

# ONCE UPON A NOW

The first customized story about  
assisted reproduction



# Assisted reproduction

**More and more families** are being formed through assisted reproduction. This customisable book **wants to tell each of their stories.**



# Once upon a now

“Once upon a now” is a picture book that tells children born through assisted reproduction **how they came into the world.** It is the first tale of its kind in which you can choose the protagonists, the type of adventure and the happy ending, putting your very own, unique and emotional story together, to read (and talk about) with your little ones.



# A customized story

Families formed through assisted reproduction **come in all shapes and sizes**, each one different: a single mum, two mums, a mum and a dad, two dads or a single dad. That's why we've made **it possible to create a personalised story**. By clicking a few links on [matamuabooks.com](https://matamuabooks.com), a story can be built around the number and types of parents and the **type of assisted reproduction used** (donor eggs, donor sperm, in vitro fertilization or surrogate motherhood). Each fairy-tale tells the story of how a baby boy, girl or also twins, came to be.



# The idea behind the book

How to tell children about the journey that brought them into the world?

We came up with the idea of “Once upon a now” to **encourage conversation on a theme that attracts** a disproportionate degree of prejudice mainly because of the restrictive legislation it is subject to in many countries. With this book **we try and overcome such prejudice and champion a message of love, courage and determination.**





# The book

“Once upon a now” is a beautiful **48-page book for every kind of family**. It measures 21cm x 29.7cm (8x11”). Inside it is richly detailed, with vibrant colours and exquisite illustrations. It is available in four languages: **English, Spanish, Italian and French.**





# About us

Our team comprises Beatrice Mele, Raquel Gutiérrez, Álvaro Duque and Martina Mele, **three creatives and a psychologist living between Spain and Italy**. We joined forces to make “Once upon a now”, the first project of our neo-press Matamua. **We founded it in April 2019** and plan to publish customised picture books for children (also useful for adults).





# Mata Mua

“**Mata Mua**” is the name of a painting by **Paul Gauguin** and translated means roughly “In olden times” or that classic fairy-tale opening: “**Once upon a time.**” Stories are what we want to tell, especially the diverse ones. We hope that through these stories, we can help to build a more accepting, inclusive society.

Here is a **video where we explain our project:**





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hello@matamuabooks.com

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