

## A CHILDREN'S BOOK PROPOSAL

### ***The Tooth Fairy Journal:*** *The story behind your fallen teeth.*

Creating traditions and memories from everyday experiences.  
**By Mary Wiseman**

#### **PROPOSAL CONTENTS:**

- Page 2 An introduction to *The Tooth Fairy Journal*
- Page 3 Table of Contents
- Page 4 Sample Chapter
- Page 5 Sample Layout Concept
- Page 6 About the Author, Mary Wiseman
- Page 7 Resume of Mary Wiseman
- Page 8 Professional References
- Page 9-10 Competition
- Page 11-12 Marketing Information & Concepts
- Page 13-14 More Story Ideas
- Page 15 Contact Information

## ***The Tooth Fairy Journal:***

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### **AN INTRODUCTION:**

Children are going to lose all their teeth. Who better to lead them through this process than the Tooth Fairy? More than a scrapbook, *The Tooth Fairy Journal* is a story about the fallen teeth behind every child's smile. Geared to the 5 to 12 year-old audience, *The Tooth Fairy Journal* is a spiral bound 64 page 6 X 8 inch sized book complete with hard covers, lively full color illustrations, and plenty of space for the addition of written notes and photos or drawings.

Written from the Tooth Fairy's perspective this interactive story reads in a whimsical, prompting format, urging children to write directly on the book's pages about their own tooth-by-tooth-loss experiences. Adults are encouraged to join the fun working with children to create these toothy-traditions and life-long memories. The crowning touch is the informative dental information included within these pages, making dental trips fun. After years of entries, the child has a keepsake memoir featuring their unique smile.

*The Tooth Fairy Journal* encourages the combination of scrap booking's popularity and a love of creating memories from everyday experiences. This book guides children through the trials and tribulations of their inevitable tooth loss in a non-threatening, supportive and whimsical voice of the Tooth Fairy. As they compose this book, children learn to create tradition and memories, empower themselves by giving their feelings voice and in turn develop their reflective thinking and writing skills, all to the delight of the adults in their lives.

Discovering a loose tooth fills a child with anticipation and excitement. When *The Tooth Fairy Journal* comes off the bookshelf, children know they will be guided and supported through their smile's loss. Recording their feelings allows time for pause, reflection and examination of those feelings and context in which they occur. Nurturing a child's imagination, *The Tooth Fairy Journal*, places the child-author into the story, offering the time and space to honor the demise of each baby tooth.

The Tooth Fairy helps children "cut their teeth" on the process of learning healthy dental habits. Parents and dental health professionals will appreciate the Tooth Fairy's methods in supporting the child to establish ownership for their own healthy smile. As a "third party" the Tooth Fairy is in the perfect position to objectively teach the child reader; the anatomy of a toothy [and oftentimes toothless] smile, sound dental habits, and the importance of regular visits to the dentist all while providing journaling space in which children may record these important details. As children read the results of their journal entries, they will begin to better visualize how their healthy habits lead to healthy smiles.

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### **TABLE OF CONTENTS:**

*The Tooth Fairy Journal* consists of 3 sections. Each section contains a variety of journaling prompts, which stimulate and encourage the child-author's simultaneous interaction with this book.

#### **Section #1: *Believe in Magic & Dare to Record Your Smile's History***

*Containing approximately 12 pages*

*The Tooth Fairy Journal* teaches a child "how to" incorporate the skill of reflection, in their journaling process. The child's writing experience is enhanced with increasingly challenging journaling prompts, written in the Tooth Fairy's whimsical voice. Here too the reader will find a brief background of the Tooth Fairy's legendary background.

#### **Section #2: *My Tooth-by-Tooth-Loss Experiences***

*The primary portion of the book contains approximately 40 pages*

Beginning at approximately age 5 until age 12 the child-author has designated areas in which to "journal" the experience of the fall of each of their 20 baby teeth.

From pondering the initial sensations of: "Is it broken? The First Loose Tooth" to "Handling Multiple Wiggles" and to "The Last of the Loose Ones," each tooth-loss experience has space to record thoughts on these "toothy happenings." Following the Tooth Fairy's age-appropriate-prompts, children correspond with the Tooth Fairy and allow their imaginations to prevail.

Placing fallen teeth in the small envelopes, included in the journal, children are urged to scribe letters to the Tooth Fairy and place the journal under their pillow or near their bedside. Magically, the Tooth Fairy responds to these letters, within the journal's pages, and all correspondence become unique chapters in the history of the child's smile.

#### **Section #3: *Dental Care: The Crowning Touch***

*The final portion, of the book, consists of approximately 12 pages*

Encouraging sound dental habits, *The Tooth Fairy Journal* includes; simplified dental illustrations and explanations of tooth structure and growth. Here too, the Tooth Fairy demystifies the often times illusive dental visits, by gently encouraging positive interaction with the child's professional dental care provider.

This section includes areas for responding to the prompting questions of annual dental visits. Pages include areas for photographs with and autographs from their dentist, along with other pertinent dental information, enforcing the importance of consistent, healthy dental care.

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### **A SAMPLE CHAPTER**

#### **Section #2: *My Tooth-by-Tooth-Loss Experiences***

*The primary portion of the book contains approximately 40 pages*

#### **Title: *Is it Broken? The First Loose Tooth***

Something wiggled!  
Something is loose!  
What is going on in there?

Way to go, your first loose tooth!  
Do not panic. There is nothing to worry about. I am a tooth expert.  
Stay with me here, grab something to write with and fill in the blanks.

#### **List of prompts with space for the child's responds:**

Today, I felt my loose tooth. Today I am \_\_\_\_\_ years old.

I was \_\_\_\_\_ when I felt my tooth wiggle.

Before my tooth fell out, I thought my tooth would fall out when I was \_\_\_\_\_.

I thought it would feel like \_\_\_\_\_ when my tooth falls out.

I could make my tooth looser by \_\_\_\_\_.

After my tooth fell out \_\_\_\_\_ was the first person I showed my loose tooth to.

I also showed \_\_\_\_\_ my loose tooth.

Now, with this space in my mouth, I worry about eating \_\_\_\_\_ and \_\_\_\_\_.

I think teeth fall out because \_\_\_\_\_

My smile looks like this now [Draw or glue a picture here]

This is what I looked like after I lost my first tooth [Draw or glue a picture here]

Place your fallen tooth inside the envelope here. Write me a short letter, telling me all about how your tooth fell out. Give me the details! Where were you? What were you doing? Who was with you? Now, put this book under your pillow [or nearby your bed] so I can find it and give you a response.

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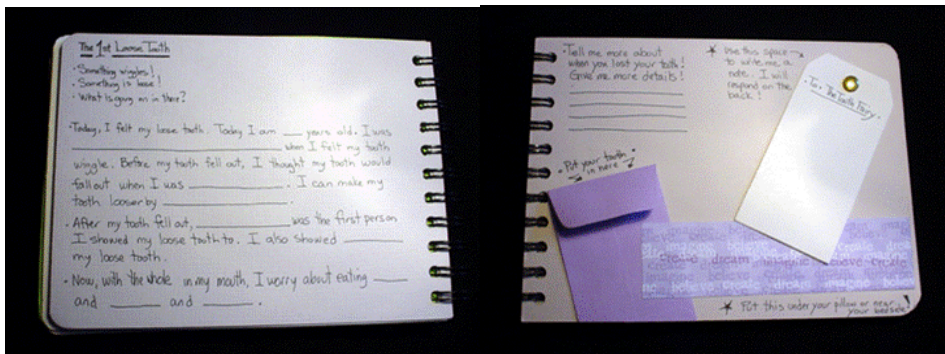
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### SAMPLE LAYOUT CONCEPTS:



Front Cover Idea: *The Tooth Fairy Journal*



Inside Spread: Section #2: My Tooth-by-Tooth-Loss Experiences

*Is it Broken? The First Loose Tooth*



Inside Spread: Section #2: My Tooth-by-Tooth-Loss Experiences

*Is it Broken? The First Loose Tooth*

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**ABOUT THE AUTHOR**



Mary Wiseman grew up in the land of feed caps and cheese, which are two reasons why she moved to Beijing, China and lived there for 15 years. Now, in her spare time she memorizes license plates numbers, as she jogs the rural roads of Western Massachusetts and is considered something of an expert in the paper arts.

Her concept for designing *The Tooth Fairy Journal* has come from being the Tooth Fairy to her own daughter. With years of loose letters to and from the Tooth Fairy, along with an envelope full of fallen teeth, her desire to *have it all in a one place* has driven her to re-construct the story and details behind her daughter's smile and design this book.

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## MARY WISEMAN, DESIGNER & WRITER

### RESUME

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#### EDUCATION:

- **Masters of Fine Arts Degree** In application process, intended completion May 2007  
*Ai: Miami International University of Art & Design, Miami, FL*  
Online study: graphic design
- **Masters of Arts Degree** May 2002  
*The New School for Social Research, New York City*  
Online study: media studies in contemporary Chinese culture.
- **Bachelor of Arts Degree** December 2000  
*The New School for Social Research, New York City*  
Online study: matriculating student
- **Associates of Arts Degree** December 1977  
*Fox Valley College, Appleton, WI*  
Printing & publishing

#### PROFESSIONAL EXPERIENCE:

- **Wiseman Graphic Design** Minneapolis, MN & Beijing, China May 1985 to present  
**Entrepreneur & Designer**  
*Design: publications, web sites, handmade papers, books, journals & jewelry, while honing my writing skills.*
- **The International School of Beijing Beijing, China** August 1994 to present  
**International Baccalaureate Visual Arts Instructor at the High School Level**  
The International School of Beijing (ISB) is a fully accredited, private, nonsectarian, co-educational International Baccalaureate curricular, college preparatory day school with instruction being conducted in English for children from PK to 12th grade high school level. ISB's enrollment of 1800 students consists of young people from fifty-three nationalities. *Teach, inspire and lead my students into experiencing and researching a chosen focus of studio art study and experimentation, as well as researching and critiquing other artists' work.*
- **Kempinski Hotel/Beijing Lufthansa Center** Beijing, China April 1991 to Sept. 1993  
**Public Relations Manager**  
*Coordinated public relations events and publications for this center including promotion of 13 restaurant outlets, a residential and business complex, shopping center and five-star hotel all housed within The Lufthansa Center.*
- **Art Department Manager**  
*Supervised in-house and additional graphic support teams, working out of Hong Kong, to ensure the timely production, quality control, and delivery of promotional publications.*
- **Macalester College** St. Paul, MN May 1980 to May 1985  
**Graphic Designer within the Public Relations Department**  
*Designed promotional materials. Art directed promotional Admissions video.*
- **The Studio Baraboo, WI** July 1978 to February 1980  
**Studio Director**  
*Coordinated creative stages, of catalog jobs, including: art and photography direction, quality control, client service, pre-press and printing proofs.*

#### EXHIBITIONS & COLLABORATIONS:

**The 100 Beijing Journals Project** Beijing, China  
**Director and Designer**  
Designed to capture, in free-form-style, the intimate reflections, insights, dreams, and artistic musings of Chinese and foreign artists living, working, and traveling through Beijing during a 100 day period of time, 100 blank journals were distributed throughout Beijing to interested individuals and artistic institutions. Journals were passed from artist to artist, during this collaborative project, each person adding to the journal's entries.  
*Exhibitions & displays slated for: The Word Houses Visual Journal & Idea Catchers Exhibition Jan. 21-Feb. 19, 2005 in San Jose, CA. Display at the New York Center for Book and Paper Art, New York City, 2005 and in Beijing, inclusion in a documentary film created for the 1000 Journals Project, San Francisco. Filming will take place March 2005, in Beijing.*

#### ADDITIONAL SKILLS:

- Mandarin Chinese Language
- Ongoing interest and respect for the Chinese people & their culture
- Work comfortably in Macintosh and IBM computer environments.
- Experienced with Microsoft Office programs, Power Point, Adobe Photoshop & Illustrator, Quark Express, and Dreamweaver computer software programs.
- Enjoy paper & book making
- Member of the Society of Children's Book Writers & Illustrators

**MARY WISEMAN, DESIGNER & WRITER**

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**PROFESSIONAL REFERENCES:**

**Ms. Julie Crawford**

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*Founder & Curator*

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**Mr. Robert Bernell**

*Entrepreneur & Bookstore Owner*

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**PORTFOLIO PROVIDED UPON REQUEST**

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### **COMPETITION: A list of books on this topic that are currently in print:**

*The Tooth Fairy Journal*, as I envision it, has no published rival in the current market.

The following books are listed to show a general journaling layout concept and have served as inspiration as I envision my own concept for *The Tooth Fairy Journal*.

*Top-Secret Personal Beeswax: A Journal by Junie B. (and me)*

By Denise Brunkus

Random House, Inc. New York 2003

128 pages Retail Price: \$11.95 ISBN # 0.375.82375.1

Wowie, wow, wow! It's Junie B. Jones's top-secret, personal beeswax! This hilarious companion to the best-selling series features Junie's own original writings along with drawings, stickers, and lots of blank pages with creative prompts designed to get kids drawing and writing about their own top-secret, personal beeswax. Kids will love getting to know Junie up close in this fun, interactive writing format.

*Griffin & Sabine: An Extraordinary Correspondence.*

By Nick Bantock

Chronicle Books, San Francisco 1991

Retail Price \$19.95 ISBN # 0.87701.788.3

With three million copies in print, the Griffin & Sabine Trilogy has captivated readers worldwide with the saga of two unlikely lovers and the conspiratorial thrill of reading their private correspondence. It has been said that Nick Bantock's innovative fusion of lush illustration, creative storytelling, and pioneering paper technology created a new genre of fiction. To celebrate the tenth anniversary of this landmark publication, Chronicle Books and Nick Bantock have created this limited edition of Griffin & Sabine, available only while supplies last. It includes never-before-seen artwork, a special postcard, and a letter from Nick Bantock himself, all in a new binding. Whether reading it for the first time or the first time in ten years, the magic of Griffin & Sabine continues to weave its spell.

*Vinnie's Giant Roller Coaster Period Chart & Journal Sticker Book*

By Vinne the Tampon Case Distributor

Chronicle Books, San Francisco 2002

96 pages Retail Price \$15.95 ISBN # 0.81183.4409

The curse, the crimson tide, Aunt Flo-no matter what you call it, menstruation is often a taboo subject. Then along came Vinnie, who's made it his mission in life to demystify periods for women (and men!) the world over. With space to chart a year's worth of periods, the journal will help you create a detailed account of your natural cycle, as well as cheer you up with hot tips on cramp cures, hilarious quotes from fellow menstruators, and more. The snazzy vinyl tampon case is perfect for toting and protecting period paraphernalia in your purse or backpack. Take it from Vinnie: Don't dread your monthly cycle, celebrate it! Compare notes with your pals, impress your gynecologist, and most important of all-know your flow!

*Continued on page 10...*

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*...Continued from page 9*

**COMPETITION: A list of books on this topic that are currently in print:**

*My Fabulous Life in Pictures*

By Marilyn Green

Klutz Press 2002

40 pages Retail Price \$19.95 ISBN # 1.57054.916.8

Finally, scrapbooking made simple! My Fabulous Life in Pictures is packed with colorful themed pages on subjects like travel, parties, and family. Templates, stickers, portfolio pockets and other special supplies make it easy for young scrapbookers to overcome blank-page anxiety and get started in this ever-popular pastime.

*My Life According to Me*

By the Editors of Klutz Books

Klutz Press 1999

66 pages Retail Price \$14.95 ISBN # 1.57054.354.2

A journal for girls, with inspiring little questions, fun quizzes, drawing and writing ideas, and plenty of blank space, all on jet-black paper. Comes with a silver pen, a bound-in page of photo sleeves and zippered vinyl pouch for keeping mementos.

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### **MARKETING INFORMATION & CONCEPTS: How my book differs from them:**

Many folktales and stories, featuring the Tooth Fairy, line bookstore shelves, however *The Tooth Fairy Journal* has no published rival in the market. *The Tooth Fairy Journal* has been carefully designed to be a highly commercial book which crosses over and between the children's book market, specialty gift markets, scrap booking market, elementary health educational markets, the dental health association and the dental-care industry who will all be interested in obtaining a portion of the market *The Tooth Fairy Journal* will capture.

#### **Children' Book Market:**

Journaling adventures along with a whimsical story line intrigue all ages. *The Tooth Fairy Journal's* colorful pages are created to keep the child-author clamoring for more. This book honors the child's reflective thinking and writing skills, the child's dental health and allows fun to prevail, during the time of fallen teeth.

#### **Specialty Gift Market:**

Solving the gift-giving dilemma, with a long-lasting, memory-making, and educational gift, *The Tooth Fairy Journal* is sure to receive smiles at: baby showers, birthday parties, as a special gift from grandparents, teachers, caring adults, and dental health care professionals alike.

#### **Scrap booking and Paper Specialty Stores:**

Involving children, from an early age with a topic near and dear to their smile, *The Tooth Fairy Journal*, entices a child to nurture their inner creativity. Scrapbook and paper stores are natural retail outlets for *The Tooth Fairy Journal's* sales and workshop experiences, as these stores abound with embellishments, sure to be included in every child's *Tooth Fairy Journal*.

Creating a niche in the children's scrap booking phenomena, *The Tooth Fairy Journal*, leads a child in stretching their "crafty" imaginations. With plenty of space for creativity, whimsy and magic, *The Tooth Fairy Journal*, spurs the crafter and writer inside all children, in capturing the memories of everyday life.

#### **Elementary Educational Institutes and Dental Health Professionals:**

Making the education of a healthy smile, part of the fun, *The Tooth Fairy Journal* is basic curriculum in the education of sound dental health habits and the development of reflective thinking and writing skills. In public, private and home-schools alike, teachers and administration will appreciate *The Tooth Fairy Journal's* fun yet serious storyline. This volume is bound to be shared at 'Show and Tell' sessions across the nation, as well as used in leading creative writing sessions. The dental health association and dental-care industry will embrace *The Tooth Fairy Journal's* toothy sensibilities.

*Continued on page 12*

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...Continued from page 11

### **MARKETING INFORMATION & CONCEPTS: How my book differs from them:**

#### **Additional markets:**

- Editors for parenting magazines such as: *Child, Parenting, Parents, American Baby, Family Fun, Redbook, and Martha Stewart Kids* will all have interest in promoting *The Tooth Fairy Journal's* fun interactive format and its healthy dental information.
- Editors at Stampington & Company in Laguna, CA, who publish *Legacy, Somerset Studio & Inspirations* magazines will also have an interest in promoting the family history, paper arts, art stamping & letter arts angle of *The Tooth Fairy Journal*.
- Editors at *Creating Keepsakes* magazine will take interest in all aspects of *The Tooth Fairy Journal* and in particular the scrap booking entity.
- Editors at *Artist's Sketchbook*, created by Curtis Circulation Co., will have an interest in promoting *The Tooth Fairy Journal* due to the journaling focus & nurturing elements this book offers the younger generation.
- Online Parenting Sites such as: *Family Fun & Disney &* the above fore-mentioned magazines' online websites.
- Children's groups: scouts, after-school and weekend community activity groups
- Story telling workshops & websites
- Scrap booking groups both virtual & via websites
- Conventions: for Dental Health Professionals.
- Home-schooling Educators
- The International School Circuit and Communities

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### **MORE STORY IDEAS:**

My stories are written in whimsical story formats which are the stuff children clamor to co-author. All my stories create a high-concept of artistic and emotional beauty, which satisfies the narrative urge in every child. Allowing the child to exercise their high-touch ability to empathize and understand, from a child's perspective, their own feelings and find joy in understanding the purpose and meaning of interacting with these human subtleties.

By supporting the child, with interactive journaling prompts, my stories are more than ornamental. They are written to allow the child to communicate their own story, have a place to safely scribe their feelings and learn 'how-to' reflect upon and understand their own developing emotions. Children are urged to see the bigger picture of their relationship; to their emotions, to experiences, in putting ideas together, and in making the whole greater than the sum of the parts.

Via a sense of play, my stories lead children to bring a joy and exploration to the authoring of their book. Adults support the pursuit of meaning and purpose as each book brings children closer to their own heritage.

### **SAMMY & THE SOFA BUG:**

Focuses on one young boy's search for self-esteem in an overweight world.

Sammy is a pudgy little boy who lives with his single mother. Sammy loves to snack, unfortunately on the wrong food selections. Befriending Otto [the sofa bug struggling with his own fear-of-flying issues], the two discover adventure and how to face their fears.

### **DIEGO'S DESTINO:**

A young gecko searching for his soul's destiny...in all the wrong places. Diego searches his immediate environment and visa-vie the embedded journaling prompts, finds his inner smile.

### **FERN & FIREFLY:**

Leads young readers to ponder the concepts of forgiveness and learning 'how-to' forgive.

### **MOTH & MOON**

Sheds light on understanding cycles and emotional changes occurring in a young person's life.

### **THE GOALS JOURNAL:**

A simple guide to brainstorming, setting and establishing habits to obtain goals.

### **THE SLEEP OVER JOURNAL:**

A guide to the inner goings-on, the 6-13 age, young-girl's slumber party world.

### **THE ALLOWANCE JOURNAL:**

Leading children through a reflective process of the emotional impact money has, in their young lives, this book focuses on grasping a fuller understanding of the differences between 'needs' and 'wants' in relationship to their allowance and money matters.

*Continued on page 14*

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## MARY WISEMAN: DESIGNER & WRITER

...Continued from page 13

### MORE STORY IDEAS:

#### **THE CAMP JOURNAL:**

Journaling the excitement & sometimes mixed feelings a young camper encounters, this book prompts the reader to scribe details of the camp experiences.

#### **A JOURNALER'S GUIDEBOOK TO BEIJING, CHINA**

##### **BEWILDERING BEIJING:**

Having lived the last fifteen years in Beijing now, I am ready to open my personal journal and share my experiences both graphically & literally. Not a typical guidebook, this artist's journal leads the adventurer into the *inner happening places* this *city of change and contrasts* offers, allowing the tourist themselves to complete the story of their journey.

**MARY WISEMAN: DESIGNER & WRITER**

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