

COLLECTOR

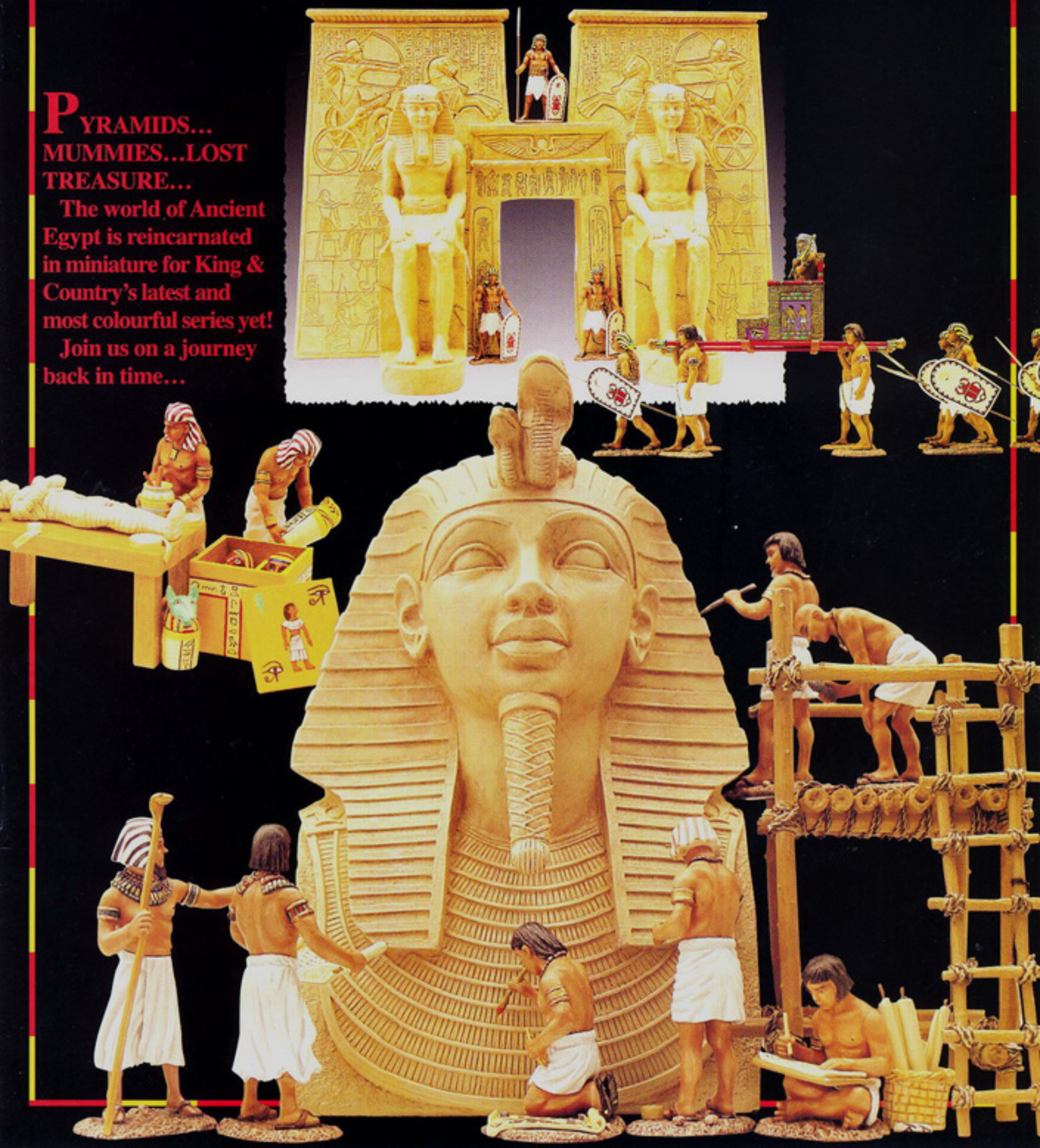
蒐集者

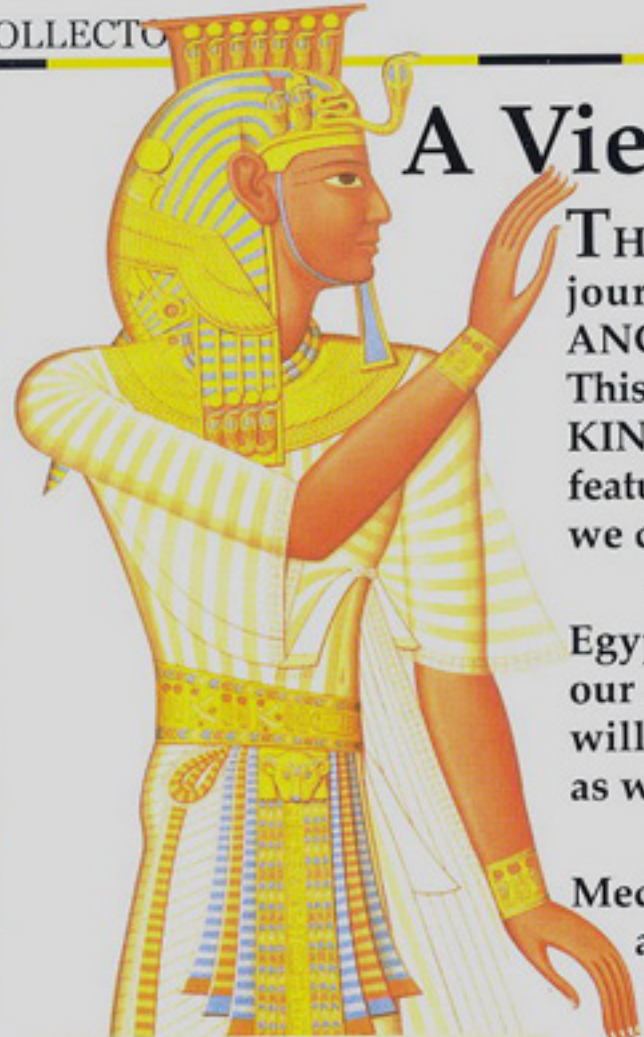
A Quarterly Look at Our World in Miniature
IN THE TIME OF THE PHARAOHS

PYRAMIDS...
MUMMIES...LOST
TREASURE...

The world of Ancient Egypt is reincarnated in miniature for King & Country's latest and most colourful series yet!

Join us on a journey back in time...





A View From The Trenches...

THIS EDITION of "COLLECTOR" takes you on a journey back through time...to the land of the Nile for ANCIENT EGYPT - IN THE TIME OF THE PHARAOHS. This brand-new series promises to be one of the most exciting KING & COUNTRY has ever produced. In a special 4-page feature you can explore the inside story about how (and why) we conceived and developed this colourful new range.

At the same time you will see all of the first batch of Egyptian releases as well as previewing a few of our future ones. We hope collectors everywhere will be as enthusiastic about this unique range as we are...

After Ancient Egypt we cross the Mediterranean, travel through southern France and head northwards to the bloody fields of Normandy in the deadly summer of 1944. Here you'll find our latest batch of battle worn World War Two German and American soldiers and fighting vehicles.



Contents



2

Ancient Egypt

3&4

In The Time Of

5

The Pharaohs

6&7

Havoc In The Hedgerows

7

On The Streets Where We Live

KING & COUNTRY

Headquarters Room 2301, No. 3 Lockhart Road, Hong Kong Tel: (852) 2861 3450
Fax: (852) 2861 3806 • Shop 362, Pacific Place, Queensway, Hong Kong Tel: (852) 2525 8603

Email: hongkong@kingandcountry.com
Website: www.kingandcountry.com

Then it's back to Hong Kong and our not-so-ancient "Streets" series. Four add-on sets of turn-of-the-century (19th/20th) Chinese to choose from.

Finally, on behalf of all of us in Hong Kong and China may we wish all our collectors all over the world wealth, health and happiness for this coming year!

Oh and by the way...
as usual...happy collecting!

Andy C. Neilson
Co-founder & Creative Director
King & Country

American troops move cautiously across a sunken "bocage" road somewhere in Normandy, June 1944.





ANCIENT EGYPT

IN THE TIME OF THE PHARAOHS



KING & COUNTRY'S latest series "ANCIENT EGYPT...IN THE TIME OF THE PHARAOHS"

is one of the largest and most important ranges of figures and accessories ever produced by the company.

For nearly 2 years we have been researching, assembling and designing a unique collection that will portray in miniature many of the most colourful aspects of life and death in the ancient land of the Nile.

WHY ANCIENT EGYPT?

As many collectors know KING & COUNTRY is primarily seen as a toy soldier maker. Over the years though we have developed certain series that were not military themed... "THE WORLD OF DICKENS" and, of course, "STREETS OF OLD HONG KONG" and our other Chinese ranges are the best known.

These civilian-oriented ranges have enjoyed wide popularity among collectors, male and female, who sometimes share little enthusiasm for our more warlike collections.

What we wondered, might appeal to this type of collector and, at the same time, extend our reach to thousands of other potential collectors?

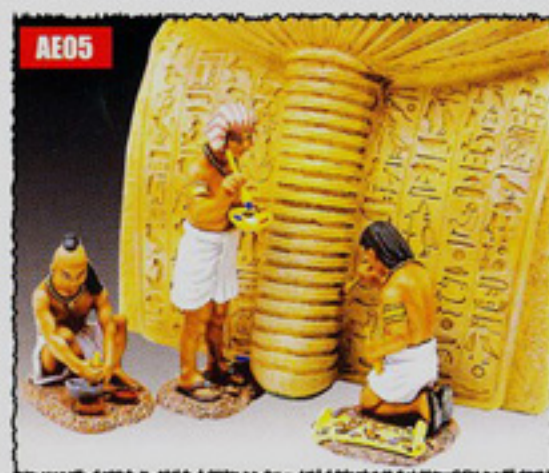
HISTORY...BOOKS...FIGURES

It's a recognized fact that the vast majority of collectors are also interested in the past. History is not a dull, boring subject to them or me. A well-written book or an excellent movie can bring the people and places of long-ago back to life in an instant. The best miniature figures – military or civilian can also have the same effect.

On a visit to Foyles, my favourite bookshop in London a couple of years ago I strayed from my usual

military corner over into the "ANCIENT" area.

Among all the books on ancient Rome...ancient Greece...the section that held the largest, most comprehensive and varied selection was...ANCIENT EGYPT.



Row upon row of photographic, illustrative and just plain written books seem to cover every possible aspect of life and death in the Old Kingdom...the Middle Kingdom and...the New Kingdom.

It was obvious lots of people were interested in Ancient Egypt but would they be interested in a miniature figure version?



Pharaoh, mounted on his sedan chair, is accompanied by bodyguards.

SHOWTIME

Every year Hong Kong hosts a number of major trade shows that cater to the international gift and toy trade.

Buyers, manufacturers and traders from around the globe come along to these shows to display, buy and sell the products that will appear in toy and gift stores all over the world in the coming 12 months.



ANCIENT EGYPT

IN THE TIME OF THE PHARAOHS

SHOWTIME...cont'd

KING & COUNTRY have, from time to time, taken part in shows like this showing off our product lines and attracting overseas buyers.

More often though, we are visitors ourselves going around the thousands of booths and stands to see what's new in the marketplace. Over the past couple of years we noticed several gift makers who had Egyptian-style decorative gifts and premium items on display.

Some of these were extremely well researched and manufactured but they seldom seemed to work together as a collection.

That got myself and the rest of our creative group thinking. "How could we bring all of these separate strands together?"

BRAINSTORMING ANCIENT EGYPT

At our next regular "NEW IDEAS" forum everyone agreed that ANCIENT EGYPT



A stone obelisk, often found outside of temples. This model monument will be released later.

had huge potential. It was colourful... exciting...and had a wealth of ideas that readily lend themselves to reproducing in miniature.

From a commercial point of view the sales appeal to collectors was obvious – witness the bookstores and the gift show displays.

How could we bring it all together? We decided the best way was to first focus on the magnificent treasures that Ancient Egypt has left behind – its monuments...its buildings, its statues. Imagine them when they were new. In addition, we made a conscious decision to keep all of these monumental accessories to a scale that would be large enough to impress while modest enough not to dwarf our figures or over power a collector's display space.

CHILDREN'S BOOKS – A SOURCE OF INSPIRATION

Once the major decision was made to proceed we started looking through our references. Before long it dawned on us that many of the best visual sources were not to be found in learned tomes or histories but in children's illustrated books about Egypt.

A magnificent temple gateway – guarded over by Pharaohs own bodyguards. Two seated stone statues also guard the entrance.

AE13

AE09

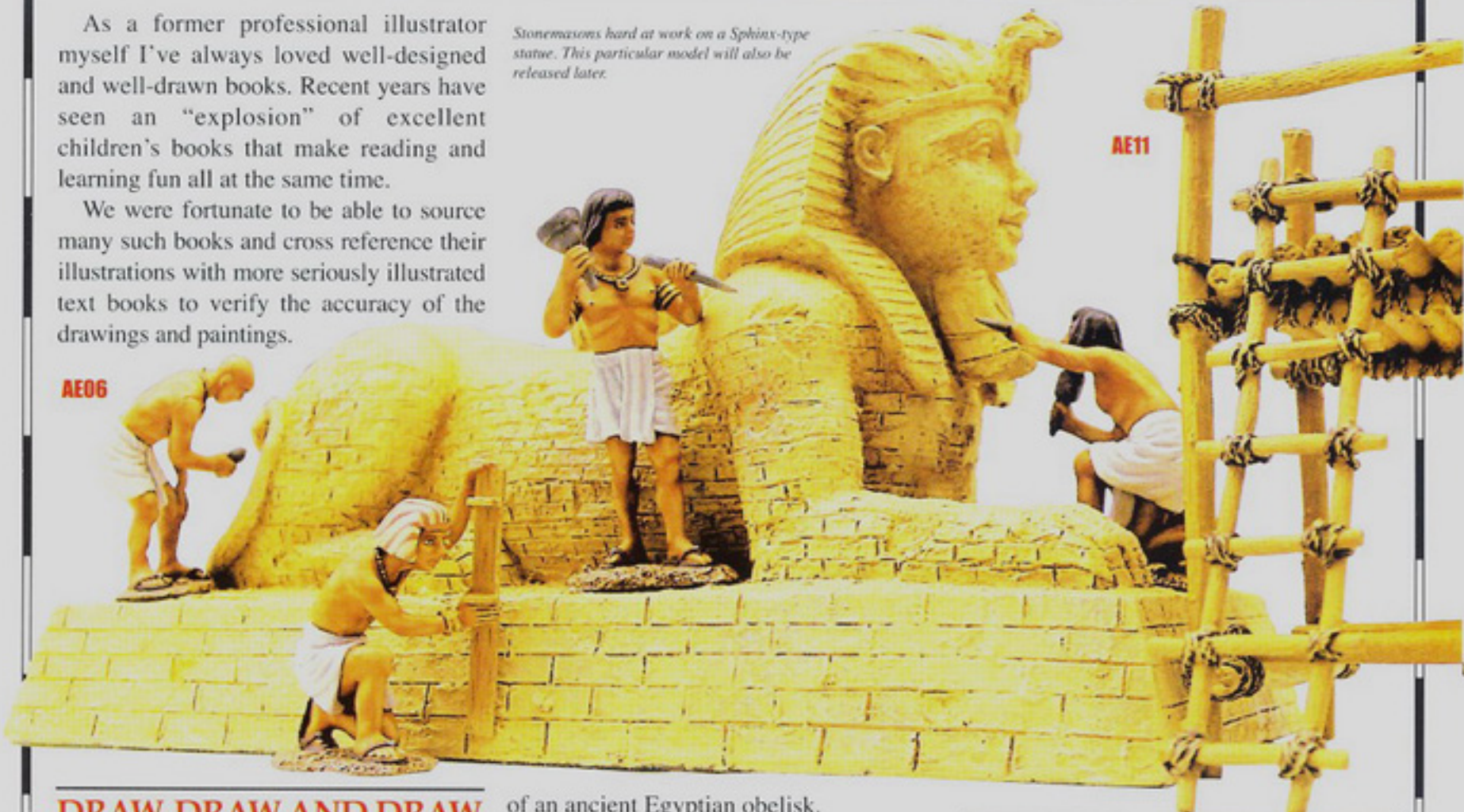
AE12



As a former professional illustrator myself I've always loved well-designed and well-drawn books. Recent years have seen an "explosion" of excellent children's books that make reading and learning fun all at the same time.

We were fortunate to be able to source many such books and cross reference their illustrations with more seriously illustrated text books to verify the accuracy of the drawings and paintings.

AE06



Stonemasons hard at work on a Sphinx-type statue. This particular model will also be released later.

DRAW, DRAW AND DRAW

As many of you know K&C does not immediately sit down and start to carve a new figure. Days, weeks and sometimes months of preparatory work go into designing one or a group of figures before our sculptors even begin to look at it.

Over a period of many months we worked on hundred of sketches of almost 40 figures, animals, buildings, statues and

of an ancient Egyptian obelisk.

Why not, we thought, show a visit by the Pharaoh to a temple construction site. Seated high on his ceremonial chair, borne by his servants, Pharaoh oversees his subjects hard at work...

Architects, stonemasons, painters and decorators and royal guards surround the ruler as he looks over their efforts.

The monuments themselves, carved out of the finest Egyptian stone stand before

him prepared to last an eternity as a tribute to his power and majesty.

TOY FIGURES THAT TELL A STORY

Now that we had the background story everything seemed to fall into place. Next we briefed our figure sculptors and they began work – the first group of figures were to be Pharaoh mounted on his sedan chair, four bearers and a pair of the ruler's house servants carrying large ostrich feather fans.

Other figures soon followed...a pair of architects, plans in hand plus their seated scribe taking down instructions.

Next came a 4-man group of stonemasons then a 3 figure-set of painters and decorators. To accompany both these sets we produced a wooden work platform.

AE07

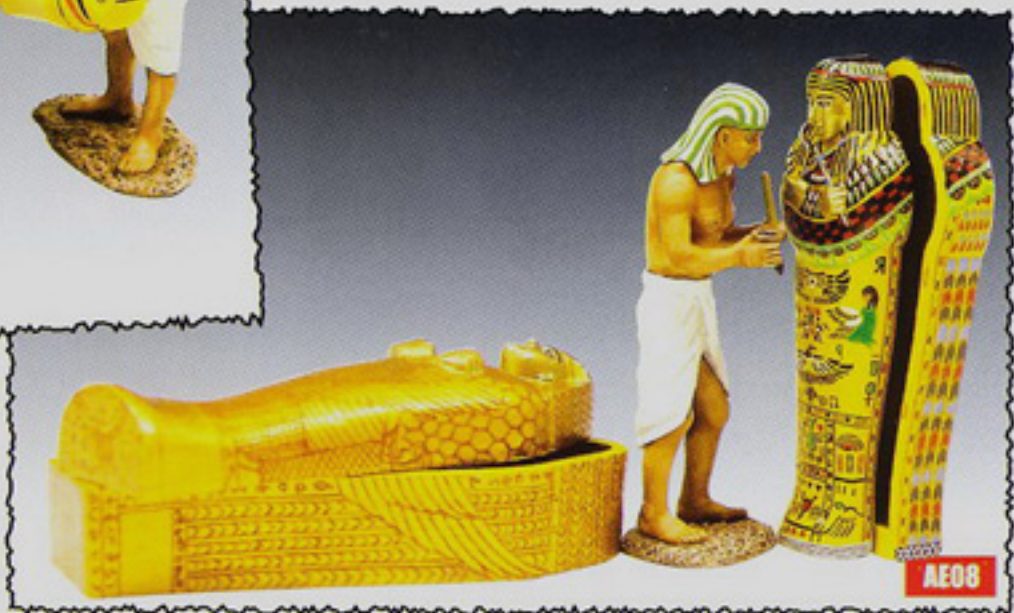


Temple Priests preparing a mummified body for the after life.

Painters and decorators were among the most important of the many craftsmen involved in the complicated business of the "afterlife".

other monumental accessories that would launch this series.

As we sketched these different ideas one group of drawings seemed to work particularly well. These were the ones centred around a temple front, a pair of seated statues and a scaled down-version



AE08

ANCIENT EGYPT

IN THE TIME OF THE PHARAOHS

THE MUMMY

One aspect of Ancient Egypt we simply could not ignore was...Mummies. We knew collectors would definitely want the most famous image of that era produced in miniature.

So, we went to work on two little groups of figures to illustrate that. The first set shows a high priest carefully bandaging the mummy, his two assistants are handling the canopus jars (which contained the body's vital organs) and placing them in a specially constructed box.

Our other set depicts a craftsman/painter decorating the amazingly detailed coffins for the mummy.

THE BODYGUARDS

Once we saw all the figures together we realized that Pharaoh would definitely have some soldiers around him.

So, we designed and sculpted two-foot soldiers – one marching and another standing on guard. You can see how good these look marching with the pharaoh and on guard duty outside the temple.

To add to these soldiers we've also produced a magnificent two-horse chariot complete with an Egyptian Prince driving it. This complicated set piece is one of the most colourful and certainly the most complicated of this first release schedule. It took many months and lots of research



Two architects and their scribe discuss a plan of works.

to get this particular set ready. The end result though amply justifies the hard work!

ANCIENT MONUMENTS

Whilst it's exciting to see all the figures – without an actual background any collection can look a little sterile.

Right at the earliest stages of the project we always knew we wanted architectural accessories to compliment the figures.

That's why while we were designing figures we were also planning the building facades, monuments and statues that would form the essential backdrop.

The first piece to be designed and produced was the temple front facade. This simple but majestic entrance way would work perfectly with the figurines. We decided to manufacture it out of a polyresin mix which is relatively light

weight but amazingly strong. When it was finished we all felt it needed something extra so we researched a little more and added two seated statues that would flank the temple gateway.

Once those were complete we began construction on an obelisk similar to Cleopatra's needle in London. These were usually found outside the Temple in line with the entranceway. *

Still we wanted more...it was suggested – and agreed that we must have a Sphinx model. So we produced a smaller version similar to the ones that formed stone avenues on the approach leading up to the front of a temple. *

Finally we added a giant carved head of a pharaoh that could be worked on by our miniature artisans. We used references based on the boy King Tutankhamun as our guide.

All of these facades, monuments and statues were cast in varying mixes of polystone (marble dust combined with polyresin) and hand-painted to represent the natural stone colouring of Ancient Egypt.

AT THE END OF THE DAY...

Has all the months and years of effort been worthwhile? You, the collector will ultimately decide on that.

For all of us at KING & COUNTRY it has been a huge adventure and a great challenge.

We hope our collectors will agree that all this hard work has been time well spent!

* Both "Cleopatra's Needle" and the "Sphinx" will not be included in the first release schedule of Ancient Egyptian monuments and statues. Look out for them later.

Fan bearers from the Royal Household keep Pharaoh cool.



The Allies were desperate to breakout.
The Germans were determined to keep them in...

HAVOC IN THE HEDGEROWS

IN WW2 NORMANDY few fighting units fought as fiercely as the men of the Waffen SS. Superbly led...well-trained...and highly motivated these men (and boys) with the double lightning flash on their collar patches were at the forefront of the German defense and counter attack.



WS47

STURMGESCHÜTZ IV
Armed, camouflaged and
ready for action...



WS50



WS49

Using their experienced battlefield skills they took full advantage of the unique Normandy 'bocage'. This bocage was the centuries-old network of sunken roads, steep hedgerows and small fields that covered the Normandy countryside.

In this particular landscape the German defenders made excellent use of their vastly out-numbered tanks, artillery, mortars and machine guns. To many an

On the German side the vital armour is provided by the sturdy STURMGESCHÜTZ

IV, the all-purpose tracked assault gun. The "STUG" is accurately painted in a realistic battle-worn finish complete with partial side skirts, a fighting crew and extra camouflage.

Four other 4-man sets of Waffen SS Panzer Grenadiers in a typical, late-war mix of uniforms and camouflage clothing completes the fighting battle group.



WS48

embattled Allied Soldier it must have seemed as if the nature of the country itself had joined forces with the enemy.

ACHTUNG! ACHTUNG!



WS51

THE SERGEANT'S RHINO

A major problem for Allied tanks was that their lightly armoured bottoms were vulnerable to German fire as they attempted to crash through the deep-banked hedgerows of the bocage. The US First Army commander, Lt General Omar Bradley, explained: '...our Shermans bellied up over the tops of those mounds instead of crashing through them. There they exposed their soft undersides to the enemy while their own guns pointed helplessly toward the sky.'

The problem was eventually solved by an American farm boy, Sergeant Curtis G. Culin Jr, who welded a set of pointed steel plates to the front of his tank and cut his way through the hedges with guns blazing. By July, three out of every five tanks involved in action in the bocage had been fitted with these 'horns' and were known as 'Rhinos'. Culin was awarded the US Legion of Merit medal for his invention.

HAVOC IN THE HEDGEROWS

AMONG THE ALLIED troops fighting the Germans in the "bocage battlefield" are these three new sets of K&C American GI's.

Providing the fire support is our latest version of America's most famous tank of WWII...the M4A3 SHERMAN.

This newest model - our fifth is without doubt, the best yet. Armed with a powerful 105mm gun this particular Sherman proved ideal for knocking out pill boxes and demolishing obstacles and other defense installations.

This authentic, battle-weary Sherman 105 comes complete

with 3 crew figures plus an amazing variety of extra items and crew-customized additional protection

that. One set of four GI "tank riders" is accompanied by a patrol of four marching "foot sloggers".



plus a fully elevating main gun.

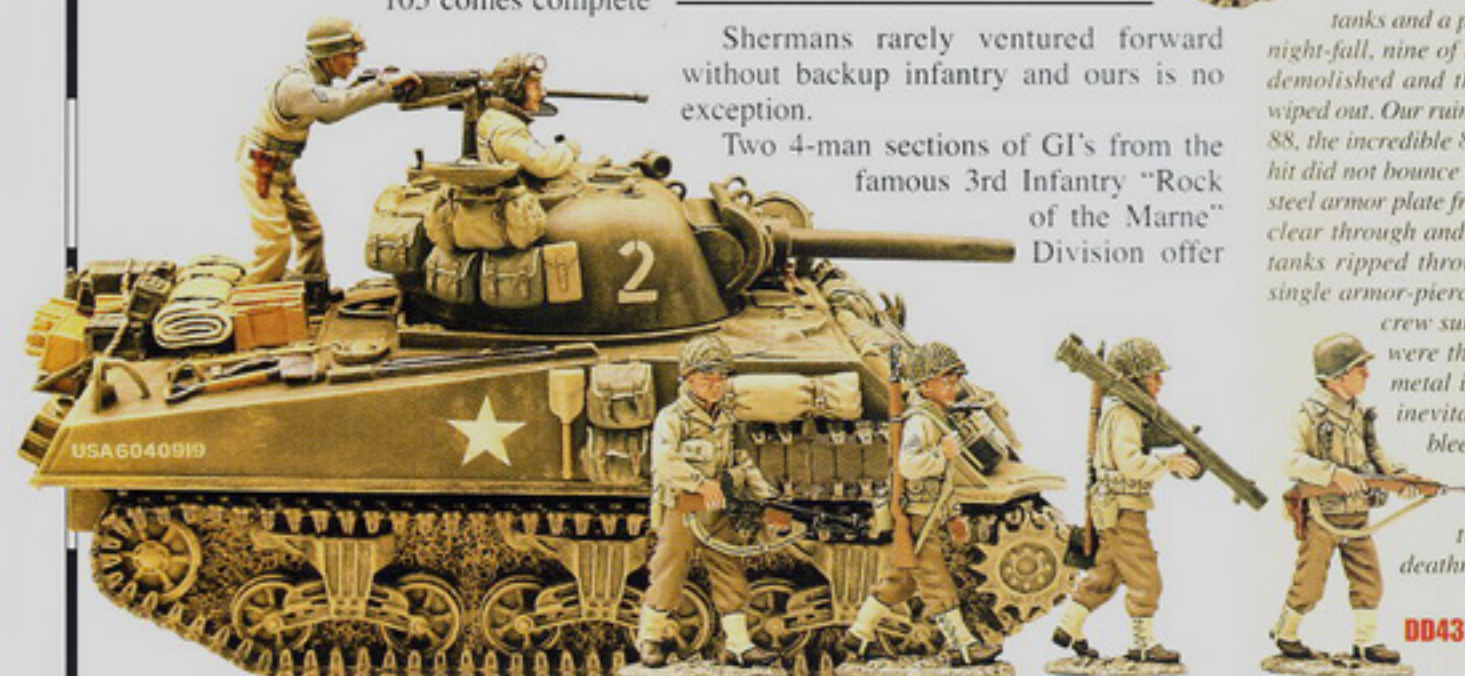
INFANTRY SUPPORT

Shermans rarely ventured forward without backup infantry and ours is no exception.

Two 4-man sections of GI's from the famous 3rd Infantry "Rock of the Marne" Division offer

"...Attached to [our battalion] were a company of seventeen Sherman tanks and a platoon of tank destroyers...By night-fall, nine of the seventeen tanks would be demolished and the infantry would be almost wiped out. Our ruination was the famous German 88, the incredible 88 mm artillery piece. A direct hit did not bounce off the sloping four inch solid steel armor plate front of a Sherman tank; it went clear through and out the back. I saw smoking tanks ripped through from front to back by a single armor-piercing 88. Rarely did any of the crew survive, for along with the shell were the ricocheting chunks of tank metal it tore off, not to mention the inevitable concussion and internal bleeding. Fire also made it difficult to rescue the wounded, as shells inside exploded from the heat. Tanks were often deathtraps for the crew."

Lt George Wilson, U.S. 4th Inf Div



AS USUAL there's plenty happening on the "Streets of Old Hong Kong" Here's a closer look at the new additions...

HK115 is our exciting "Firecracker" set, always part of every Chinese celebration.

HK116 shows old and young parents celebrating Chinese New Year and exchanging gifts.



ON THE STREETS WHERE WE LIVE

HK117 is a cute little add-on... two grandchildren greeting their grandparents. HK118 is a traditional chicken and geese seller plus two customers.

