

ABOUT ART BY LJ'S PLAYGROUND MARKINGS

ABOUT OUR BACKGROUND Lex James started out working in the public education system as an Art/Primary school teacher for 7 years. Whilst teaching, Lex saw a lot of bad playground behaviour stemming from boredom in the playground, as there were not many activities for the children to use or play on. Looking around the playground, it was easily seen that the huge amount of concrete and asphalt in the school was hardly a stimulant for the children, so somehow this needed to be turned around to transform the playgrounds from a boring grey mass into a fun and vibrant activity area.

Working as an art teacher, he could see how much kids were attracted to bright colours and fun designs or shapes, so while still teaching, he took some of the traditional playground games like hopscotch and hopscotch spirals and transformed them into fun and colourful characters, and painted them on the ground next to the plain outlines of the hopscotch grid painted by the line markers. The results spoke for themselves - the kids would rather line up and play on the fun and colourful hopscotches rather than play on the other vacant hopscotch grid. With this in mind, Lex worked out how he could rejuvenate all the old traditional games that were existing, and in the process, developed many new games to cover all other aspects of the curriculum that were not already on offer.

The demand for his unique playground markings became so great that he soon left teaching to pursue this niche market, along with other art ventures. In 2004, Lex James began trading in NSW as "ART BY LJ", and has personally transformed over 240 schools in the Newcastle, Central Coast, as well as the Western and Metropolitan Sydney areas.

WHAT WE OFFER

ART BY LJ takes great pride in the quality and uniqueness of the work they offer. They offer so much more than the other line marking companies- instead of boring yellow lines and games that are made up of circles, straight lines and sprayed on lettering, **ART BY LJ'S games are more like artworks than linemarking.** Their games are beautifully drawn in fantastic animated characters and are fully painted in rich and bright colour schemes. ART BY LJ does not just supply games, rather, they TRANSFORM SCHOOLS with their bright and colourful artworks, turning the boring grey of the playground into an educational wonderland, creating a whole new dimension to teaching and learning, creating an outdoor learning area that can be used by students and teachers to learn so many elements of the K-6 curriculum like learning the alphabet, counting, reading, spelling and motor skill development, all while the children are having fun and playing.

The addition of these games has also been a proven winner against playground behavioral problems within the schools, so much so, that it is now being a part of a study into playground behaviour by a Victorian University.

Art by LJ has a series of 30 signature games, all beautifully designed and painted educational types of games, **along with other, more basic styles of games, totaling about 50 altogether.** These designs are a combination of some traditional playground games that have been "jazzed up" by use of vibrant colour and by transforming these boring old games into wonderful characters in his own unique way, while others are ORIGINALS created by LEX JAMES/ART BY LJ, with heavy influence from his teaching experiences.

These games are vibrant and fun, with the use of animated designs and beautiful and striking colour combinations that transforms any area. Any of these designs that have been transformed in such a way are considered to be ARTWORKS, which in most cases will be protected by COPYRIGHT.

Most of the games can even be adapted to have an aboriginal feel and influence, with the use of colour and pattern if requested by the schools, offering a whole new range again.

All our games are highly educational, with several ways to play each game.

Each game comes with it's own set of playing instructions that he has developed, with heavy emphasis on the educational applications for each game. Copies of these Rule Sheets, also COPYRIGHTED to Lex James/ART BY LJ, are given to the school to enhance the use of the games, as not only does it show how the kids can have fun on them, but also how the teachers can utilize them as an outdoor learning tool.

These games can be painted on most surfaces found at schools, like concrete, cement, asphalt and even some paved areas. Even existing line markings or older games at schools can be adapted. Once the designs have been carefully placed and drawn, they are hand painted in solid colour using hardwearing exterior paints with special non-slip additives to it, as **both longevity and safety is paramount.**

ART BY LJ'S Playground Markings are both aesthetically pleasing and highly educational, and would prove to be a truly valuable investment in you school and your children's education.

Call ART BY LJ today to see how they can help you to design a package of games that suits your playground and your budget.

Freecall 1800 7009977 or mob 0400316114