

Is this the app to get kids off apps ?

Thursday 30 April, 2020

The current pandemic has seen more mobile apps being downloaded by kids than ever before, meaning many parents and carers may be suffering from 'screen time guilt' as they try to find constructive and creative learning opportunities for their children. [Lucia's World](#) is the result of over 18 months of collaboration between children's author and entertainer, Lucia Davies, and Matmi Educate, the education division of the [Matmi creative agency](#). It's designed to encourage kids to find things to do other than perhaps staring at a screen all day! Lucia's World aims to help restore a healthy balance between digital and real world learning opportunities.

Matmi Educate is proud to announce the launch of 'Lucia's World' - a completely revolutionary app that turns children's education on its head. Lucia's Worlds' main purpose is to encourage children and their parents to use technology in a mindful way and avoid being consumed by it. The app even comes with a 'screen time alarm'!

Lucia's World feels a bit like an interactive TV show, encouraging kids to use their creativity and develop language skills with positive lessons on mindfulness and wellbeing. Using a unique blend of original video, games, books, songs, stories and illustrations, children are guided through a range of creative activities as they help Lucia to complete her stories and songs.

Creative Director, Jeff Coghlan at Matmi explains "Technology should not control our lives. It should enhance them. Throughout the app we inspire children to explore the world around them whilst completing fun activities."

Back in the '80's, 'Why don't you' was a TV show that encouraged kids to reduce the amount of time spent in front of the TV screen. 40 years on, Lucia's World continues to support this belief.

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About Lucia:

Lucia is a long standing professional children's entertainer and author with over 30 years of experience entertaining children from all walks of life. She has supported children with adoption and fostering, in hospitals and respite centres, and those with additional needs and families from severely socially deprived backgrounds. Over the years, Lucia has been invited to entertain the children of some high profile families who have helped her raise awareness of vulnerable children. By entertaining the children of families such as the Beckhams, the Rooneys, Gary & Dawn Barlow, the Flintoffs, the Nevilles and Marcos Roho & Eugenia Lusardo, Lucia has been able to reach a wider audience.

Working with children is a calling for Lucia. Her dedication and commitment to meeting their needs has given her a wonderful reputation in education and on the family entertainment circuit.

About Jeff Coghlan

After establishing his creative agency, Matmi, 19 years ago, Jeff has worked across a variety of business sectors. For companies including PlayStation, Microsoft, Dell, ITV, BBC, Universal, Red Bull and Merlin, he has directed and produced many award winning games, apps, platforms, gameshows and even designed theme park attractions. He has co-produced games with celebrities including the Gorillaz, Lilly Allen, Iron Maiden and Warwick Davis. Much of Jeff's work has gone on to be featured on television, achieved top ten positions in the relevant app-stores.

Jeff has worked with many charities and global organisations including Cancer Research, the European Union and the United Nations, with whom he has collaborated on the development of their Global Goals Strategy.

For many, the digital environment sits alongside the real world and Jeff looks forward to the next revolution where digital and physical can come together to create a seamless world, and where we can interact with emotion and motion to humanise technology and change society for the better.

About Matmi

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For clients who recognise that the days of advertising through interruptive, one-sided messaging are over, Matmi uses technology to champion participation, sharing and discovery.

Matmi has over 19 years of experience creating award-winning projects across a range of sectors. So, whatever the client engagement objectives, they deliver beautiful technology-driven solutions with a human heart.

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