

*Welcome to
Mimiland*



*For children on airplanes,
everywhere...*



Smiling

Magic



Creation

Kindness

Care

Love

Togetherness

Welcome to
Mimoland

Jasna Dragojević
Studio for artistic creativity
Welcome to Mimoland

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Gratitude

Education

Enthusiasm

Welcome to Mimoland

“Welcome to Mimoland” concept represents products and activities of educational character intended for children.

This concept is based on the book “Mimoland by the Flying Fairy”, by author Jasna Dragojević. The fairytale vividly comes to life in children’s imagination by flying on the wings of a magical plane that is being navigated by knowledge and kindness.

We understand that flying with children can be a demanding challenge both for families and for airlines and we are here to make it more pleasant and comfortable. As a company that strives for excellence when it comes to flight experience, we created a family friendly on-board and on-ground entertaining concept called *Welcome to Mimoland* which entails various digital and physical products and activities and which has been supported by the pedagogical profession.

Our goal is to ensure a healthy childhood through institutional cooperation with notable partners –both companies and individuals - who can recognize that reinforcing children’s creativity is the best way to educate new generations of children.



Kindness is a sparkle of life

Can you imagine a world where playful fairies fly friendly airplanes, collect joyous shine from the stars, where joy gives you wings, and where each child has their own personal fairy? A place where everybody understands each other.

Mimoland fairytale is here to introduce a wider audience to a marvelous world among the clouds, behind seven sunny rainbows.

The inhabitants of Mimoland are the fairy creatures called Mimos, the guardians of children. The children themselves in a metaphor. They come to our world by flying on the wings of a magical plane straight out of children's imagination, coming to life from fairy pillows, when children are dreaming.

A Fairy flight attendant starts the Mimoland adventure and her job is to take all children into a dreamland where friendship, freedom, and love are playful friends.



Once upon a time, there was a girl called Fairy. She was just an ordinary girl with a good and open heart. From early childhood, her greatest wish was to become a flight attendant.

One night, she had an unusual dream about a mountain. But it was not just any mountain—it was the wish mountain. In her dream, she was standing on top of the mountain, and she heard it whisper to her.

The mountain told her that her wish to become a flight attendant would come true. Oh, how happy she was!

And having such a good heart, Fairy was given one more gift: the wish mountain introduced her to a secret, faraway land called Mimoland, where children are safe and happy and where everything is possible

Excerpt from the book Mimoland by the Flying Fairy.



Let's spread love among shiny stars

"Ladies and gentleman, welcome to the flight to Mimoland! Our journey will last for one magic moment and we are going to fly over dreams. In the name of happy hearts, we wish you a pleasant trip, illuminated by shiny smiles from the stars" – a Flying Fairy

The fairy-tale of Mimoland is created by author Jasna Dragojević. While working as a flight attendant and a flight nanny in the airline industry, she wanted to make flights more comfortable for families. She began making special pillow toys for children and she gave them as presents to her youngest passengers, thus creating a miraculous world of flying fairies – affectionately called Mimos.

The expression "Mimo" points out a treasured gift of the wings and is a symbol of virtue.

People who cherish compassion by sharing smiles, bringing the joy of Mimoland to other children then receive fairy wings laced with shiny stars and they also become magical just like Mimos.

"What is that over there?" the children asked. "It looks like some kind of shiny circle."

"My shiny stars, that is a Magic Circle made of sunlight. It is the gate to the heart of Mimoland, which holds all the wishes in the world. You can pick anyone you want, and it will become true."

"The Magic Circle shows itself only from time to time. Those who find it are very lucky! You can go through the circle now, choose your wishes, and then bring them back with you."

The children began to walk towards the Magic Circle, but then they heard an unfamiliar sound.

"What is that noise?" They looked all around them. "Oh, it is a baby camel that has fallen into the pool in the oasis! It is calling for help."

They looked back at the Magic Circle. "And the circle is slowly closing! Mimo, Mimo, what should we do?"

"My shiny stars, you will find the answer in your hearts."

Mimoland mission - for children on airplanes everywhere

**Let each child get their own wings with Mimos and fly to the land of
health, joy, and knowledge!**



**"Mwah, mwah!" The children
heard the cutest sound. "Mwah, mwah..."**

"And here they are..."

"Who are they?" the children asked.

"They are Mimos from Mimoland."

"And who are you?"

**"I am the Flying Fairy, the Mimos' friend. Do you
know that children are the only ones who have
the power to see the Mimos?"**

"Really?"

**"Yes! But to see them, you need to believe in
them."**

**"Flying Fairy, where are your wings?" they asked
her.**

**"I need your help to get my wings," she gently
replied. "Would you like me to tell you a secret
about the Mimos?"**







The legend of the tree

“Once there was an ancient kingdom,” said the Mimo. “Good people lived there, kind and loving people whose hearts were filled with joy. What made this kingdom so special was the colorful tree that stood strong on the highest hill. All of the people loved the tree. The tree was there to listen to, protect, and play with all those who came beneath its branches.

“A boy and a girl used to play under the tree all the time. At first, they both felt shy. They only played on their own, but once they started speaking to each other they discovered they had even more fun playing together. Over time, their friendship grew stronger, and they couldn’t imagine a day without playing together under the tree.

“Then, one day, the children didn’t come to play. At first, the tree thought they were just late, but the children didn’t show up at all.

“The tree didn’t know it, but the children had had to go on a long trip, away from the kingdom. The girl and the boy missed the tree, but no matter how hard they tried, they couldn’t remember how to get back to it.

“Every morning, the tree spread its branches in hope of seeing the children, and every night, it went to sleep, all alone. Year after year, the tree kept hoping. Deep down in its roots, it was sure that somehow the girl and the boy would remember the way and come back someday.

“As time went by, the tree grew older and older. One day, a strong wind blew, and suddenly two of the tree’s biggest leaves floated slowly towards the ground.

“Watching the two leaves fall, the tree got an idea—to give all its power to those two leaves and make them magical. It sent those two leaves to fly around the world, searching for the children.

“And in that moment, something miraculous happened...

Mimoland came to life from the very first leaf that fell on the ground and that is why every Mimo has their own Mimo-leaf which connects all of us and keeps the memory of the tree. It has the power to make us believe in miracles and it helps us find a solution for everything.

The second leaf which fell on the ground was grabbed by a naughty Troll, Zuzu, who lives in a fiery Red Galaxy. ZuZu uses the power of the leaf to fly on its plane called Shockyto scare children so that they would forget about the tree.

Shiny stars! The Legend says that Mimos will save Mimoland and that is why they rejoice for the KINDNESS WHICHGIVES WINGS TO EVERY CHILD.



Let's play a game of inspiration, creation and innovation

In cooperation with a team of childhood educators and psychologists, we created innovative educational products intended for playful child development.

MAGICAL MIMO BOOK

"Mimoland by the Flying Fairy" is a book by author Jasna Dragojević, written in English and illustrated by an academic painter Ana Grigorjev, intended for children aged 5 to 10.

This adventure, set in a wonderful world, comes to life inside the plane, metaphorically representing one child's journey through life, challenges they face, helping them to draw their own conclusions and find their way while cherishing and fostering human virtues at the same time.

We fly to Mimoland on the wings of our imagination with our personal Mimo fairy-with mission and desire to cherish friendship, freedom, and love among all children everywhere.



"The secret about the Mimos", the Flying Fairy told the children, "is that they live in Mimoland, but at the same time, they live in airplanes. Whenever they see children in an airplane, they can magically appear, become their friends, and take them beyond the clouds to Mimoland"

"And then what happens?"

"Then your adventure begins."



Mimos come to entertain children who are traveling by airplane, and bring them back to Mimoland for a visit while they dream or daydream. Mimoland is a playful place where children's imagination comes to life. Children and adults alike will be enchanted by Mimoland by the Flying Fairy's engaging story and rich illustrations.

Come along for the magical flight!

A SURPRISE: MIMO APP – An Augmented Reality Technology brings Mimoland fairy tale to the real world by making the illustrations come to life on our screens and in our devices. All you have to do is point the phone or tablet at a book and you will see 3d fairies flying around and illustrations coming to life on the screen.



MAGICAL MIMO BOOK





MAGICAL MIMO WELLNESS KIT

Mimo Wellness Kit powered by an
AR Game App is coming soon.



MAGICAL MIMO WELLNESS KIT



MAGICAL MIMO PILLOWS

The magic of Mimoland started one day in an airplane when our author, Jasna Dragojević, painted the very first pillow and thus discovered a magical world of Mimo Fairies.

Magic pillows became the heroes of the Mimoland fairytale, guardians of Mimo fairies, who magically come to life when children travel by airplanes or dream peacefully in their warm and cozy homes. These pillows are soft and gentle reminders of the wings which grow from spreading the starry shine of kindness.



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MAGICAL MIMO PILLOWS
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MAGICAL MIMO BAGS

Every morning Mimo fairies collect shine from the stars with their enchanted mini airplanes. Mimo magic bags sing with joy, and each child brings love to the world. Only then begins the real play and the magic comes our way! Yay!



MAGICAL MIMO BAGS





Elementary school "Vojvoda Živojin Mišić", Rajković, 2019.





.....
Let's bring happiness to the world!
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Playful education – knowledge is treasure!

With the help of professional engagement and the support of the Preschool Institution “Neven” from the municipality of Mionica, the program of educational events “Mimoland” has been created with the purpose of emphasizing crucial aspects of child development.

The program is designed for children ages 5-10 years old, which is great for schools and family events. It includes five 60-minute creative and educational workshops.

By using magical Mimoland adventures, and with the help of a teacher, interacting with other Mimoland students, children are taught how to explore, read their own emotions, exchange and gain new experiences, learn about the importance of having and nurturing different skills.

Creative activities include a pool of different didactic materials and a fairy-tale way of experiencing the world. This represents incentive and encouragement for children to let their imagination take them to the colorful clouds letting their creative abilities shine.

A playful concept of the program motivates children to express their personalities, emotions, and characteristics in healthy patterns, by developing self-awareness and individuality, along with improving speaking skills.

During the program, children are active, they feel empowered and fulfilled. They are committed to playing and connecting with other students.

On the wings of those feelings, they obtain new skills and discover their own potentials



MAGICAL MIMO WORKSHOPS

"Smile, Play & Fly" is a workshop that takes children to the fairy tale, "Mimoland." It shows them the wondrous world of flying and reveals the secret behind the magic of knowledge. It is designed for children on the ground and in flight as a simulation of airplane travel meeting all the children in the world. Through the adventurous experiences of the Mimo fairies, children get to learn about other cultures and customs of the world.

At the end of the workshop, the Flying Fairy gives each child MAGIC WINGS as a present for the invaluable experience - meeting new friends in the adventures of this workshop. – FRIENDSHIP

"Spreading the Shine from the Stars" is a workshop that teaches children to look up to the Mimo fairies and spread love using kind words. Sharing love is the ultimate reward for all people around them, as well as for themselves. The circle of kindness, the pillow of wishes, fairy magic bags, and the magical tree of Mimoland tells a magical story of kindness through kids' play and creative expression.

At the end of the workshop, the Flying Fairy gives each child MAGICAL WINGS as a present for the invaluable experience that children gained on this trip with their friends – KINDNESS.

"Taste the Mimo fruits and veggies, trust me – they are far from yucky, it will make you really lucky" is a workshop that teaches children about a healthy and conscious diet. A little carrot - Mimo trademark - is a symbol of kindness people get from nature itself. Vitamin Mimos use their culinary magic to teach children about the wonderful magic of fruits and veggies, making edible figures and the Mimo Cheerful Salad provides kids with multisensory experiences, exploring shapes, smells, and tastes. At the end of the







workshop, the Flying Fairy gives each child MAGICAL WINGS as a present for the invaluable experience that children gained on this beautiful adventure they took with their friends – HEALTH.

“Magic tree grows so high almost touching the sky, let’s prevent its grief – love the green Mimo-leaf” is a workshop that promotes the development of ecological awareness with children. “Let’s together create the Mimoland magic on our precious Earth” are the words Flying Fairy speaks at the beginning of a wondrous adventure of making lovely toys using eco-friendly and safe recyclable materials. Breathing life into the Mimoland toys encourages children to exchange their imaginative ideas on the environmental protection and love for our dear planet Earth.

At the end of the workshop, the Flying Fairy gives each child MAGICAL WINGS as a present for the invaluable experience that children gained on this beautiful adventure they took with their friends – LOVE.

“The Act of Kindness starts with love” is a workshop that represents the crown of the Mimoland educational program by promoting the value of kindness. Children develop various creative abilities, by painting pillows, decorating different items, and ultimately giving all that away to charity – thus creating a magic web of friendship. Sprinkled with the magic of Mimo fairies, kids become little wizards with the superpower of putting themselves in somebody else’s shoes and understanding the value of support.

At the end of the workshop, the Flying Fairy gives each child MAGICAL WINGS as a present for the invaluable experience that children gained by creating something that can help another human being – HUMANITY.

At the end of each workshop children and their parents can dance the Mimo dance that represents the symbol of joy at Mimoland.





.....
Let's make someone's day!
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Elementary school "Milan Rakić", Mionica 2019.



MAGICAL MIMO SHOW

The scenario “Welcome to Mimoland” by author Jasna Dragojevic is a unique representation of the book “Mimoland by the Flying Fairy” made into the play “Mimoland,” that debuted in 2018 with the support of the municipality of Mionica and its cultural and educational institutions.

The fairy-tale world of Mimoland comes to life in a theater play that gathers from 30 to 50 of the youngest actors. This is an ideal opportunity for New Year’s programs organized in educational institutions in which young wizards of preschool and school age get the opportunity to act and be creative.





The Cultural Center, Mionica 2018.



MAGICAL MIMO ADVENTURE

This adventure is a playful experience for all princes and princesses. It starts with a wonderful letter written by the Flying Fairy. In agreement with parents or legal guardians, Mimoland's expert team creates a unique program, which is custom-made for each child individually, and designed to include all the crucial aspects of children's development and all is done through magic and kindness.

The program includes:

- Flying Fairy's magical letter
- Virtual friendly meeting with a Flying Fairy
- Flying Fairy's visit to a child which lasts for 120 minutes
- Presents: Mimo magic book, Mimo magic pillows, Mimo magic bags





Children's Educational Center "Magical Village", Banja Vrujci, 2018.



MAGICAL MIMO BIRTHDAYS

Imagine playful magic of Mimo workshops, sweet colorful flavors, all through the music of smiles and merry dancing, in a fairytale-like environment of the mysterious fairy world under the open sky or in a miraculous fairy corner...

In an agreement with parents or legal guardians, Mimoland's expert team creates a unique birthday fairy tale for each princess and each prince.





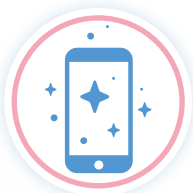
Kindergarten and preschool "Neven", Mionica 2019.



MAGICAL MIMO VIRTUAL ADVENTURE

Virtual friendly 60 minute-adventure with the Flying Fairy starts off with a magical fairy smile and continues with the game of reading, painting, cooking and cheerful children's games.

Whatever in child's heart lives, the magic in Mimoland gives!





MAGICAL MIMO HOLIDAYS

This is a special holiday program “Let’s spread smiles from shiny stars”, which is intended for educational institutions such as kindergartens and schools. When everybody is in holiday spirit and when children are excited and happy, the Flying Fairy would come to make them even happier with her magic and kindness.

The program includes:

- Workshop “*The Act of Kindness starts with love*”
- Magical pillows handcrafting
- Charitable exhibition
- New Year „Mimoland”show





*Magical mimo cards
for shiny stars*





MWAH MWAH

.....

I see you, my shiny star!

I see you can fly.

I see you can hug the clouds.

I see you have a beautiful smile.

A shiny star — that's who you are.

I see you having a caring heart.

I see you sharing your happy laugh.

I see you being a friend of mine.

Sunny people shine like stars.

I see your wishes have shiny wings.

I see them bringing the most special things.

Just fold the wishes in the shape of love.

Spread the joy and sing out loud: "Let's smile, play, and fly!"

There is a shine within us— a star that sings, plays and smiles!

A wandering child that always flies, up in the sky, spreading the love!

Mimoland's hymn written, by Jasna Dragojević





Spreading the Shine from the Stars

Color a Mimo guide

A Mimo guide is connected to everything in Mimoland. That's why the Mimo guide has a Mimoheart, a collection of Mimoleafs in a special flower shape. Use your favorite colors to color the Mimo guide's clothes and face.



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Spreading the Shine from the Stars

Color a MIMO

Every MIMO has a different sense of style. Choose the colors that your MIMO would like best!



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Spreading the Shine from the Stars

Make your own Mimoheart

Mimos draw strength from their Mimoleafs and can combine forces through their Mimoleafs to do great things together. Mimo guides wear a Mimoheart—a special Mimoleaf shaped like a flower. When you hold on to a Mimoheart, you instantly connect with all the Mimos. Color and cut out the Mimoheart, and get ready for an adventure!



SAFETY NOTE: This project involves cutting. Please ask an adult for help.

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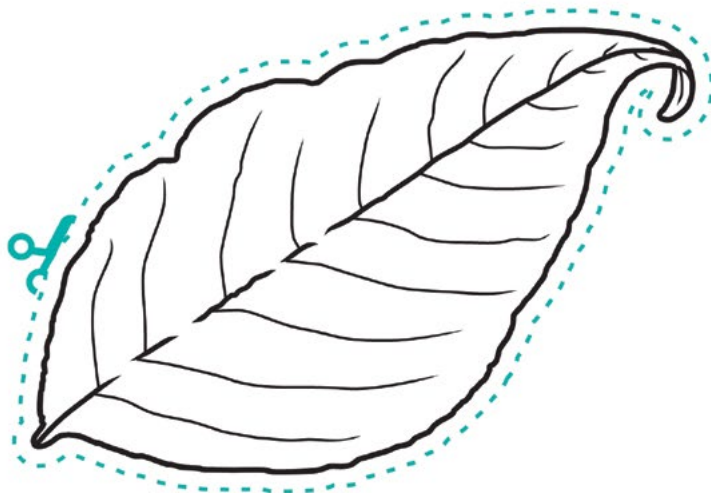




Spreading the Shine from the Stars

Make your own Mimoleaf

Every MIMO has a Mimoleaf—a special leaf that connects MIMOs to the stars and to each other. Color and cut out the Mimoleafs and attach them to yourself or to a friend. You can be a MIMO too!



SAFETY NOTE: This project involves cutting. Please ask an adult for help.

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Spreading the Shine from the Stars

Write your own poem

Mimos love to have fun with rhymes and poems. Use your imagination to write your own poem!



Handwriting practice lines for writing a poem. The lines are color-coded: blue, green, yellow, and purple.





Municipal Library "Milovan Glišić", Mionica 2019.

We are stronger together

“Welcome to Mimoland” studio for the artistic creation, founded in 2018 with the goal of developing the concept into a sustainable and successful business, as well as contributing to and promoting cultural activities and encouraging children’s creativity.

Since the beginning of this idea, 7 years ago, to the present day, the concept has developed gradually, giving the world all the previously mentioned products.

Our concept has had a long-term effect on the adoption of noble values of children of Mionica and we are sincerely grateful to educational and cultural institutions within Mionica municipality which recognized this concept and which we have had successful cooperation with in the previous years.

Any further development of the program “Welcome to Mimoland” includes developing the project on a national and international level, along with the cooperation with the institutions, organizations, companies, and individuals who can see the interest in winning the market together and who believe that we can make the world a better place for all of us.

We are looking forward to meeting you!





Elementary school "Milan Rakić", Mionica 2019.




MIMOLAND BY THE FLYING FAIRY BOOK REVIEW

“Only a person who has magic wings can write fairy tales, that means flying into the magical world of childhood. Only one who truly loves children can write such a book that treasures the qualities of love and goodness. JasnaDragojević got these wings because she wrote this book, which once opened symbolizes these wings. What lies inside her rich book is easy to capture if only one is willing to dream. In addition to the dream in order to fully understand it you have to possess a strong faith and endless love to nurture.

Everything is lively in this book. It is made of pleasant sounds and with its subtle music it refreshes the inner soul of the reader – but it needs to be understood and heard. Only one who is capable of love, who can give a hug, who can give an honest handshake, who can say something nice, give a kiss and smother completely in kindness will understand it.

This book will be loved by anyone who knows how to love the tree decorated with Mimo-leaves and who can share the sorrows and joys of this world. Anyone who has its inner fairy can write this book, the one who is ready to follow it, but also believes in the possibility to become one, too. The one who is ready to become Mimo once telling everything to a pillow that is actually a blue cloud, floating in a dream, meeting other colorful pillows that remind us of a child within us.

In case someone is afraid, Jasna will lend them wings. You only need to be good. This goodness is seen by a fairy who will always follow you. Just try and you will see the wings growing, do something good and the fairy will take you back to your childhood. You will become the Shiny Star, you will shine inside more beautifully than the firefly. Be determined. Look for your sun inside of you, somewhere in your heart, in your soul, in your eyes, in your ears.





When you find the light, you will turn into a star – that is why this book should be read with your soul. Read it before and after meals, on breaks, between the classes, on the train, read it with hugging arms. Read it with your little noses, breathe it as if it was air, drink it as if it was water from the stream, recite it, act it out and turn it into a workshop for making the world a better place. That is the secret of this fairytale. SHHHHHHHH, sleep now, dream, spread your wings and fly with Jasna”.

Tode Nikoletić, an author and critic of children's literature





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