



Head of ideas.

Children’s *creative minds*

Painting pictures, thinking up games, inventing songs: children’s imagination knows no bounds. STAEDTLER wanted to find out how creative kids really are by surveying around 600 parents. The conclusion: children are well ahead of adults when it comes to creativity.

Children’s creativity

80%

of the parents surveyed rate their children as creative. It is noticeable that adults who consider themselves creative are more likely to see their children as similarly creative.

Full of imagination

Seeing the world through children’s eyes could open up unforeseen paths: almost three out of four respondents are certain that their children are more imaginative than they are.

New horizons

Trying new things, letting their own ideas run wild and using their imagination more often – parents would like to follow the example of their children’s creative behaviour.

Running riot with colour

The majority of children express their creativity several times a week in colourful pictures and doodles on paper – and girls reach for their pencils to make their ideas a reality more often than boys.

For children’s hands

STAEDTLER has created the Noris junior product family to stimulate children’s creative development. It is tailored to the needs of children aged two years and over – true to the motto of “Play-Easy-Eco-Safe”.



Little role models

89% of parents think adults should follow their children’s example more often and give their own creativity more space in their life.

From tree to apple

Parents who consider themselves to be creative attach more importance to specifically encouraging their children’s creativity. How do they do this? Through sporting activities, books, painting and walks for their children to discover nature.