

BRIGHT NEW PUZZLES FROM JIGSAW AVENUE HELP SOOTHE STRESSES

“I’ve always enjoyed doing puzzles to calm my thoughts. After an intense week at work, I can escape into an intriguing world where each piece of cardboard helps recreate a beautiful and inspiring picture,” says Marilena Florea, founder of the new and trendy Jigsaw Avenue.

Marilena’s jigsaw puzzles are more than just different, they’re modern, vibrant and poster-like. The recent problematic pandemic exaggerated a need in all of us to down tools, including those hyper digital ones, and relax free from agitation and anxiety.

More than ever before, time out piecing together a puzzle is a refreshing and active mental exercise. Without screens. Without blue light. Without stress. It’s a form of meditation. It improves our short-term memory, exercises our visual-spatial reasoning and is good fun to do with friends and family.

“I see Jigsaw Avenue as a way to bring a more contemporary approach to the jigsaw puzzle, attracting younger puzzlers. Our inspiration is art and design. We work with a London-based graphic design studio to create puzzles that are different from anything else that’s out there. Once completed, our puzzles work very well as framed posters,” says Marilena.

There are currently three collections for customers to choose from. The *City Collection* jigsaws are collage-like essences of a vibrant Miami, a romantic Paris and a celebratory New York. The *Message Collection* jigsaws carry indulgent and amusing annotations like THAT’S WHAT SHE SAID, LET’S MAKE PUZZLES GREAT AGAIN and a favourite DIGITAL DETOX – all set on wildly colourful, mostly botanic backgrounds. Finally, the *Art Collection* is a heady and modern take on the surreal with *Baroque Party*, *Abstract Jungle* and *Disco Dinner Table*.

These wonderful 1,000-piece, £30 landscape puzzles aren’t small at 19.2 inches by 27.1 inches – a perfect poster size. Even the boxes look good on coffee tables or bookshelves.

True to its contemporary aspirations, Jigsaw Avenue is environmentally friendly using high-quality recycled cardboard, no plastic, and local production in the UK.

Jigsaw Avenue. Great presence or presents for soothing Sundays.

Find out more at www.jigsawavenue.co, Etsy, and Instagram @jigsaw.avenue. Wholesale enquiries welcome.

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