

# Story Monsters Ink

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The Literary Resource for Teachers,  
Librarians, and Parents

**ANDI DIEHN**

LIFE LENDS TO STORYTELLING

**DEEDEE CUMMINGS**

WE ARE ALL CONNECTED

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EDUCATES AND ENTERTAINS LITTLE  
ONES WITH WHIMSICAL TALES

## NEIL GOLDBERG

FROM THE PAGE TO THE STAGE

**CYNTHIA KERN OBRIEN**

PENS A PICTURE BOOK WITH A  
MAGNIFICENT MESSAGE

**CHARACTER COUNTS!**

WHAT IS THE CONTENT  
OF YOUR CHARACTER?

**JUDY NEWMAN**

PULL UP A CHAIR ...

**THE BOOK BUG**

BARBARA KRASNER WRITES  
ETHEL'S SONG

**LIV ON LIFE**

WHAT WOULD YOU DO?

**Q&A**

PETER BROWN





# Neil Goldberg

From the Page to the Stage

by Lindsey Giardino

My life has been like a colorful kaleidoscope: changing, unexpected, and distinct,” says Neil Goldberg. The Broadway director, theatre producer, and creative visionary can now add children’s book author to his long list of descriptors.

POMP, SNOW & CIRQUEumstance, co-written with Niko Nickolaou and illustrated by John Kelly, is Goldberg’s first book. It shares the holiday adventures of three unique characters as they study and learn special music, magic, and circus skills at a secret university before sharing their gifts with the world and learning a valuable lesson in humility and service to others.

“New ideas can simply come from conversation or an interesting experience,” Goldberg says. “So, when I shared the book’s title, we brainstormed three characters that have certain magical powers and gifts, each with popular appeal through their music, magic, and circus personalities. Together, we made the story’s world and characters a reality.”

POMP, SNOW & CIRQUEumstance blends Goldberg and Nickolaou’s knowledge of visual, performing, and literary arts, weaving each page and illustration into a visually stimulating adventure to capture children’s imaginations and take them on a fun journey.

The book includes an introduction from Chris Jones, a noted Broadway, theater, and culture critic whom Goldberg greatly admires. “Having him write the book’s foreword and introduce the story as a timeless adventure for children, parents, and audiences of all ages was an honor,” he says.

POMP, SNOW & CIRQUEumstance also draws from Goldberg’s professional work as founder of Cirque Productions and the renowned Cirque Dreams entertainment brand. “Never could I have envisioned creating a brand that spans the globe, entertains millions, and was the brainchild of my imagination,” he explains. After exceeding my own business expectations and producing shows from Super Bowl to Broadway, I sold the company to pursue new endeavors and formed Variety Arts Management, Inc. to consult, design, and create new works.” All of this work takes place in Goldberg’s 25,000 sq. ft. Florida-based Dream Studios complex, which houses an elaborate costume design and creation facility, rehearsal space, film studio, and a gallery of Neil’s personal art collection.



“Stories remain an integral part of one’s childhood and become engraved in our memories. I was drawn to the endless possibilities of painting a picture of a fantasy world with words that would influence a new generation of storytelling for a new generation of kids.”





Because of Goldberg's stage expertise, he's also envisioned how the book could work as a live show. Now, he's come up with a formula for which POMP, SNOW & CIRQUEumstance is being produced into a new musical holiday cirque and magic show for theaters, tours, live experiences, and Broadway.

"My style of storytelling combines both a spoken and unspoken narrative of inspirational and intriguing components," Goldberg says of his creative process. "I visualize a finished story and then work in reverse. I imagine the characters, have a clear idea of each scene, how they move, personalities and lessons, then sketch the events, add the narrative, and connect the adventure with challenges, accomplishments, and goals."

And that's how POMP, SNOW & CIRQUEumstance can so readily translate to the stage.

The show will present the books characters, illustrations and story in a big-hearted tale of friendship, discovery and celebration of values that bring us together. The new musical adaptation of the first POMP, SNOW & CIRQUEumstance storybook will soon begin touring and performing throughout the country, making its way to Broadway.

The second book is in development for a 2024 release. New characters will be introduced, and the adventures will continue, with stories encompassing all four seasons and holidays throughout the year.



Goldberg is excited and proud of all that POMP, SNOW & CIRQUEumstance has achieved since publication. Besides winning nine coveted book awards for illustrations, cover, theme, and content, the book has become part of the USO's Bob Hope Legacy Reading Program and Libraries. It's also distributed through more than 30,000 retail and online outlets and has been featured on Good Morning America, Fox & Friends, and media platforms throughout the country.

Moreover, Armed Forces Entertainment has co-produced immersive book reading tours, experiences, and live performances for more than 100,000 U.S. service members and their families at military bases throughout the world. Over 10,000 school kids nationwide have been engaged in live, interactive character book readings and events as well. So, too, has POMP, SNOW & CIRQUEumstance been produced into a 30-minute TV special aired on YouTube and the AFN Armed Forces Television Network.

"It's rewarding and gratifying to experience every aspect of my creative career merge in a journey that inspires children to





read the book, marvel at the illustrations, meet the characters, share the experience with others, and eventually see the story come to life,” Goldberg says.

It’s evident that Goldberg has achieved great success in life — he even established the Neil Goldberg Dream Foundation as a way to give back and enrich the arts — and his path to where he is today all leads back to his childhood. From an early age, Goldberg painted, sculpted, danced, played musical instruments, and imagined countless possibilities. He dabbled on stage, with scenic creations, window dressing, textile printing, fashion design, event planning, and volunteering to be part of anything creative and captivating.

“As a young child, I was blessed with the gift of imagination,” Goldberg says. “Throughout my career, I’ve used my imagination to convey meaning through imagery, narrative, and drama.”

After graduating college, he landed in the center of New York City’s garment district, designing textiles and collaborating with some of the industry’s top fashion designers. “Color, form, and style were key factors in my artistic world,” he shares.

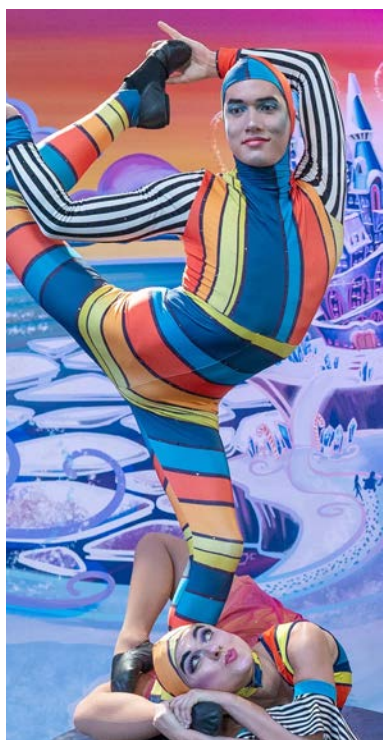
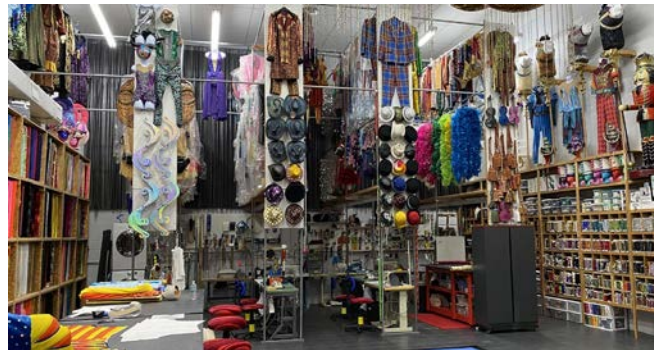




"I filled my spare time with theater and stimulating outlets that inspired and nurtured my passion for creativity and the arts. My path has included many artistic categories and aesthetics. Creativity has always inspired me to think outside the box. Today, my career is a sum of the parts drawn from a lifetime of artistic expression and exploration."

Goldberg's collective projects have one goal in common: to inspire. "Stories remain an integral part of one's childhood and become engraved in our memories," he explains. "I was drawn to the endless possibilities of painting a picture of a fantasy world with words that would influence a new generation of storytelling for a new generation of kids. Children and their imaginations have always inspired me to combine the realms of reality and illusion. I wanted to both write and create the art of a story that would stimulate new thoughts, generate motivation, and share valuable lessons."

For more information about Neil Goldberg, his books, and his upcoming events, visit [pompsnowandcirqueumstance.com](http://pompsnowandcirqueumstance.com).







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