



PRESS RELEASE

Toy Stories

7 June – 14 December 2014

Toy Stories is a series of portraits by Italian photographer Gabriele Galimberti, which explores the role and function of toys in the lives of children around the world. The 21 photographs reflect the impact of the children's backgrounds and families on their choice of toys and highlight the universality of play. Toy Stories opened at the V&A Museum of Childhood on 7 June and runs until 14 December 2014.

Galimberti visited more than 50 countries over 18 months for the project, creating images of children with their most prized possessions: their toys. Initially interested in documenting the differences between children, Galimberti soon discovered that no matter the country or economic status, they were simply interested in playing. Whether in Zambia, Texas, Ukraine or Japan, and whether the child owns a fleet of miniature cars or a single stuffed monkey, Galimberti's photographs capture a spontaneous and natural joy that unites kids despite their diverse backgrounds.

Gabriele Galimberti's work consists of telling the stories, through portraits and short stories, of people around the world, recounting their peculiarities and differences, the things they are proud of and the belongings with which they surround themselves. He has spent the last few years working on long-term documentary photography projects around the world. His pictures have been exhibited in shows worldwide, such as the well known Festival Images in Vevey, Switzerland; they have won the Fotoleggendo Festival award in Rome and the Best In Show prize at the New York Photography Festival.

The photographs from this project are collected in the book 'Toy Stories, Photos of Children from Around the World and their Favourite Things', published by Abrams.

V&A Museum of Childhood, Cambridge Heath Road, London E2 9PA

Admission free. Open daily: 10.00 – 17.45, last admission 17.30

Nearest tube: Bethnal Green. Tel: 020 8983 5200 www.museumofchildhood.org.uk

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