MARK lives in the forest, and treasures his prized jellybean collection. He's happy among the trees, but is afraid of the Yeti—a large and furry forest-dweller. One day when Mark finds traces of the Yeti nearby, he goes to the city and buys a gun. But when he confronts the Yeti, he is surprised to find that the Yeti is a good-natured beast with a jellybean collection of his own. The two become friends, and combine their jellybeans to create the best candy collection ever. Their story suggests that even when we're afraid, cooperation and friendship can be more productive than aggression and violence.
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MARK AND THE JELLYBEAN MONSTER
In the middle of the forest, there was a cabin, and in that cabin lived a man. The man’s name was Mark.
MARK'S MOST PRIZED POSSESSION WAS HIS JELLYBEAN COLLECTION. WHICH, AS WE ALL KNOW, IS A YETI'S FAVORITE SNACK.
MARK FEARED
THE YETI...
...AND THE LOSS
OF HIS JELLYBEANS.
ONE DAY, IN THE EARLY MORNING, MARK HEARD A LOUD...
MARK WENT OUTSIDE TO INVESTIGATE.
Hmmm...

...YETI HAIR!
FEAR OVERTOOK MARK’S ENTIRE BODY.
Mark desperately wanted to protect his precious collection, so he left his home to purchase some Yeti-B-Gone at the nearest Yeti-Mart.
MARK DISCOVERED THAT THE LOCAL YETI-MART HAD A LARGE VARIETY OF YETI-B-GONE DEVICES. THERE WERE ALMOST TOO MANY TO CHOOSE FROM BUT ONE STOOD OUT FROM THE REST.
According to the packaging, the Yeti-Repellent 3000 was "guaranteed" to work and came with an extra can of Yeti-b-Gone.
MARK WENT BACK TO THE FOREST WITH THE YETI-REPELLENT 3000 READY TO STAND UP TO THE YETI.
The Yeti-Repellent 3000 broke and the Yeti-B-Gone covered Mark head to toe with green slime.
Mark was so smelly!
SUDDENLY
OUT OF THE CORNER
OF MARK’S EYE HE
SAW SOMETHING...
THE YETI WAS THERE! IT DIDN'T SEEM LIKE THE YETI-B-GONE HAD AN EFFECT.
The Yeti came closer...
...AND CLOSER...
The Yeti raised his fist towards Mark. A million thoughts flew through Mark’s brain and they were all scary...
Is he going to punch me? What will happen to my jellybeans? Why is the Yeti so tall? Is he mad at me?
HAH!
HE WASN’T GOING TO HIT ME. THE YETI JUST WANTED TO GIVE ME A JELLYBEAN.
THE YETI EVEN HAD HIS OWN JELLYBEAN COLLECTION.
THEY BECAME THE BEST OF FRIENDS.
THEY ATE AND SHARED THEIR JELLYBEANS TOGETHER...
... AND FOR MANY YEARS AFTER.
Juan Marco’s *My Imagination Book* takes the reader on a journey of imaginative scenarios in which the characters they meet have all lost their weapons. This book asks its readers, “Can you give them something more playful than guns so that they can have some fun?”

It is a coloring and drawing book in which each vignette invites a non-violent and whimsical replacement for the missing weapons. This encourages children to participate in a re-imagining of a kinder, more good-natured and creative world – a world without guns!
The Uncool project was made possible through the generosity of the Nathan Cummings Foundation, which supports projects and organizations operating at the intersection of art and social justice. NCF is rooted in the Jewish tradition and committed to democratic values and social justice, including fairness, diversity, and community. The nonprofit family foundation seeks to build a socially and economically just society that values nature and protects the ecological balance for future generations; promotes humane health care; and fosters arts and culture that enriches underserved communities.

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This Imagination Book belongs to:
Farmer Joe is planting crops for his farm, but he notices the crows have been eating all of the seeds! Can you draw more crows flying over the field?
Crows are frightened by loud noises. Farmer Joe needs something to make loud noise with so he can save the corn from being eaten.
Farmer Joe doesn’t want to hurt the crows, he just wants to scare them away. Can you draw the farmer holding the loudest objects listed below?

- Pots & Pans
- Umbrellas
- Pillows
BLAM!

PING!
The crows just keep coming back for the corn. Farmer Joe has decided to share his fruits and vegetables with the hungry crows.

*Fill up Farmer Joe’s basket with some of your favorite fruits and vegetables!*
Draw the townspeople of the old west.
The sheriff of the town just traded in his two pistols for a slice of delicious pie. Can you draw him holding a slice of cactus pie with a fork and a plate?
The sheriff now uses his holster to carry snacks for his long ride to town. *Fill the holster with your favorite snacks!*
Draw the rest of the sheriff’s horse so they can both ride into town.
The two cowboys are about to have a duel, but left their weapons back at the general store.
They decide to have a music duel to see who is the better musician. Can you draw them holding one of the musical instruments shown below?

Guitar      Saxophone    Tambourine
The cowboys are having such a great time playing music that they forget all about their duel!
Draw them playing their new instruments!
The fair lady needs a harp to play. *Draw a beautiful harp for her.*
The piano man needs a piano to play his catchy tunes. *Draw a piano for him to play.*
The fiddler wants to be in the band as well, but he needs a fiddle to play. 

*Draw him a fiddle to play.*
The musicians need an audience.
Draw an audience enjoying the music!
These two pirate ships just crossed paths.
Draw their different flags at the top of the sails.
The captains of the ships lost their hats in the strong winds of the salty sea.
Create new hats for them to wear!
Both ships also ran out of cannonballs to shoot out of their cannons.
Draw them having a food fight instead!
What food are they throwing?
All that food tossing made the pirates very hungry. *Can you draw them eating foods that start with the letter P?*
Pizza,
Pudding,
Pasta...

Can you name more?
Fill the pizza slice with your favorite toppings!
This rocket ship is leaving Earth to discover a mystery planet. *Draw the rest of the rocket ship.*
Now draw the mystery planet!
It’s so colorful!
The space ranger discovers three aliens! Help them become friends by drawing the space ranger holding a present from Earth.
THANK YOU!
Draw your own different alien species!
Draw what the mystery planet’s flag looks like.
The flying saucer is heading to Earth to visit the humans. *Can you help the flying saucer find its way to Earth by drawing a safe path through the stars?*
The flying saucer made it safely to Earth! The alien is offering the human boy a gift from his home planet.

*Can you draw the alien’s gift?*
THANK YOU!
(๑ ๑ ๐๐)
Can you picture a world without guns?  
Just use your imagination!
Zoarmax 133 is a visitor from another planet, on a mission to understand our unfamiliar world. Using his alien technology, he scans three objects: a mouse, a flower and a gun. His scanner declares the mouse and the flower "Cool," but can't make sense of the gun. Zoarmax 133 then journeys around the world to find out whether the gun is "Cool" or "Uncool." Go with him and decide for yourself!
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ZOARMAX 133’S BIG QUESTION

KIN LOK
ONE DAY ZOARMAX 133 LANDED ON EARTH. WITH HIS SCANNER DEVICE, HE SCANNED THREE OBJECTS: A MOUSE, A FLOWER AND A GUN.
“Oh, a mouse is cool and a flower is cool... but hmm, what about the gun? Why does my scanner just have a ‘?’"
“How can I figure out if guns are cool or uncool?”
"I know, I'll go out and I'll ask everyone I meet to see what they think!"
“I have good chemistry. Children and guns don’t.”
“ROAR! Guns are too loud. I like to be the loudest.”
"A GUN CAN'T SOUND AS GOOD AS I CAN."
“I have a race car that is faster than a gun.”
“GUNS BREAK THINGS, I BUILD THINGS.”
"I don't need a gun, hiya!"
"I'd rather have a snowball fight, than a gun fight."
"I SHOOT HOOPS
NOT GUNS."
"I think guns are very unwise."
"Guns destroy beautiful things. I create them."
"Guns are not as sweet and loving as I am."
“So I think guns are uncool. What do you think?”

MOUSE = COOL
FLOWER = COOL
GUN = UNCOOL
Nathan Cummings Foundation

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Uncool: A Designmatters Initiative

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Amos the Bullet longs for a different kind of life, one where he can create things rather than destroy them. He dreams of being a crayon drawing beautiful pictures or a rocket ship taking travelers into space. His is a story about how creating fun and beauty is more fulfilling than causing chaos and ruin, and shows that we can all make changes for the better.
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AMOS' NEW LIFE

VIVIAN SHIH
AMOS THE BULLET WAS BORN IN A COLD PLACE CALLED THE GUN.
ONE DAY, SOMEBODY SHOT THE GUN.
BANG!
AMOS THE BULLET FLEW THROUGH THE AIR.
HE SWOOPED THROUGH SOME BALLOONS
KNOCKED OVER A CUPCAKE
SLAMMED THROUGH SOME TOYS
AND BROKE A BUNCH OF THINGS.
AMOS WAS TIRED OF BREAKING THINGS.
HE WAS SAD AND LONELY.
HA
HA!
AMOS HEARD NOISES.

IT WAS THE SOUND OF KIDS LAUGHING.
He looked in a classroom and saw pencils on the table.
“WE HELP TOMMY FINISH HIS HOMEWORK!”
MATH HOMEWORK

2 + 2 = 4
3 + 1 = 4
1 + 2 = 3
THEN AMOS MET SOME CRAYONS.
"WE MAKE PRETTY DRAWINGS!"
AMOS MET SOME HAPPY LIPSTICK FRIENDS.
“COME PLAY WITH US!”
“LOOK! WE MADE HER BEAUTIFUL!”
HE
SAW
BOYS
PLAYING
WITH
ROCKETS.
“I can visit different planets!”
AMOS LEARNED HE DIDN'T HAVE TO BREAK THINGS!

HE COULD ACTUALLY MAKE THINGS!
THE BEST THING HE COULD MAKE WAS A FRIEND.
AND HE COULDN'T WAIT TO MAKE MANY MORE.
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