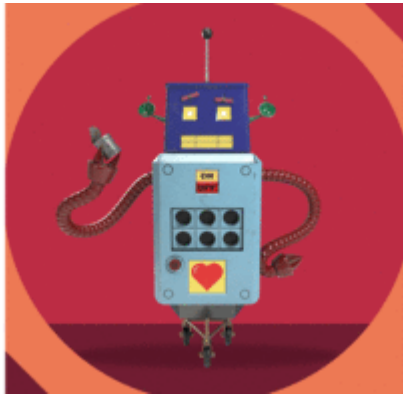


The Intellectual Property Office and Aardamn 2019/2020 competition

News story

The intellectual Property Office's Cracking Ideas Competition launched in October 2019. It was open to schools and young people aged 5 – 11.



The resources included learning and activity packs. These highlight the importance of intellectual property in the children's designs.

More than 1500 youngsters took part in the competition, from all over the Uk. Taking their inspiration from Wallace & Gromit to create their helpful and unusual designs.

[Dominic Marday](#), aged 9, from London came up with the winning entry, called Literation. A robot that moves around looking for rubbish, eats the rubbish and sorts it for recycling.

The winning entry will feature in the new Wallace & Gromit augmented reality adventure called "The Big Fix Up", which will be a new foray in the world of augmented reality for the duo. Fans will see them in their latest business venture, Spick and Spanners, as they take on a contract to "Fix Up" Bristol.

The new activity will launched on 18 January 2021. It will bring Wallace and Gromit to life in an entirely new way. You will be able to download a free app, play along at home and step directly into the world of Wallace & Gromit.

Fans can find out more about the new characters, and pre-order the FREE app via [The Big Fix Up](#).

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