPIRED BY ART, DESIGNED FOR EVERYONE

INEXPLICABLE LIGHTNESS

Married for 10 years, Olivia Haviland and Freddy Deane thought they knew everything about each other. That is, until the day Olivia peeked over Freddy's shoulder, as she had done thousands of times before, and learned something that would change their lives. Amazed, she turned to her husband and said, "It's as if you spoke Russian and I never knew it."

Freddy wasn't speaking a foreign language, but he was using the language of art. The actor, screenwriter, and television producer had never told his Art Director wife he could draw. He was sketching images for a book inspired by their young daughter. Olivia, who has worked in galleries in New York and Paris, was struck by the "inexplicable lightness and joy". Freddy's whimsical drawings were a welcome contrast to the commercial images plastered on cups and plates designed for children. Having always wanted to start her own company, Olivia, of the famed Haviland porcelain family, knew exactly what the first product would be. A plate, of course. The first seeds of Smiling Planet were planted.




MAKING MOVIES, IN HAIKU

"Art is when you put out into the world what you believe is beautiful," says Freddy, who now draws all of the images for Smiling Planet products. They are often subjects found in children's books - animals, the moon, the stars - that are reimagined into "whimsical drawings with an edge." They also speak to the things in life that are important to Olivia and Freddy, but a meditating dog trying not to look at the cookie jar is hardly preaching a point of view. "The images and the words are designed in a way that they are not so defined that it limits where your imagination can go when you look at it," explains Freddy.



He tells his Hollywood friends, "I'm still making movies, just in haiku", because whether it is a plate or a bottle cap, once you add an image, "every little thing can tell a story." A very tiny elephant in the center of Smiling Planet dish, ponders, "Am I still an elephant if I'm really small? Yes I am." An adult might read this and reflect on their life. Maybe they were a late bloomer. Maybe they were bullied. Maybe they just had a bad day and the image evokes a smile. A child might look at this blue elephant and just think it is cute. Olivia explains that the ambiguity of the intended audience is intentional, "People want things in their home that everyone can enjoy."



"I'm still making movies because whether it is a plate or a bottle cap, once you add an image, every little thing can tell a story."

A DIFFERENT LOOK AT PLASTIC

Enjoying their products also means not worrying about toxic chemicals. While studying the process of manufacturing plastic, Olivia was alarmed about the use of formaldehyde in sealing images to melamine plates. Determined to find a safe, non-toxic method of production, Olivia looked for a manufacturer for a year. She finally found a Bay Area company who had never made plates, but had an impressive environmental track record. After many late nights on the factory floor, they managed to fuse two existing technologies in a way that is not really used for children's plates or recycled materials. The result is a medical grade, recycled plastic plate that is bpa free, phthalate free, dishwasher safe, and virtually unbreakable.

To learn more about SMILING PLANET visit www.smilingplanet.net