



# Mei's BIG Potluck!

Written by Arthur Callis

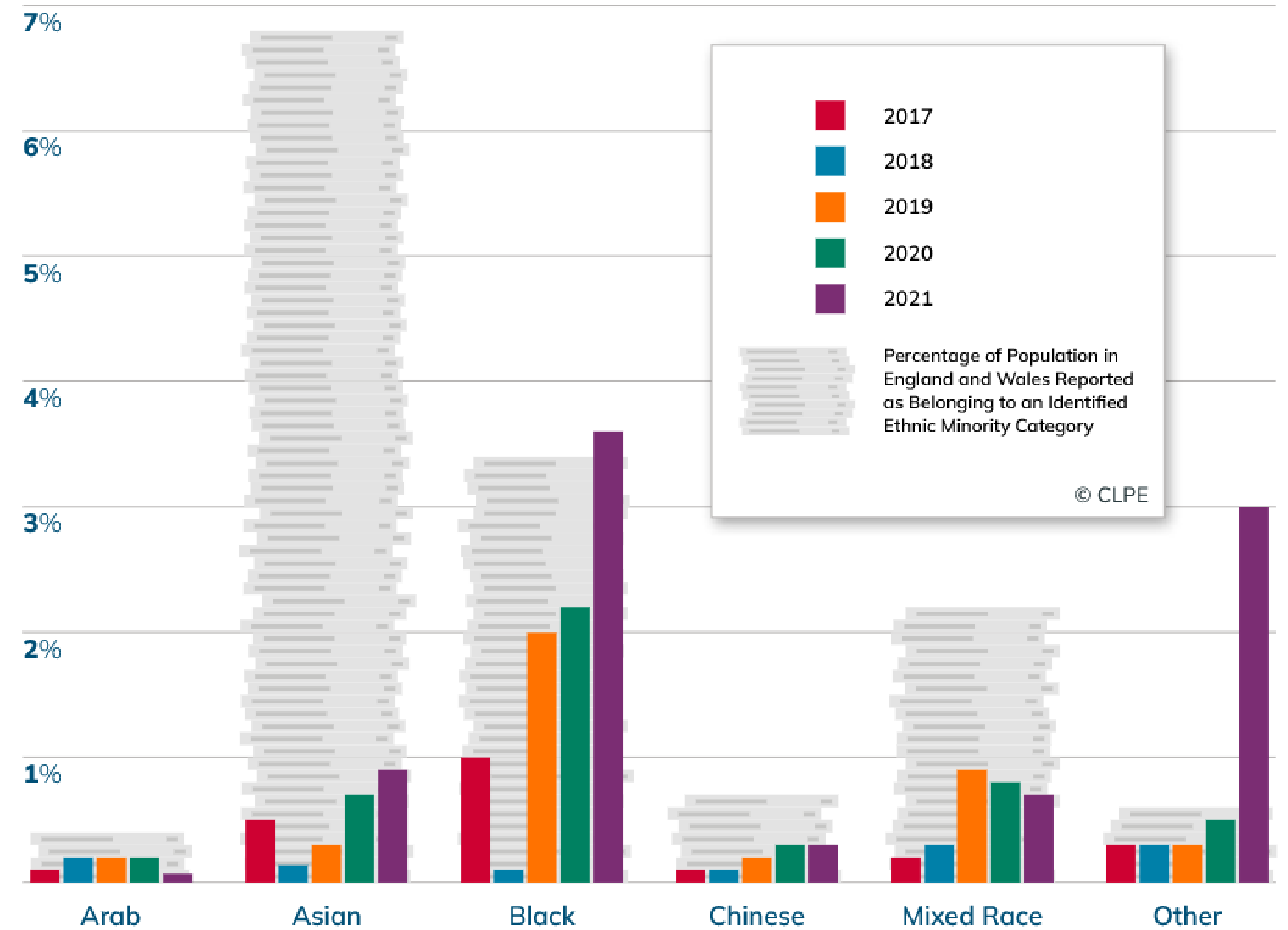
# Bridging the Representation Gap

Reflecting on findings from the Centre for Literacy in Primary Education Reflecting Realities report, it was evident that while representation in children's literature is increasing, publishers often overlook certain audiences or frame them strictly through "issue-led" lenses.

It was important to create a story where children are more likely to internalise inclusivity when it is shown from an early age with character-driven stories.

This established the core design objective: to create a character-driven narrative that mirrors the diversity of modern readers.

## Contrast in Demographic Makeup of Real World Populations compared with Story World Populations



## What is Mei's BIG Potluck?

*Mei's Big Potluck* is a children's book created for early readers aged 4 - 6, using simple language and clear visual storytelling to support accessibility and engagement.

Living in a large apartment complex, Mei visits her neighbours to see what they are up to, creating a narrative of inclusivity and discovery. And by centring the story on Mei's Chinese identity and her interactions with familiar neighbourhood figures, the book provides the "character-driven" inclusivity that real-world demographics demand.

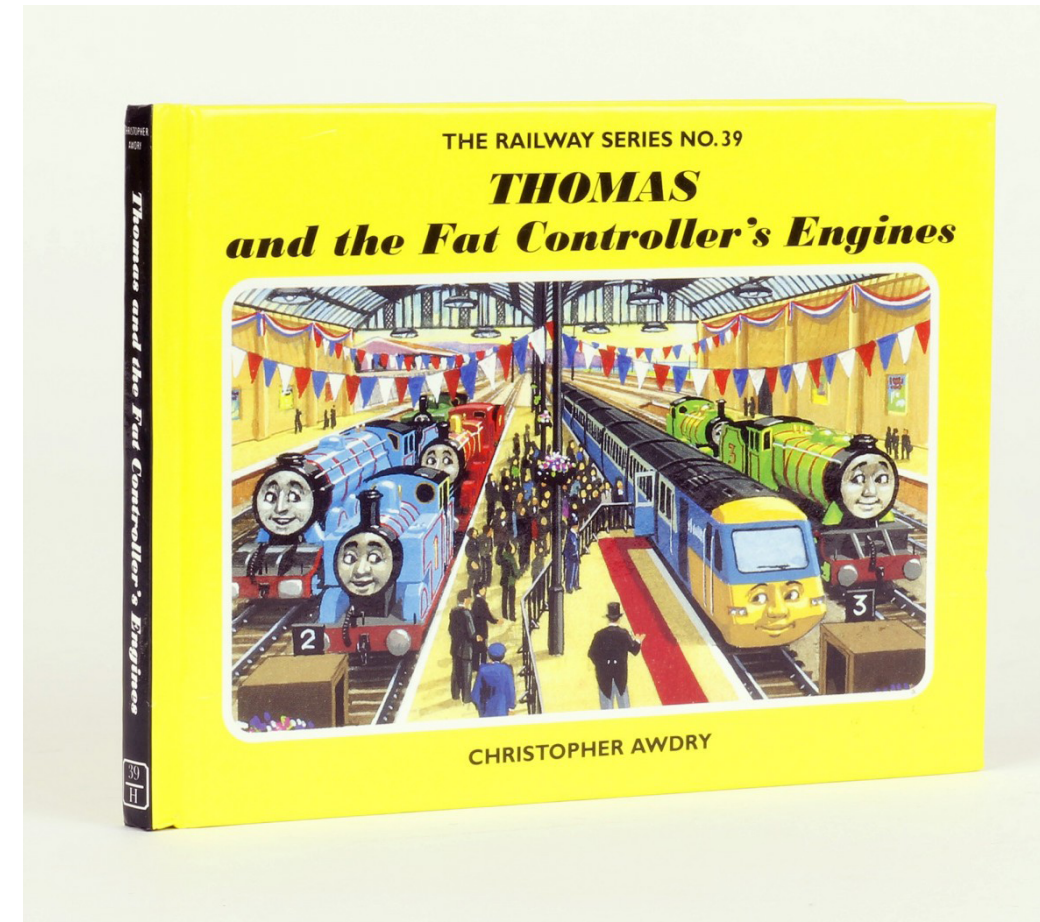


# Key Inspirations

The development of *Mei's Big Potluck* draws on a range of children's media, informing both the visual and narrative approach.

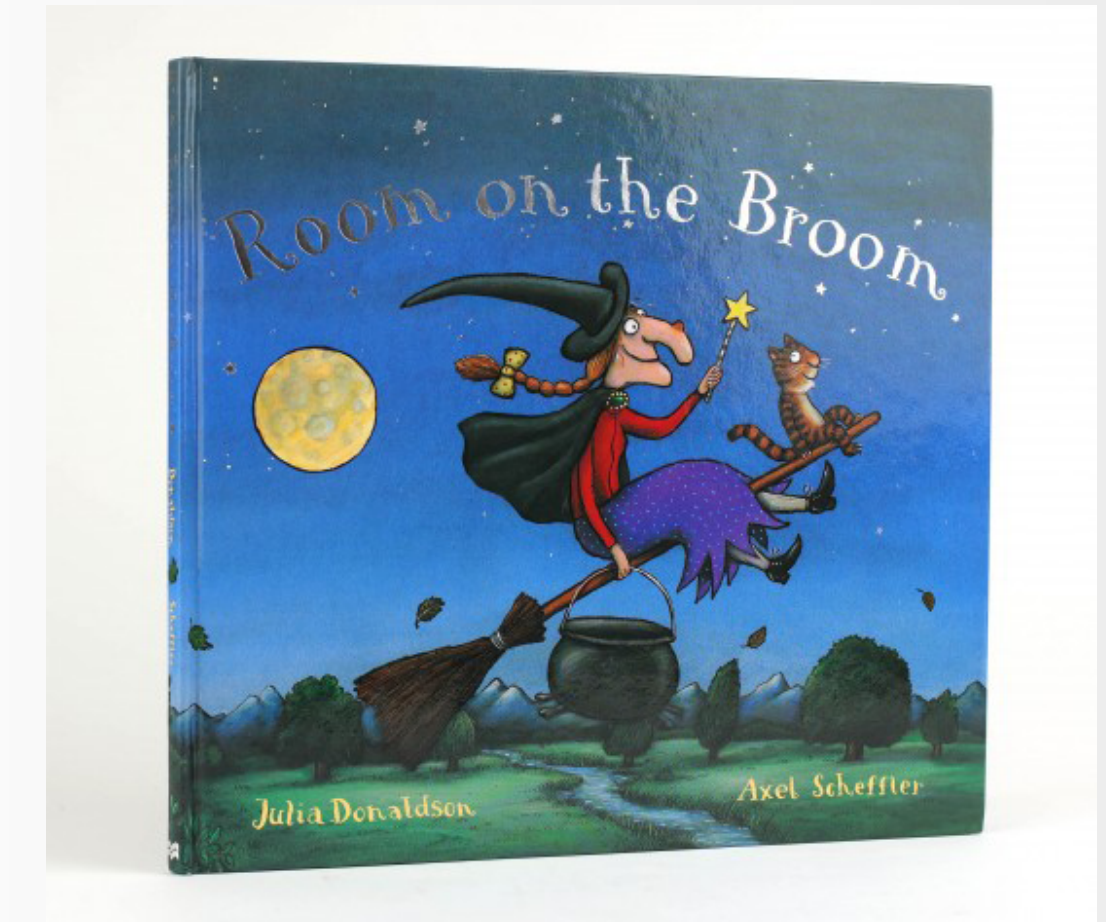
These influences informed the use of simple, episodic storytelling that focus on rhythmic language to help build phonological awareness and language skills.

These inspirations helped refine the structure, phonetic sound, characterisation and aesthetic for the series.



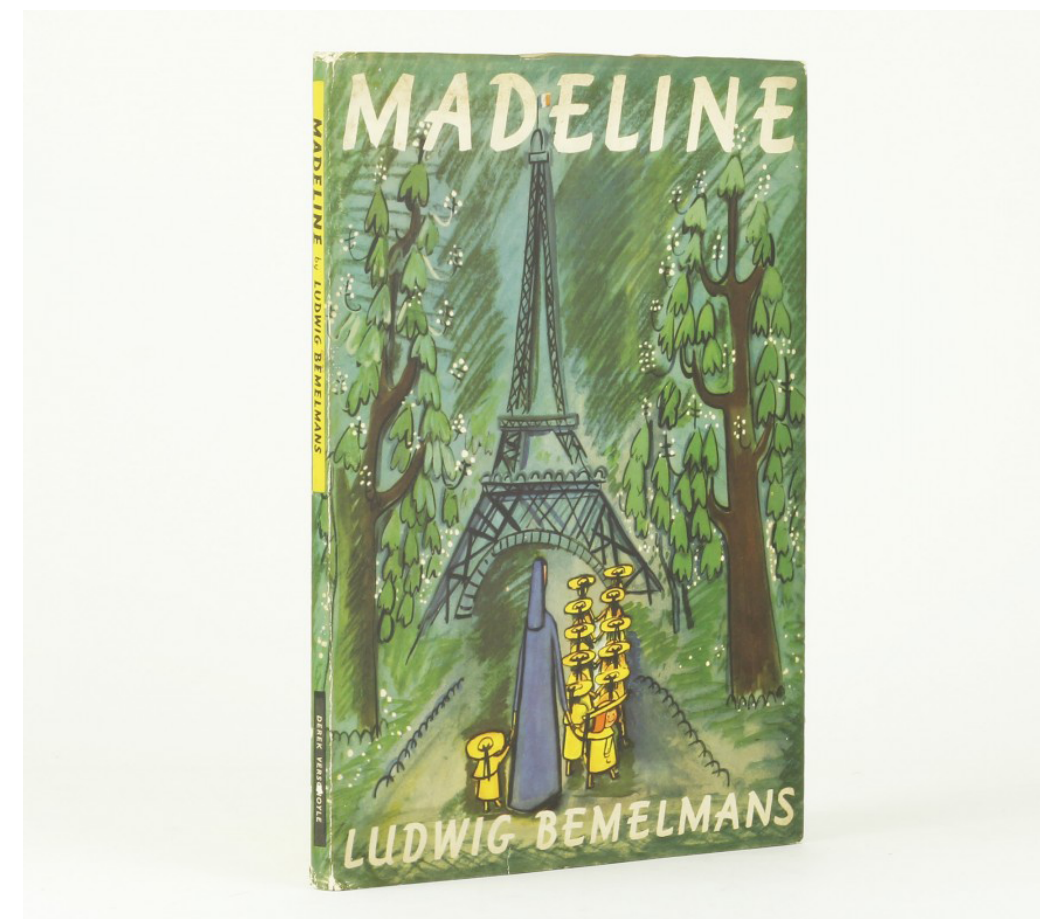
## The Railway Series

Structural layout influences.



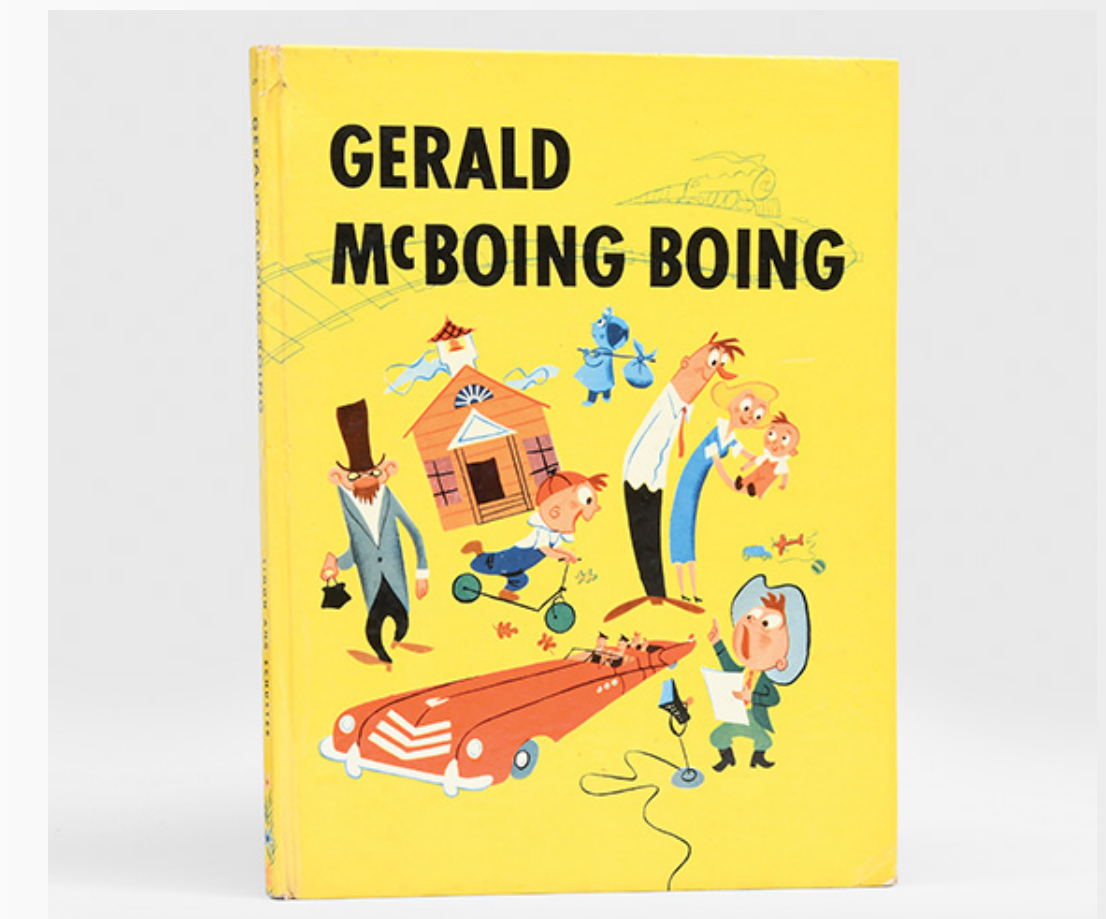
## Room on the Broom

Auditory rhythm and accessible language.



## Madeline

An iconic protagonist who acts as a central, active, and curious lead.

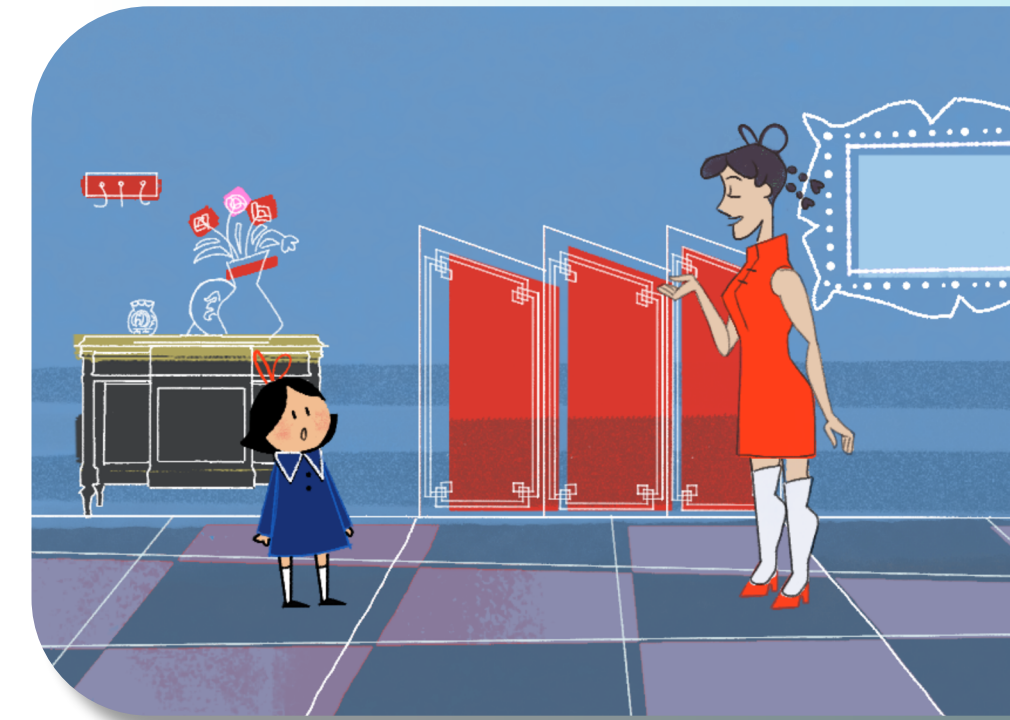


## Gerald McBoing Boing

Expressive yet simplistic mid-century design.



Inside the Book (Preview)



Mummy told me everyone's coming 'round to celebrate!



She says "they'll all bring food," so we mustn't be late!



Next I met Uncle Harjeet, making something quite hearty.



I asked about luck, he said "No, just my ka-dhil!"



There wasn't a pot that was lucky, or rare!



The luck was the food.. and the people who share!



